



How **Shipzy** helped **Chaman Lal Setia Exports Ltd. (CLSEL)** move from manual coordination to structured export execution



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Chaman Lal Setia Exports Ltd. (CLSEL), a public listed export company with over five decades of legacy, operates at significant scale across high-volume and multi-location export workflows.

As operational complexity increased, manual coordination and process dependency started creating pressure on execution consistency, visibility and control.

To strengthen operational discipline and support scalable execution, CLSEL implemented Shipzy to create a more connected, structured, and system-driven workflow environment.

Executive Summary



Business

Public listed export company with multi-location operations



Location

Gurugram,
Haryana, India



Core Problem

Manual coordination
reduced visibility
and control



Old Way

Execution relied on follow-ups and manual updates



New Way

Shipzy enabled connected and structured workflows



Outcome

Better visibility,
stronger control
and scalable execution



Problem Statement & Key Challenges



Multi-Location Coordination

Execution depended heavily on cross-location alignment



Manual Dependency

Operations relied on follow-ups and manual updates



Limited Workflow Visibility

Tracking live execution movement was difficult



Process Inconsistency

Operational discipline became harder at scale



Execution Pressure

Growing operational volume increased coordination load



Evaluation of the Problem

As operational scale increased, execution became harder to coordinate across distributed teams and locations. Manual dependency reduced visibility, slowed alignment and created pressure on operational consistency.

1 Fragmented Coordination

Workflow movement across locations lacked coordination

2 Process Dependency

Execution depended more on people than structured systems

3 Reduced Visibility

Management lacked real-time execution clarity

4 Operational Variability

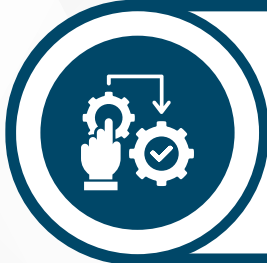
Consistency became harder to maintain at scale

5 Scaling Pressure

Higher volume increased execution complexity

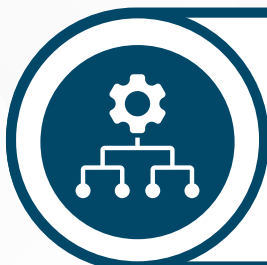


Proposed Solution



Reduced Manual Dependency

Reduced pressure created by manual work and coordination



System-Led Execution

Shifted from manual-heavy processes to structured execution



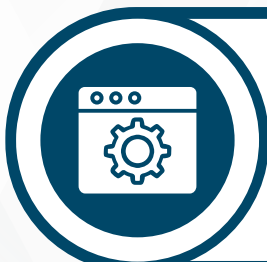
Better Coordination Across Locations

Improved workflow movement across distributed teams



Stronger Visibility & Control

Improved visibility into operational movement



More Reliable Execution Flow

Created a more disciplined and connected operating environment



Implementation

Phase	Timeline	Highlights
Workflow Assessment	March 2026	Reviewed coordination gaps and operational movement
System Structuring	March 2026	Designed more connected execution workflows
Team Alignment	April 2026	Improved workflow coordination across locations
Process Integration	May 2026	Shifted toward structured system-led execution
Go-Live & Stabilization	June 2026	Established a more controlled operational environment



Conclusion

- 1 CLSEL needed a stronger **system** for **high-volume export execution**
- 2 Shipzy helped reduce manual **dependency** and **coordination pressure**
- 3 Workflows became more **structured, connected** and easier to control
- 4 Better **visibility** improved **tracking** across daily operations
- 5 The business gained a more **scalable execution model** for future growth