

myTVS takes a qcom turn, to deliver auto parts in 2 hours

Will also distribute lubricants for passenger, commercial vehicles with myTVS Hypermart

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In a pioneering move, myTVS, India's largest digital platform for the automotive aftermarket, on Wednesday announced entering quick commerce for distributing automotive parts and lubricants — myTVS Hypermart being the brand name — for passenger and commercial vehicles.

Deliveries, to retailers and other business partners, will be in one-two hours of getting orders.

“This model marks a milestone as we roll it out in a phased manner,” said G Srinivasa Raghavan, managing director, myTVS.

Aiming to expand supply-chain partnerships with parts-retail networks, the platform, which connects manufacturers, retailers, and garages, has streamlined operations for 22,000 retailers and 30,000 garages nationwide.

myTVS, which rang up revenues of ₹1,900 crore in FY24 and services about 4 per cent of the country's vehicle-park, is aiming to expand the

FUELLING GROWTH

10-12%: Targets coverage of country's vehicle-park in 2 years from 4% currently

50: Dark stores it seeks to open by March, 2025; 200 more stores in 3 years

30-35% Targeted CAGR

30%: Potential reduction in supply chain costs of the automotive parts market



coverage to 10-12 per cent in two years. It is targeting a compound annual growth rate of 30-35 per cent.

myTVS aims to tackle the fragmented nature of the automotive aftermarket, which has been a hurdle for both retailers and customers, by improving efficiency and delivery time, and combating the issue of spurious parts. This will be done through standardised nomenclature and a centralised supply chain.

In the pilot phase, the model demonstrated profitability per store within three months and superior returns for partner retailers. One retailer, for example, reduced inventories worth ₹3.2 crore to nearly zero, freeing up ₹2.5 crore in cash flow within four months.

With a catalogue of over 12 million parts, myTVS will initially establish 50 dark stores, branded “myTVS Hypermart”, by March next year in

Tamil Nadu, Kerala, Maharashtra, and Gujarat. Over the next three years, the company will add 200 stores across India.

With plans to grow its dark-store network to over 250 in three years, the platform is positioned to drive a 30 per cent reduction in supply-chain costs. Retailers can now access the myTVS digital catalogue and meet orders.

The company has said the increase in logistics cost due to this delivery model will be minimal because last-mile deliveries will be managed by an electric-vehicle fleet. However, the company did not state the amount of increase.

As part of its broader vision, myTVS plans to expand its digital ecosystem. With over 1,000 service centres, the platform collaborates with 25 vehicle manufacturers, 100 parts manufacturers, and 20 insurance companies.

Traditionally, quick commerce has been a “business to customer” phenomenon. MyTVS's supply chain operates under a “supply chain as a pipe” model.