

Transforming B2B logistics through digital platforms

Digital B2B logistics platforms like RoaDo are transforming supply chains with real-time tracking and DPI integration for higher efficiency.

Authors: *Rashi Agarwala (Doctoral candidate) and Srinivasan, R (Professor of strategy) at the Indian Institute of Management Bangalore.*

Published in: Manufacturing Today

Published on: 20th May 2025

Efficient B2B logistics is the foundation of a well-functioning manufacturing supply chain. Ensuring a seamless flow of goods requires careful coordination, real-time tracking, and adherence to regulatory frameworks. Traditional systems, dependent on intermediaries and manual processes, often lead to delays, monitoring gaps, and compliance issues.

Digital integrated B2B logistics platforms like [RoaDo](#) are transforming this landscape. By enabling real-time tracking, data-driven decisions, and seamless regulatory adherence, they offer a faster, transparent, and cost-effective logistics solution—especially when combined with India's Digital Public Infrastructure (DPI), such as GSTN and VAHAN. A study by IIM Bangalore examined RoaDo's impact on sales logistics—the movement of goods from production units to end customers.

A typical logistics journey includes:

- **Pre-transit:** Planning and dispatch preparation
- **In-transit:** Movement to the receiver
- **Post-transit:** Unloading and payment

Each phase presents challenges that digital B2B platforms can resolve.

The Pre-transit phase: simplifying planning and compliance

Before goods begin their journey, manufacturers face several challenges, such as finding reliable transporters in a fragmented logistics market, managing loading schedules efficiently, verifying vehicle fitness, and ensuring regulatory compliance through e-way bill generation. RoaDo addresses these issues by offering a digital marketplace that connects manufacturers directly with verified transporters. This not only reduces sourcing time but also enables transparent rate comparisons and online negotiations.

Additionally, the platform supports optimisation of loading schedules to avoid congestion and enables just-in-time dispatches. To ensure compliance, RoaDo integrates with the VAHAN portal to verify key vehicle documents such as registration, insurance, and fitness

certificates. It also connects with the GST network to automatically generate e-way bills, thus minimising manual errors and delays related to paperwork.

In-transit: enhancing visibility and control

Once the shipment is on the move, logistics teams commonly deal with limited visibility of vehicle location, unexpected delays due to checkpoint issues, and risks related to route deviations or expiry of e-way bills. These are often compounded by the dependence on manual tracking and slower responses to disruptions. RoaDo offers a solution through its real-time GPS tracking and monitoring system, which allows logistics managers to follow shipment progress and receive automated alerts in case of delays or route deviations. Integration with GSTN ensures that if an e-way bill is nearing expiration, it can be extended in time to prevent disruptions. This approach enables a significant shift from reactive, manual interventions to proactive, automated logistics management.

Post-transit: faster reconciliation and payments

After goods are delivered, the focus shifts to confirming delivery, resolving any disputes about shipment conditions, and ensuring timely payments to logistics partners. RoaDo streamlines this process with features like electronic proof of delivery (e-POD), which allows receivers to instantly confirm delivery through the platform. This speeds up stock reconciliation and minimises disputes about deliveries. Moreover, since invoices can be automatically generated once the delivery is confirmed, transporters are paid more quickly—strengthening relationships and improving service quality.

How DPI integrated B2B Platforms Improve Logistics Efficiency

Phase	Challenges Faced	How RoaDo & DPI Solve Them
Pre-Transit	Difficulty in sourcing transporters	Digital marketplace connects to verified transporters
	Manual compliance paperwork	Automated GSTN e-way bill generation
	Unverified vehicle fitness	VAHAN integration ensures compliance

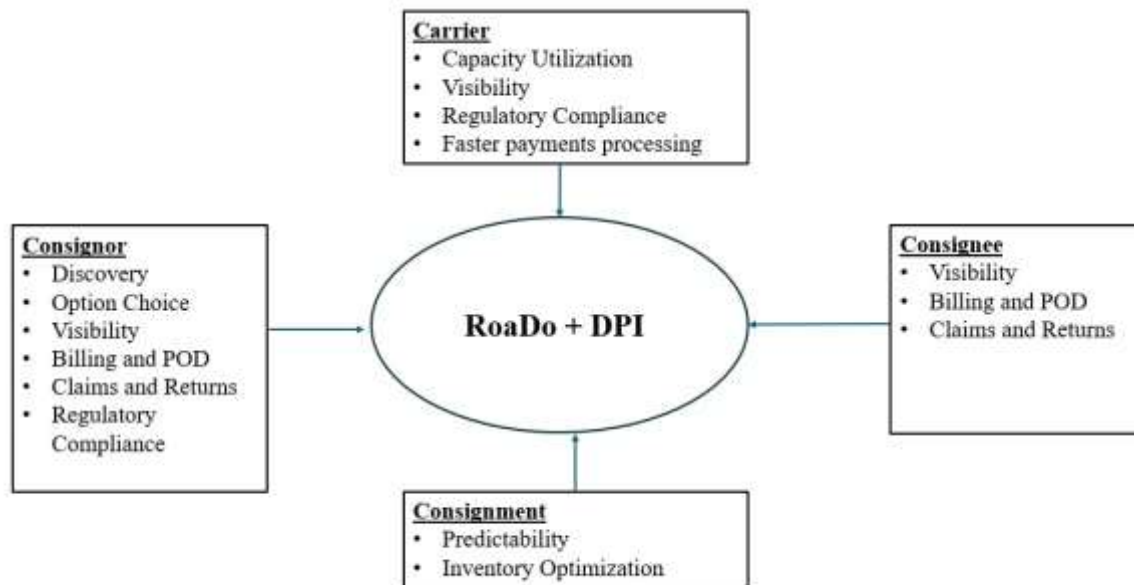
	Inefficient loading schedules causing delays	Optimized scheduling prevents congestion and ensures timely departures
In-Transit	Lack of real-time tracking	GPS-based monitoring with automated alerts for disruptions
	Route deviations causing regulatory fines	Auto-updated GST documentation and proactive compliance management
	Manual transporter coordination	Automated tracking enables proactive issue resolution
Post-Transit	Delays in payment processing	Digital proof of delivery speeds up payments
	Disputes over shipment verification	Automated reconciliation ensures transparency and reduces disputes

Platform design

Murugan Manoj Kumar J, CEO and Co-Founder, RoaDo, said, “We aim to bring an e-commerce-like experience to the complex, unorganised, and highly fragmented world of B2B supply chains. Unlike typical e-commerce logistics, every supply chain is unique, presenting its own challenges. Our goal is to streamline and simplify these intricate networks through technology-driven solutions that enhance efficiency, transparency and scalability.”

RoaDo aims to bring e-commerce simplicity to B2B logistics, tackling the unique complexity of every supply chain through integrated, tech-driven solutions. It focuses on the “4 Cs”:

1. **Consignor (manufacturer):** Simplifies transporter selection via bids, enables real-time tracking, and ensures regulatory compliance with GSTN and VAHAN integration.
2. **Consignee (receiver/warehouse):** Offers shipment visibility, alerts for delays, e-POD for billing, and smoother reconciliation.
3. **Carrier (truck/driver):** Improves route planning, reduces idle trips, ensures faster payments, and automates compliance.
4. **Consignment (goods):** Enables predictable delivery times and data-based inventory decisions—centralised vs. decentralised storage.



Authors:

Rashi Agarwala (Doctoral candidate) at the Indian Institute of Management Bangalore.

Srinivasan, R (Professor of strategy) at the Indian Institute of Management Bangalore.