

OQ's supply chain strengthens customer centric delivery model for ISC market

- *Huge growth in supply chain capacity, resilience and agility over recent years makes OQ the ideal polymer partner for Indian companies operating in the plastics sector.*
- *Indian subcontinent identified by OQ as a market with great global potential and is a strategic priority for the company.*
- *OQ will be present at the upcoming PlastIndia event (February 1-5) in New Delhi at booth C4 in hall 2.*

OQ, the Oman-based enterprise that specializes in PP and PE grades for flexible and rigid packaging solutions, continues to build on the strength of its global and regional supply chain networks that enable it to serve customers throughout the Indian subcontinent.

In the past few years, the company has increased the volume of containers shipped per month from 900 to around 4,500 – a growth of more than 400%. During the same period, OQ has improved its operations in 8 ports across India and another two ports within Indian Subcontinent. Our team has now the ability to distribute at least 40% of our shipment to Mundra and Nhava Sheva directly with 2 days transit – as opposed to 10-15 days in the past. We are also able to serve all Inland Container Depot (ICD) destinations in India.

This steady growth has been enabled by a series of strategic partnerships with logistics and transportation companies, five operating in the sea container business and another three which handle OQ's inland trucking needs.

Dawood Al Rahbi, Vice President – Global Supply Chain, commented: “We are better placed to provide efficient, agile and reliable shipping to our customers in the Indian market.

“As the highly anticipated PlastIndia event approaches this February, OQ affirms its commitment that we are here to do business and support the development of the region's polymer industry. We see huge potential here and want to play our part in realising that potential.”

Scheduled for February 1-5 and held in New Delhi, PlastIndia has grown into a must-attend event for both the regional and global plastics industry, with plastics producers, processors and users of plastics gathered under one roof to explore opportunities and build new relationships.

For OQ, the event is a tremendous opportunity to showcase its ability to support the local plastics market and the wider Asian region.

OQ's supply chain and logistics operations are overseen by a team of 34 employees, 20% have focused roles in supporting the ISC market. The team is spread across Muscat, Suhar and Singapore, those in Muscat being primarily responsible for handling shipments for the Indian subcontinent and are available on a 24-hour basis to address customer requirements in the region.

This reflects the priority of India being a very strategic market for OQ. Thanks to the capacity and resilience building that has taken place across the supply chain in recent years, the company is able to serve India-based customers in a very efficient and agile manner.

For example, key OQ customers have been already taking advantage of the features of an auto shipment intimation. This feature is well received by OQ customers who receive an automated email upon completion of order stuffing with their order details along with sailing and expected arrival dates.

“We have come a long way since we had just three employees managing all logistics out of Muscat,” Al Rahbi added.

“We are the first to launch this automated service in India. We are well placed to face up to challenges that may impact the industry in the future. For example, shorter transit times present a challenge of making shipping documents available to customers on time – we already have systems and processes in place to ensure our customers in India are served promptly and efficiently each and every time.”