

# CASE STUDY



**SYMBOL OF QUALITY**

இது நம்பிக்கையின் நறுமணம்

## THE CLIENT

N. Ranga Rao & Sons (NRRS) is a leading exporter of incense and fragrances across India and around the globe. The company was established as the 'Mysore Products and Trading Company' in 1948 by its founder Sri N. Ranga Rao. Since then, it has grown from a cottage industry to a leading global enterprise, establishing a significant market share in India and an extensive reach in more than 50 countries – with the "Cycle Pure Agarbathies" as a recognised brand. The Carbon Consulting Company (CCC) was retained to conduct a detailed Green House Gas (GHG) Assessment across the business operations and value chain.

## THE CCC SOLUTIONS

The CCC team carried out a comprehensive assessment of the carbon footprint of the operations of the organisations, with special focus on the logistics aspects of the company's pan-India distribution comprising of over approximately 10,000 deliveries

The findings of the CCC assessment showed that 61% of emissions arose from the supply chain. With the suggestions made by CCC, NRRS was able to optimize the load capacity and reduced their empty runs, which led to significant emission reduction and financial savings for the company.

- CCC facilitated a mechanism to improve the monitoring of vehicle fuel mileage and NRRS has worked to integrate the system within the Enterprise Resource Planning System (SAP) to monitor their supply chain.



## CHALLENGES

CCC's assessment highlighted data gaps and inefficient systems in logistics handling and controls in the distribution framework resulting in unnecessary costs to the company.

## OUTCOME

NRRS, became the first in the world in to obtain the CarbonNeutral® Certification,



"A mother prays for the protection of her children. When she lights an agarbatti, she needs to know the world in which they will grow up is safe. This inspired us to offset our entire carbon footprint and become the world's first carbon-neutral manufacturer of incense, prayer, and air-care products"

**Arjun Ranga**

CEO - LLF