

Zetwerk Case Study

Client

An Indian consumer durables digital-first company in the large and small home and kitchen appliances segment

Challenge

The client's corporate strategy aimed to establish its supply chain where the markets were, seeking manufacturing solutions that could enable them to scale their operations with speed, without compromising on quality

The Zetwerk Effect

Zetwerk's Consumer Goods team got to work, helping set up a vertically integrated facility for injection molding and stainless steel work. Zetwerk maximized manufacturing for the client by producing and assembling kitchen appliances like mixers, gas stoves, ICT and hand blenders, at lower costs, with better predictability and absolute transparency. It helped establish a manufacturing system close to market, maximized to meet the scale and speed of execution that was at the heart of the client's vision.