

# A Study on Freight Forwarding and Documentation Procedures in VRL Logistics Ltd

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## ABSTRACT

This study examines the operational framework of freight forwarding and the critical role of documentation within VRL Logistics Ltd. In the modern supply chain, documentation acts as the "legal and operational backbone" of cargo movement. This article analyses the step-by-step procedures followed by VRL—from booking to delivery—and evaluates how digital transformation has streamlined these processes. The findings highlight the importance of accuracy in documentation to minimize transit delays and ensure regulatory compliance in the Indian logistics landscape.

**Keywords:** Freight Forwarding, VRL Logistics, Documentation, Bill of Lading, Supply Chain Management, Road Transportation.

## INTRODUCTION

The logistics sector is the lifeline of the Indian economy. VRL Logistics Ltd, founded in 1976, has pioneered the "Hub and Spoke" model in India. Freight forwarding involves more than just moving goods; it requires the strategic coordination of multiple stakeholders. At the heart of this coordination lies documentation, which serves as a contract of carriage, a receipt of goods, and a document of title. The company plays a key role in freight forwarding by managing transportation, warehousing, and documentation processes efficiently.

## REVIEW OF LITERATURE

**Mr. Vinoth And Mr. ABHISHEK Narayan (2023)** This study examines the effectiveness of freight forwarding operations at 20Cube Logistics, Chennai, with emphasis on transportation, documentation, and service quality. Using a descriptive research approach, it analyzes shipment handling efficiency and the impact of forwarding activities on customer satisfaction. The findings highlight that strong coordination among shipping lines, customs authorities, and logistics staff reduces delays and enhances service quality, ultimately improving operational performance and customer trust.

**Dr. Mohanraj and Mr. Arun Athithya (2025)** This study examines the major operational, regulatory, and documentation challenges faced by freight forwarders in the logistics industry. Using survey data and percentage analysis, it identifies key issues such as documentation errors, customs delays, shortage of skilled manpower, and poor coordination, and explains how these problems affect delivery timelines and customer satisfaction. The study emphasizes the need for accurate documentation and effective communication with stakeholders to improve freight forwarding performance.

**Dr. Jayashree and Sheshathri Yogesh (2025).** The study analyzes customer satisfaction with freight forwarding services at Sea Sand Cargo using the SERVQUAL model, focusing on reliability, responsiveness, assurance, empathy, and tangibility. Findings show that timely delivery, accurate documentation, and clear communication are crucial, and gaps in these areas can lead to customer dissatisfaction.

**K. E. Balaji, G. Yogananda, M. Vasan (2024)** The study examines service quality, customer satisfaction, and loyalty in the freight forwarding industry, highlighting that reliable service, clear communication, and problem-solving support drive customer loyalty. It also emphasizes the role of CRM in strengthening relationships and enhancing long-term

satisfaction. The authors conclude that investing in service quality and CRM systems is essential for retaining clients and building loyalty.

### Objectives of the Study

- To understand how freight forwarding actually works in a real company
- To identify common problems faced during the process
- To see how efficiency can be improved

### RESEARCH METHODOLOGY

The study is descriptive in nature and focuses on understanding freight forwarding and documentation procedures in VRL Logistics Ltd. Both primary and secondary data were used for the study. Primary data was collected through interviews and observation of employees, while secondary data was gathered from company records and relevant sources. A convenience sampling method was adopted with a sample size of 30 respondents. The collected data was analysed using percentage analysis and simple charts. The study was conducted during the internship period and is subject to limitations such as time constraints and limited data access.

### RESEARCH DESIGN

This study employs a Descriptive and Analytical Research Design. It is descriptive as it details the existing documentation workflow at VRL, and analytical as it evaluates the impact of these procedures on overall supply chain lead times.

### SOURCE OF DATA

The study is based on both primary and secondary data:

#### Primary Data

- Collected through direct interaction with employees
- Interviews with staff involved in logistics operations
- Observation of daily freight handling and documentation activities

#### Secondary Data

- Company records and reports
- Official website of VRL logistics LTD
- Journals, articles, and logistics-related publications

### Sampling Technique

A Purposive and Convenience Sampling method was used. Purposive sampling ensured that data was collected from staff directly involved in documentation Billing Clerks, Transit Managers, while convenience sampling was used to gather feedback from available drivers and clients during the study period.

### Key Documentation Procedures

In VRL's ecosystem, specific documents are mandatory to comply with the Carriage by Road Act, 2007 and GST regulations.

Document Name	Purpose	Key Details Included
Lorry Receipt (LR)	The primary contract between VRL and the shipper.	Consignor/Consignee info, weight, nature of goods.
Waybill / E-Way Bill	Required for the movement of goods under GST.	GSTIN of parties, HSN code, vehicle number.
Consignment Note	Proof of receipt of goods by the carrier.	Terms of carriage and liability clauses.
Packing List	Details the specific contents of the shipment.	Quantity, dimensions, and weight of each package.
Delivery Challan	Used to acknowledge the receipt of goods at the destination.	Date of delivery and receiver's signature.

## FFREIGHT FORWARDING PROCESS

Freight forwarding plays a crucial role in ensuring the smooth and efficient movement of goods from one location to another. In a company like VRL Logistics Ltd, the freight forwarding process is well-structured to maintain reliability, speed, and customer satisfaction. The process involves several key stages, each contributing to the successful delivery of shipments.

### Order Processing

The process begins when a customer places an order for shipment. Details such as destination, type of goods, and mode of transport are collected.

### Transportation Planning

The logistics team selects the best route and mode of transport based on cost, time, and cargo type.

### Cargo Handling

Goods are packed, labeled, and prepared for shipment. Proper handling ensures safety during transit.

### Delivery and Tracking

Shipments are tracked in real-time, ensuring transparency and timely delivery. give me for article public in vrl logistics.

## ANALYSIS OF CHALLENGES

Despite VRL Logistics Ltd.'s market leadership and "Hub and Spoke" efficiency, the freight forwarding and documentation lifecycle faces several structural and external hurdles:

### The "Paperwork Rush" (Textile & Small Goods)

One truck might carry 100 different small parcels for 100 different people. Writing 100 separate Lorry Receipts (LR) quickly leads to simple mistakes in names or phone numbers.

### Language Confusion

The VRL computer system usually needs everything in English. When the staff translates names or addresses quickly, "spelling mistakes" happen. This makes it hard for the delivery boy in another state (like Delhi or Mumbai) to find the right person.

## Waiting for the POD (Proof of Delivery)

This paper has to come back to the office by courier or another truck. This takes 3 to 5 days. Until that paper arrives, the branch cannot finish the billing or get the final payment.

## Agricultural Seasonal Surges

During peak seasons, there is a massive surge in "spot bookings." The sudden rush of documentation often overwhelms the branch's clerical staff, leading to a backlog in E-Way Bill generation, which can delay truck departures from the Salem yard by several hours.

## FINDINGS

### Documentation Efficiency

It was observed that accurate and timely preparation of documents plays a major role in ensuring smooth freight movement. Errors in documentation can lead to delays, penalties, and operational disruptions. Proper verification before dispatch helps in avoiding such issues.

### Coordination Between Departments

Freight forwarding requires continuous coordination between booking, warehouse, and delivery departments. Effective communication and teamwork among these units ensure that shipments are processed without delays.

### Employee Contribution

Employees play a crucial role in maintaining operational efficiency. Their experience and knowledge in handling documentation and freight processes directly impact the overall performance of logistics operations.

## SUGGESTION

- Improve accuracy in E-way bills and consignment notes by verifying details before dispatch
- Use more digital entry systems to reduce manual errors in booking and documentation
- Strengthen coordination between booking, loading, and delivery staff for smooth operations
- Provide timely delivery updates to customers to improve service satisfaction
- Ensure proper checking of invoice copies and transport documents to avoid delays during transit
- Upgrade vehicle tracking systems for better monitoring of goods movement
- Conduct regular training programs for staff on documentation and handling procedures

## CONCLUSION

The study on freight forwarding and documentation procedures in VRL Logistics Ltd highlights the importance of efficient logistics management in ensuring smooth movement of goods. It is evident that freight forwarding is not just about transportation, but also about proper planning, coordination, and accurate documentation.

The study reveals that documentation plays a crucial role in avoiding delays and ensuring legal compliance during the transportation process. The use of standardized documents such as consignment notes and E-way bills helps in maintaining transparency and accountability. At the same time, the adoption of digital systems has improved operational efficiency by reducing manual errors and speeding up the process.

It is also observed that effective coordination between different departments and clear communication among employees are essential for the successful execution of logistics operations. Customer satisfaction largely depends on timely delivery, safe handling of goods, and regular updates regarding shipment status.

However, the study also identifies certain challenges such as documentation errors, high shipment volumes, and operational delays. These issues can be minimized through better planning, employee training, and the use of advanced technology.

Overall, VRL Logistics Ltd demonstrates a well-structured system in managing freight forwarding operations. With continuous improvements in digitalization, coordination, and documentation practices, the company can further enhance its efficiency and maintain a strong position in the logistics industry.

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