



PRERANA UDYOG

C&F • Distribution • Logistics

Powering Supply Chains Across Eastern India.
West Bengal, India

Operational Excellence

Founded on the tenets of operational excellence and absolute transparency, Prerana Udyog is the cornerstone of large-scale C&F Operations in West Bengal. We bridge the gap between premium national manufacturers and multi-tier markets, achieving industry-leading turnaround timelines backed by 24/7 oversight structures.

₹400 Cr

ANNUAL TURNOVER

80+

TOP BRANDS

Robust Infrastructure

Warehousing

Over **2.5 Lakh Sq Feet** of state-of-the-art warehousing facility spread strategically across 3 states to ensure rapid deployment and regional coverage.

Logistics Fleet

A robust fleet of **200+ vehicles**, with a majority owned by us, including a significant and expanding number of heavy-duty Electric Vehicles (EVs) driving eco-friendly operations.

Human Resources & IT

Powered by a **400-strong workforce** operating in multiple shifts across cities, fully integrated with cutting-edge ERP systems and hardware for seamless tracking and management.

Core Competencies

01. C&F Services

Bridging the gap between premium national manufacturers and multi-tier markets with a 94% efficiency score.

02. Distribution Network

End-to-end management of complex regional channel networks, seamlessly processing incoming bulk inventory with a 96% score.

Trusted by Industry Leaders

"Our partnership with Udyog in West Bengal is a classic example of win-win if both sides dare to dream big and are willing to walk the extra mile with a bit of smile and a lot of grit."

- Mrityunjay Singh, Business Head, East India, Pepsico

"The relationship between HUL and Udyog goes way back. Piyal and his team at UDYOG is genuine and authentic when it comes to committing to scale and sticking to the commitment."

- Vipul Chaturvedi, Director (East), Hindustan Unilever

Get in Touch

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