

Advisory services enable sustainable global growth



Case study

Client name:
Transpole Logistics Pvt Ltd

Sector:
Global integrated supply chain management

Annual turnover:
\$130 million

Client challenge:
Sustainable global growth

Grant Thornton services:
Global audit, New market entry, Employer solutions

Geographies served:
India, Hong Kong, Singapore, China, South Korea, Malaysia



Left: Anant Choudhary at the head offices in New Delhi
Above: Growing global operations

Transpole Logistics Pvt Ltd first engaged with Grant Thornton in 2011. At that stage Transpole was an \$80 - 90 million business. Today, with support from Grant Thornton on global audit, entry into new markets and employer solutions, Transpole is on track to be a \$200 million business by 2015.

“I find that the Grant Thornton approach, especially from an Indian perspective, is excellent. Some companies talk big, but Grant Thornton actually delivers.”

Anant Choudhary,
Chief executive officer

“Whenever we send requirements they come back to us quickly with a solution. They deliver more than we need. As a provider of advisory services Grant Thornton has had an unlimited role in our growth.”

Anant Choudhary, Chief executive officer

Client challenge:

Building investor confidence

Anant Choudhary started Transpole in 2004 with \$2,000 capital. Over seven years the business established strong relationships with global accounts such as Samsung, LG and Toyota. To achieve further expansion, Transpole sought to attract private equity investment which necessitated changing their auditors to a large global firm.

The Grant Thornton solution

Grant Thornton worked closely with Transpole to demonstrate to investors the appropriate level of corporate governance, and to ensure that the necessary systems were in place to upscale the business in line with the business plan.

“Grant Thornton saw a lot of things that were lacking,” says Anant, “and that were potential problems for the company. They were able to address those problems through their different advisory teams.

We engage Grant Thornton in new business initiatives as well as in an advisory capacity. We receive good feedback on multiple levels, with regular discussions and meetings. Whenever we send requirements they come back to us quickly with a solution. They deliver more than we need.”

The outcome

Transpole has continued to enjoy sustainable growth and is now actively seeking further funding to facilitate expansion.

“As a provider of advisory services Grant Thornton has had an unlimited role in our growth. Making the company more systems-oriented is a big change they have brought about. This enhances efficiency, which also translates into growth,” says Anant.

Client challenge:

New market expansion

Transpole’s strategy in raising finance had always been to achieve a worldwide footprint. In discussions with Anant Choudhary it became clear that he was going to be more comfortable with Grant Thornton rather than one of the Big 4 because we fully understood his growth ambitions so could work with his team to find country specific solutions.

“There are different challenges in every country,” says Anant, “Hong Kong, Singapore, Malaysia, we can deal with. They are friendly, especially to foreign entities. China is more complex: you need six or seven licenses just to register a company in China.”

The Grant Thornton solution

Grant Thornton provided advisory support in a number of overseas jurisdictions specifically on optimising operations and regulatory frameworks.

“One of the biggest advantages of working with Grant Thornton is their global presence. They are always very helpful sharing their experience in every country. They can give us an overview of the challenges and compliance issues we will face. Whether it’s China or Vietnam, it’s very helpful to know what concords are in place, how to register, open offices, as well as cultural and financial issues.”

The outcome

Grant Thornton provided Transpole with the regulatory and licensing assistance to enable them to firmly establish themselves in a number of new markets including China. Transpole now has operations in Hong Kong, Shanghai, Chengdu and Shenzhen.

Client challenge:

Employer solutions

In 2011 Transpole was a young privately-held organisation focused on growing the business. Grant Thornton believed, however, that by adopting systems and procedures, specifically around how they managed their people, they could drive further efficiencies in the business.

The Grant Thornton solution

Grant Thornton streamlined the way Transpole incentivised their people firstly by putting in the appropriate processes to help define their roles and secondly by building a measurement and reward structure.

“One key area where Grant Thornton helped us,” says Anant, “was in our HR accounting manual. They also advised us on salaries. We’re a people-driven company so one of our biggest expenditures is on HR.”

The outcome

Transpole is a dynamic organisation. A HR manual was not something they had necessarily needed from the outset but once they’d reached a critical mass it became clear how essential this would be to achieve sustainable long term growth.

“Grant Thornton provided advice and a structure to link salaries with incentives and Key Performance Indicators (KPIs). But it wasn’t just about becoming cost-effective. We’re also a performance-driven business, so it was a question of linking KPIs with incentives, variable salaries – all the things we weren’t doing before. In the long term, these things help us to review costs and enhance efficiency.”

Building sustainable growth

From day one Anant Choudhary recognised in Grant Thornton a familiar business approach. “To move a business forward, you have to do something different. As a service industry we believe in understanding a customer’s needs rather than telling them what we can do. Grant Thornton really understands both our business needs and our customer needs very well. This makes us very comfortable. We deal with a lot of similar companies but the Grant Thornton approach, especially from an Indian perspective, is excellent. Some companies talk big, but Grant Thornton actually delivers. Since we started working with Grant Thornton we have grown from an \$80-90 million company to a company hoping to surpass \$200 million in the next two years. This clearly demonstrates that Grant Thornton has been doing a wonderful job. They have been very helpful in building a sustainable growth model for us.”

Do you have similar challenges?

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