

## Leveraging Business to Business Collaborations to Optimize Reverse Haul Logistics

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**Abstract :** Supply Chain Costs for the Indian Industries have been on an exponential trend due to steep inflation on fundamental cost factors - Fuel, Labour, Rents. In this changing context organizations have been focusing on adopting multiple approaches to keep logistics costs under control to protect the profit margins. The lever of 'Business to Business (B2B) collaboration' can be used by organizations to garner higher value. Given the context of Indian Logistics Industry the penetration of B2B Collaboration initiatives have been limited. This paper outlines a structured framework for adoption of B2B collaboration through discussion of a successful initiative between ITC's Leaf Tobacco Business and a leading Indian Media House. Multiple barriers to such a collaborative process exist which need to be addressed through comprehensive structured approaches. This paper outlines a generic framework approach to B2B collaboration for the Indian Logistics Space, outlining the guidelines for arriving at potential opportunities, identification of collaborators, effective tie-up process, design of operations and sustenance factors. The generic methods outlined can be used in any other industry and also builds a foundation for further research on many topics.

**Keywords :** business to business collaboration, reverse haul logistics, transportation cost optimization, exports logistics

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