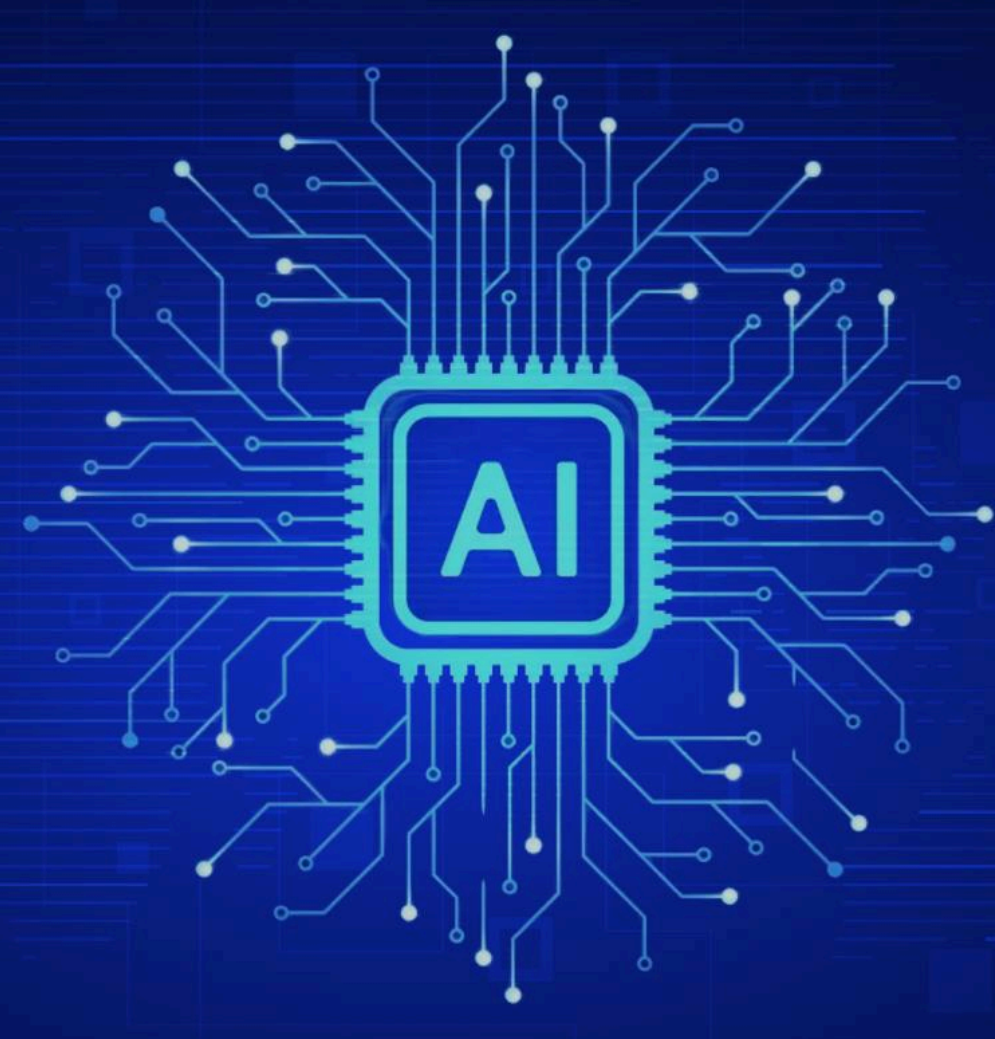


AI-Driven Operational Intelligence at Scale

How ElasticRun embedded AI into daily operations to deliver accuracy, compliance, and execution excellence at scale



Executive summary

Execution quality typically degrades as fulfilment operations scale across brands, regions, and delivery speeds. This is driven by manual audits, inconsistent SOP adherence, and delayed issue detection.

ElasticRun addressed this by embedding **AI-driven intelligence directly into operational workflows**, enabling real-time validation of execution evidence, early anomaly detection, and system-led governance.

The result is **high accuracy at scale** - without linear increases in supervision or audit overhead.

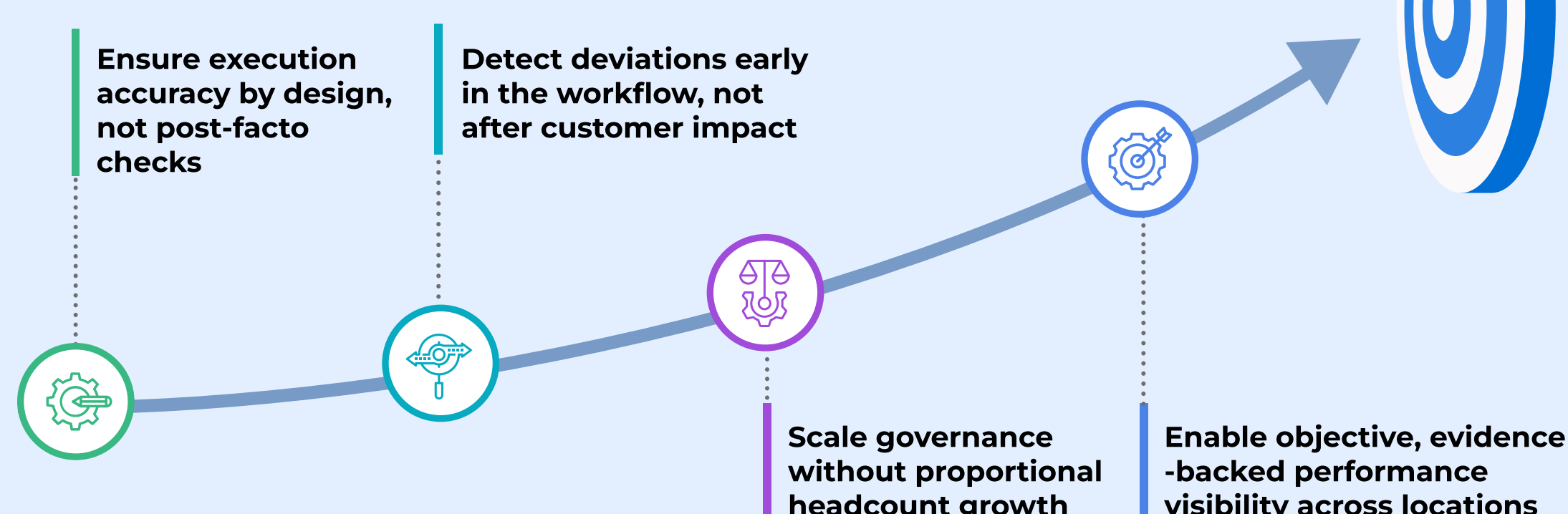
Challenges

Large-scale fulfilment operations face structural limitations

- Manual audits are sample-based** and miss systemic issues
- Execution variance across sites and partners** leads to inconsistent outcomes
- Supervision starts scaling linearly** with network growth
- Delayed, evidence-poor detection** of issues increases rework and weakens accountability



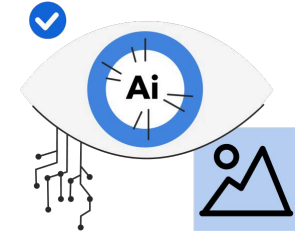
Our objectives



AI-Driven Initiatives

1. Image-Based Execution Validation

AI validates visual proof captured at critical operational checkpoints.



Use cases

- Proof-of-delivery verification
- Open-box delivery validation
- Reverse pickup verification
- Pickup and dispatch artifact checks

What AI validates

- Image relevance and authenticity
- Mandatory evidence presence
- SOP completeness and correctness
- Anomalies against expected execution patterns

Impact

- 40%+ reduction in return-loss claims**, recovering **₹15L+ per month** via AI-based auto-validation of return images
- 100% evidence coverage** for high-risk return flows, eliminating manual sampling and delayed appeals

2. Exception & Fraud Signal Detection

AI detects fraud and execution risks by analysing multi-signal operational data.



Signals analysed

- Images, calls, location, and partner behaviour
- High-value shipment accumulation at hubs

Operating model

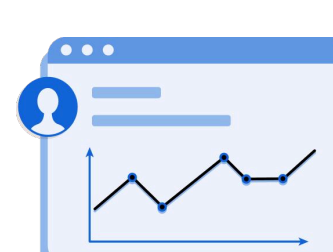
- Low-risk cases auto-cleared
- High-risk cases escalated

Impact

- ₹10Cr+ losses averted** by pre-alerting bulk high-value shipment accumulation at suspicious hubs
- 80%+ reduction in fake delivery attempts** by validating multilingual customer-agent call authenticity, delivery partner location and behaviour
- 10%+ reduction in cost of delivery** by eliminating false attempts and repeat delivery loops

3. SOP Adherence Monitoring

AI automates governance by continuously checking SOP adherence and flagging deviations in real time.



Key SOP checks

- Mandatory step completion before closure
- Correct evidence capture at handover points
- Detection of shortcut and bypass behaviour

Outcome

- SOP adherence becomes system-enforced
- Faster reviews and automated station closure

Outcomes achieved

AI-driven intelligence has enabled ElasticRun to

- Move from **sample-based audits to near-complete coverage**
- Improve **execution consistency across sites and partner cohorts**
- Reduce fraud** and operational rework
- Detect deviations** earlier in the fulfilment lifecycle
- Scale operations with **stable governance and predictability**

Why this matters

Most fulfilment networks rely on fragmented systems and manual oversight, which break at scale. ElasticRun's approach embeds intelligence **directly into execution**, making accuracy, compliance, and control **default outcomes**. This enables -

- Reliable scaling** of quick and scheduled commerce
- Predictable unit economics**
- High trust for brands** operating at scale

About ElasticRun

ElasticRun is India's fastest-growing fulfilment network, enabling commerce across 500+ cities. By integrating fulfilment, technology, and AI-powered intelligence, ElasticRun helps brands scale efficiently while maintaining high standards of execution and reliability.