



 "Tally.ERP 9 and Orqubit Business Intelligence has given our business the power of real-time information on our supply chain helping us to maximize efficiency and prevent leakages"

Abinash Gupta, CEO, Keventer Fresh Limited

Intelligence Ripens For Fruits Processing Unit, Thanks To Tally.ERP 9

CUSTOMER OVERVIEW

Keventer Fresh Limited (KFL) Kolkata, is a company promoted by the ₹ 12 Billion Keventer Group. With an investment of over ₹ 300 Million, the company has set up a Post-Harvest Processing and Packaging Center which commenced operations in January 2008. The unit sorts, grades and packages fruits, vegetables and various other food items using state-of-the-art technology. The operations include collection and pre-cooling of fresh produce from the farms, processing under controlled conditions, ripening fruits (especially bananas) in chambers, packaging in various forms to ensure fresh produce reaches their Distribution Centers / Stores.

KFL caters to institutional segments, supermarkets and retail chains. Being GMP (Good Manufacturing Practice) certified, the processing unit adheres to strict quality standards.

KFL has set up a pilot project to study different factors

affecting fresh produce and the technological interventions to handle these, in order to preserve freshness and to create a win-win situation for both farmers and the consumers.

BUSINESS CHALLENGE

KFL's product mix comprising of more than 200 SKUs (stock keeping units) includes fruits and vegetables which have a short shelf life. This calls for a swift and responsive supply chain with a simple but quick indenting, purchasing, supplying and sales recording system.

KFL has multiple procurement points and handles over 60 supply/stocking points daily, with an average of 40-50 SKUs per point. This results in an average volume of 15,000 SKU-transactions per day. Most of the despatches happen between 1 am and 6 am. Since despatches are managed by semi-qualified supervisors, KFL needed a simple accounting and logistics system which they would be able to use with minimal training.

Due to their perishable nature, fruits and vegetables left KFL prone to losses. Pitfalls included over-ripening, damage, etc., (known as dump) and moisture loss (known as shrink). Without proper tracking of dump and shrink, KFL were not able to track losses and improve net margins.

KFL needed real-time intelligence across the stocking points and SKUs by user-defined time periods, customer and item groups and categories. KFL also required reports on net realisation, landed cost analysis, average stock losses per stocking and supply point, channel profitability, comparative rate analysis, debtors analysis, etc.

THE SOLUTION

KFL chose Tally.ERP 9 to meet its requirements of supply chain management. Orchid Technical Consultancy Pvt. Ltd, a Tally Partner based out of Kolkata, was commissioned to implement Tally.ERP 9. Their brief included the design and optimisation of business processes for KFL's various channels, and reporting solutions using the Orqubit Business Intelligence module.

Organisational Structure:

Tally.ERP 9 allows godowns to be created in a hierarchical fashion, accommodating KFL's channels. This allows KFL to report on its channels, viz. Store-In-Store, Wet Market, Trading, Organised and Home Delivery at any level.

Similarly, the SKUs were organized into a hierarchy using the multi-level stock grouping feature. With this feature, KFL looks at Sales, Purchase, Stock and Losses at different levels. Using the Stock category feature of Tally.ERP 9, SKUs were further organised into Domestic, Imported and Exotic Units, allowing KFL to track its supply chain operations by these parameters as well.

Automation of Indenting and Despatch:

Excel-based indent and despatch forms were automated. Employees of KFL were trained in modifying these Excel forms so that they could add or remove stocking points and SKUs. This helped KFL reduce the time to market from 3 days to 1 day, reduce manual data entry by 80%, boost remote usage, slash training for new employees, and minimise dependence on IT for business changes.

Integration with Point of Sales (POS) system:
Prior to implementation of Tally.ERP 9, KFL used to record sales data on a weekly basis due to data entry issues. Orchid Technical Consultancy designed an interface with their POS systems which allows KFL to record sales data in Tally.ERP 9 on a daily basis. Tally.ERP 9 also helps KFL to monitor the current stock and supply chain requirements, get a realistic depiction of debtors on a daily basis and reduce errors and reconciliation efforts.

Tracking of Losses:

Processes were put in place in Tally.ERP 9 to capture dump and shrink, for an accurate picture of losses occurring at different points, to give management clarity on profitability. The Excel forms allow all stocking points to report data in a standard format, eliminating duplication of data entry and avoiding errors.

MIS Reports:

With the standard reports of Orqubit Business Intelligence, the management is able to generate flexible analyses across channels, SKU groups and categories and customers. Some of the key reports used are:

- Average purchase (landed cost) and sales rate based on user-defined time periods
- Sales comparisons across time periods, channels and customers
- Losses compared to sales volume at different points in the supply chain
- Debtors movement and performance

Enhanced Decision Making through Dashboards:

Drill-down Dashboards on Sales, Purchase, etc. provide managers and CXOs with an online and ready overview of business operations, enabling them to take decisions in real time.

Mr.Abinash Gupta, CEO at KFL, claims "the implementation of Tally.ERP 9 and Orqubit Business Intelligence has helped us to avail real-time information and make informed business decisions."

BENEFITS

- Multi-level stock grouping
- Automation of indenting and despatch
- Tracking of losses
- Integration with POS system
- MIS Reports and dashboards
- Prevention of leakages