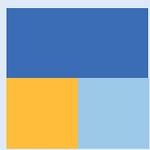


Haldiram's (foods) Ltd. forishes with



TallyPrime



The Customer

Haldiram's is a major potato chips and Indian sweets and snacks manufacturer based out of Nagpur. The company has manufacturing plants in a wide variety of locations such as Nagpur, New Delhi, Gurgaon, Rudrapur and Noida. Haldiram's has its own retail chain stores and a range of restaurants in Nagpur, Kolkata, Noida and Delhi. Haldiram's Nagpur has its roots established in 1937 in the form of a small retail Sweet & Namkeen shop in Bikaner, Rajasthan, a small but significant town in the Thar Desert. Shri Shivkisan Agrawal, the founder of Haldiram's always cherished the dream of building an empire, manufacture traditional sweets/namkeens, leave a mark on every occasion and get close to the heart of the common man.

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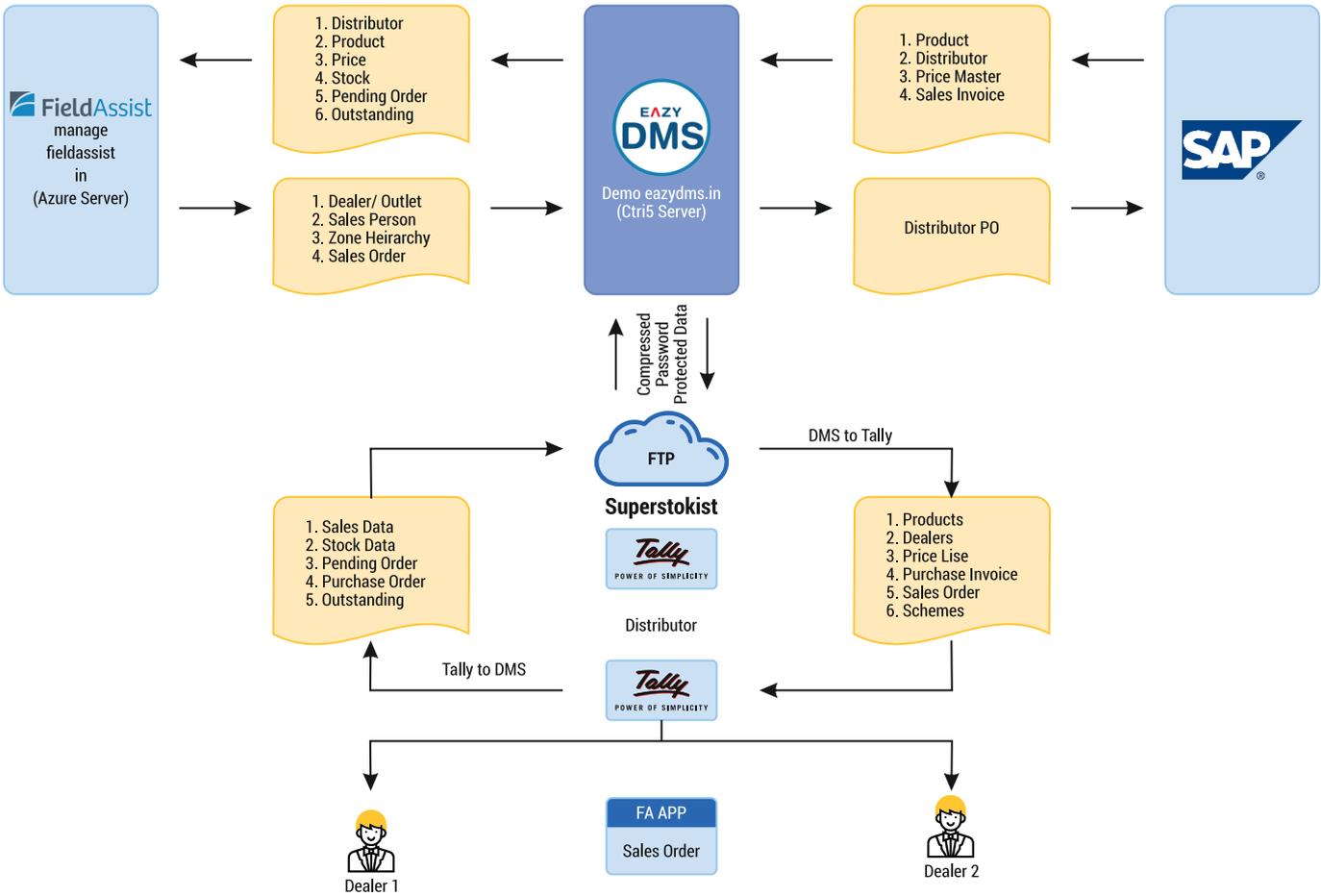
The based was shifted to Nagpur in 1970. For the first time people heard of a factory that was operating to manufacture Sweets & Namkeens. A model plant of its times was set up at: - Haldiram's House; 880, Small Factory Area, Wardhaman Nagar, Nagpur. In a very short span 'Haldiram' developed into a brand and became an inseparable part of every occasion.

This was followed by a chain of retail outlets & showrooms. The product lines were expanded to match the taste of various segments of the society. Sweets and namkeens were presented in more durable and commercially viable packaging. This fetched a overwhelming response and in 1997, Haldiram's forayed into milk and milk product industry with products such as Khowa, Ghee & Butter Milk, the manufacture of Extruded foods such as vermicelli and 3-D Snacks. There are 11 manufacturing plants, 122 super stockists and 3800 distributors in their network.

Business Challenges

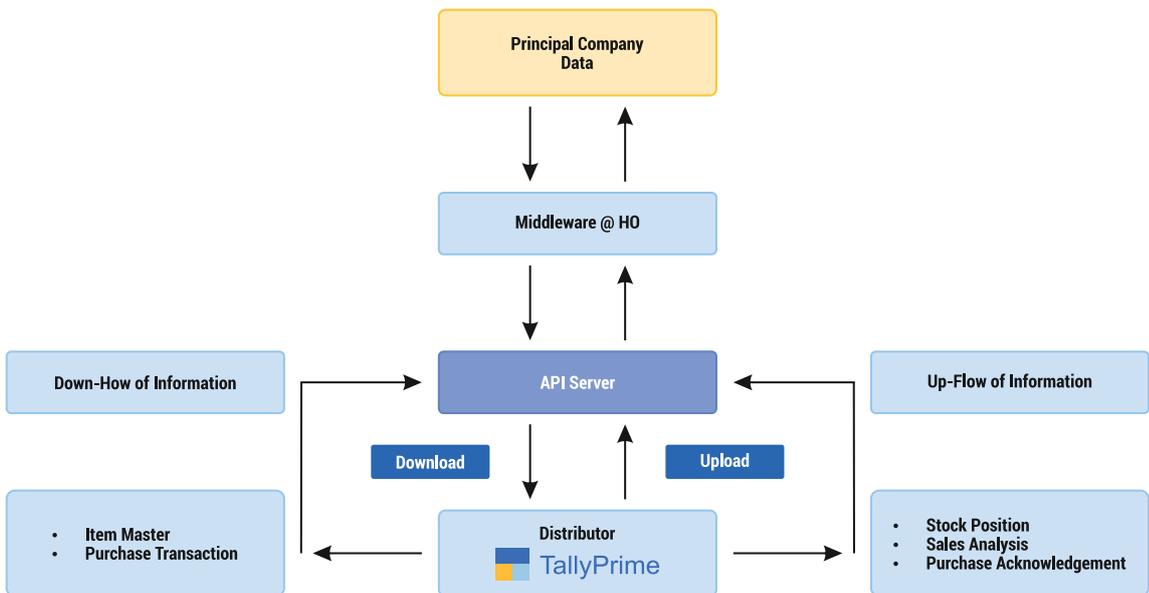
- There is no visibility of the stock available at distributor in market and the billings that is been generated at their end. Hence this made it Difficult to get performance tracking of Super stockiest and distributors on a daily basis.
- Lack of integrated system that can cover both business systems and accounts along with inventory and statutory compliance.
- Accuracy and reliability of the data suffered because the capture of the secondary sales information on Microsoft excel was a manual effort.

TallyPrime Solution Approach



(Fig.1 : Solution Architecture)

Data Process Flow



(Fig.2 : Data Flow)

Above illustration depicts the following flow of data

- (Downstream): Stock Item master, Price master, scheme master and Purchase transactions raised in legacy system upon demand on sync is pushed to distributors. These purchase transactions are converted into Sales in Tally for relevant distributor.
- (Upstream): Purchase transactions automatically are imported into Tally as optional transaction. These transactions are further approved by the distributor.
- (Downstream): Reorder levels are sync to ensure distributor maintain minimum stock available. Auto Stock replenishment is essential.
- (Upstream): Left over stock & stock sold details is pushed to legacy for Analysis

Benefits

- Sales invoices are created at dealers end without any human intervention to enter the details. This reduces Human error
- Reorder levels are maintained and auto purchase orders are generated for super distributors. This ensures minimum quantity for each stock is maintained and super distributors neither over order nor under order.
- Helps the HQ to maintain sanity in market by controlling the minimum billing price by distributors.
- Periodically schemes are updated in Tally, which saves any manual calculation and communication to any channel within eco system.

The logo for Tally, featuring the word "Tally" in a white, cursive script font with a horizontal underline.

POWER OF SIMPLICITY

Tally Solutions Pvt. Ltd.

AMR Tech Park II, No. 23 & 24, Hongasandra,
Hosur Main Road, Bengaluru – 560 068, India.

TallyCare: 1800 309 8859 | help.tallysolutions.com

TallyWeb: tallysolutions.com