SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

SUPPLY CHAIN MANAGEMENT – KCC PAINTS

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INTRODUCTION

Supply Chain Management (SCM) refers to the systematic coordination and management of activities involved in sourcing raw materials, manufacturing products, inventory management, transportation, warehousing, and delivering finished goods to customers. Effective supply chain management helps organizations improve operational efficiency, reduce costs, enhance customer satisfaction, and maintain competitive advantage in the market. In manufacturing industries such as paints and coatings, supply chain management plays a significant role because production depends heavily on timely procurement of chemicals, pigments, packaging materials, and distribution networks.

The paint industry requires efficient coordination between suppliers, manufacturers, distributors, and retailers to ensure uninterrupted production and delivery. Modern supply chain systems focus on technology integration, inventory optimization, logistics efficiency, and sustainability practices. Companies that implement strong SCM strategies can improve productivity, minimize wastage, and respond quickly to market demand changes.

INDUSTRY PROFILE

The paints and coatings industry is one of the fastest-growing manufacturing sectors globally. The industry includes decorative paints, industrial coatings, automotive coatings, protective coatings, and specialty paints. Growth in construction, infrastructure development, automotive manufacturing, and industrial expansion has increased the demand for paints and coatings products. Technological advancements such as eco-friendly paints, water-based coatings, and smart coatings are transforming the industry.

The Indian paint industry has experienced rapid growth due to urbanization, rising disposable income, and increased demand from the housing and automotive sectors. Supply chain efficiency is extremely important in the paint industry because the production process depends on the continuous availability of raw materials such as resins, solvents, pigments, additives, and packaging materials. Efficient logistics and inventory management are necessary to ensure smooth production and timely delivery of products to distributors and customers.

The industry also faces challenges such as fluctuations in raw material prices, transportation costs, environmental regulations, and increasing competition. Companies are increasingly adopting digital supply chain systems, warehouse automation, and sustainable logistics practices to improve operational performance and customer satisfaction.

COMPANY PROFILE

KCC Paint (India) Private Limited is a leading paint and coating manufacturing company operating in India. The company was established in 2006 and is located at SIPCOT Industrial Park, Sriperumbudur, Tamil Nadu. The company operates in the paint, coating, and adhesive manufacturing sector and serves various industrial and commercial markets.

KCC Paint India is a subsidiary associated with KCC Corporation and focuses on manufacturing high-quality paints and coatings for industrial applications. The company manufactures products used in construction, automotive, machinery, and industrial sectors. It has developed a strong supply chain network to manage procurement, production, warehousing, and distribution activities efficiently.

The organization imports raw materials from several international suppliers and exports products to multiple countries. Efficient supply chain practices help the company maintain product quality, reduce lead time, and improve customer satisfaction. KCC Paint India also emphasizes technology adoption, quality management, and environmental sustainability in its operations.

The company's supply chain includes supplier management, inventory control, transportation systems, warehouse management, and distribution channels. By maintaining close coordination with suppliers and distributors, the organization ensures continuous production and market availability of products.

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REVIEW OF LITERATURE

Bhat and Rajashekhar (2021) stated that quality management and supply chain coordination are important factors influencing manufacturing efficiency in Indian industries. The study highlighted that benchmarking and employee participation improve operational performance.

Kumar et al. (2020) analyzed the importance of customer satisfaction and supply chain integration in manufacturing organizations. The study concluded that efficient inventory management and supplier coordination significantly improve organizational productivity.

Shahin and Dabestani (2020) examined the relationship between leadership, process improvement, and supply chain performance. The study found that organizations implementing strong quality management systems achieve better supply chain efficiency.

Dubey et al. (2019) emphasized the role of human resource management and organizational culture in improving supply chain effectiveness. The research suggested that employee involvement and technological support positively influence supply chain performance.

Recent studies on supply chain management systems also focus on digital transformation, blockchain technology, and sustainable logistics practices. Modern SCM systems provide real-time tracking, transparency, and operational flexibility, helping organizations improve supply chain resilience and decision-making.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used for collecting, analyzing, and interpreting data related to the study. The present study on supply chain management at KCC Paint India focuses on understanding the effectiveness of procurement, inventory management, logistics, and distribution systems within the organization.

Both primary and secondary data collection methods are used in the study. Primary data is collected through questionnaires and direct interaction with employees involved in supply chain activities. Secondary data is collected from company reports, journals, websites, articles, and books related to supply chain management and the paint industry.

The study follows a descriptive research design because it aims to describe the current supply chain practices and operational performance of the company. A structured questionnaire is used to gather responses from employees regarding inventory control, supplier relationships, transportation efficiency, and warehouse management.

Simple random sampling technique is used for selecting respondents. Percentage analysis, correlation analysis, and chi-square tests are used as statistical tools to analyze the collected data and interpret findings effectively.

DATA ANALYSIS

The data analysis reveals that most employees are satisfied with the existing supply chain operations in the organization. Employees believe that raw materials are procured efficiently and production activities are carried out without major interruptions. Effective supplier coordination helps the company maintain continuous manufacturing operations.

The study also shows that inventory management practices are reasonably effective in reducing stock shortages and minimizing excess inventory costs. Most respondents agree that the organization maintains proper warehouse facilities and follows systematic inventory control methods.

Transportation and logistics management are considered satisfactory by employees, although some respondents feel that delivery time can be improved further. The company's use of technology in inventory tracking and production planning contributes positively to operational efficiency.

The analysis further indicates that communication between suppliers, warehouse staff, and production departments plays an important role in maintaining smooth supply chain operations. Employees also believe that better forecasting methods and digital systems can further strengthen supply chain performance.

FINDINGS

The study identified several important findings related to supply chain management practices at KCC Paint India:

The organization maintains an efficient procurement system for raw materials.
Inventory management practices help reduce material shortages and operational delays.

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Supplier relationships are strong and contribute to uninterrupted production activities.
Transportation and logistics systems support timely product delivery.
Employees are generally satisfied with warehouse and distribution management practices.
Technology integration improves inventory tracking and operational coordination.
Some employees believe delivery speed and communication systems can be improved further.
The company focuses on maintaining product quality through effective supply chain coordination.

SUGGESTIONS

The company should strengthen digital supply chain systems to improve real-time monitoring and inventory accuracy. Advanced forecasting software and automated inventory systems can help reduce operational inefficiencies and improve demand planning.

KCC Paint India can also improve transportation efficiency by optimizing logistics routes and strengthening coordination with distributors. Additional employee training programs related to SCM software and warehouse operations can further improve operational performance.

The organization should focus on sustainable supply chain practices such as eco-friendly packaging, waste reduction, and energy-efficient transportation systems. Regular supplier evaluation and performance monitoring can also help improve supply chain reliability and product quality.

Improving communication between departments and increasing employee involvement in decision-making processes may further enhance supply chain effectiveness and organizational productivity.

CONCLUSION

Supply chain management is a critical factor influencing the operational success of manufacturing organizations. In the paint industry, efficient coordination between procurement, production, warehousing, and distribution is essential for maintaining product quality and customer satisfaction.

The study on supply chain management at KCC Paint (India) Private Limited reveals that the organization has established effective supply chain practices that support smooth production and distribution activities. Employees are generally satisfied with procurement systems, inventory management, logistics operations, and supplier relationships.

However, continuous improvement in technology integration, communication systems, and logistics efficiency can further strengthen the company's supply chain performance. By adopting modern SCM practices and sustainable operational strategies, KCC Paint India can improve competitiveness, operational efficiency, and long-term business growth.

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