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*IIMC CASE RESEARCH CENTER (IIMCCRC)*

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# DIGITAL TRANSFORMATION OF HERO MOTOCORP'S GLOBAL PARTS CENTRE OPERATIONS

At 6am early in January, 2019, the road beside Hero's Neemrana Global Parts Centre (GPC) was already abuzz with movement of heavy trucks and trailers carrying consignments of spare parts from different parts of the globe. Ranjit was the supervisor of the receiving area in GPC,

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*Prof. Partha Priya Datta of the Indian Institute of Management Calcutta developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.*

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