

# India Garage relies on TallyPrime for managing its business



The Customer	: Palace Cross Road, Bangalore
Location	: Palace Cross Road, Bangalore
Interviewee	: Mr. Sudheer Reddy - Manager, Systems IT - India Garage
Comments	: "Tally.ERP 9 is the best hassle free software package I have ever managed. It is a must have software for any enterprise business to run their day to day operations!"
Fact Check	: Market leader in Mahindra Automobiles Dealership business in entire Karnataka (13 cities), with turnover of more than 40 crores in FY 16-17!
Industry	: Automobile Dealers (ranging from Luxury to Regular automobiles)
URL	: <a href="http://india-garage.in/">http://india-garage.in/</a>
Next up with Tally	: Engaged with Tally (along with Tally Partner Sun IT Systems) Bangalore, to integrate with DMS module for comprehensive finance details to be captured and enabling their entire business operations with GST Readiness.

## Customer Overview

- India Garage, part of Rs.3000 crore+ VST group : Started with supplying kerosene in the Bangalore Cantonment in 1911, the VST Group has come long way by expanding into 7 sectors, from automobile dealerships to manufacturing. Today, it is a Rs. 3000 crore+ group serving more than 5,000 customers every day!
- Market leader of Mahindra automobiles in Karnataka : The VST Group is active in seven diverse sectors: Petroleum Retail, Construction, Automobile Dealerships, Auto Parts Distribution, Finance, Manufacturing, Exports.
- Automobile business arm works under banner name India Garage which has its presence across all 13+ cities in Karnataka. India Garage is into selling of both product (luxury to regular vehicles) and services, which was worth of 40 crore turnover in 2016-17. They are the market leader and face of Mahindra automobiles in Karnataka.

## Business Challenges

**Limited support for in-house in-house developed application:** India Garage started managing their business operations with an in-house built application (DOS version). The legacy software was doing its intended bit of capturing all the accounting transaction details well, until the business started scaling up. The challenges encountered were of two types viz. the shelf life of the in-house software. Second, functional scope and comprehensiveness of the software for business which was scaling up rapidly.

**Lack of functional scope in the application for a rapidly life of in-house application:** Over a period of time shelf became a burning issue. scaling business Developers started moving out for new opportunities outside the firm, evolving of the software with new requirements stopped, bugs, product/ process training and plenty of other engineering support issues cropped up. Instead of business enabler, the legacy system became a major obstacle in running day to day operations. Also, the functional and non-functional requirements of in-house application were limited and was always more focused to cater immediate needs than having a holistic approach. For instance, income tax department used to ask several reports on ad-hoc basis (eg number of luxury cars bought with cash) on priority. Data was collected from all the centres and was carried physically on disks for consolidation to head office. It was archaic and inefficient way of doing the business. Another major shortcoming with the legacy software was with its accounting module. Regular upgrades and adopting to evolving technology involved lot of trouble and cost to the firm. Adding data corruption to all the aforementioned set of problems, made the entire business operation exercise extremely tedious, unreliable and futile.

Need of the hour was to have an industry standard software, making it more reliable to run business operations which was growing in terms of revenue and across multiple cities in Karnataka.

## Solution

**Comprehensiveness of the software for the business requirements:** After constant firefighting mode, India Garage eventually decided to evaluate a commercial off-the shelf software package. They initiated the customary evaluation with few vendors. Right from the start they preferred Tally.ERP 9, as they got unequivocal positive feedback from market about it.

**Synchronization of multi-location to get data in a centralized location:** A demo was arranged for India Garage's finance team by Tally Partner Sun IT Systems. They agreed the product fit for all of their essential requirements and got it approved internally. Initial roll out was piloted with two licenses before going with full implementation.

**Centralized operations and monitoring:** There were several aspects of Tally.ERP 9 product, which resonated instantly with India Garage's requirements. From as simple as, the instant readiness of the balance sheet to synchronisation of multi-location to get the data in a centralized location.

Majority of the financial need was addressed by Tally.ERP 9.

Also, the centralized operations for a monitoring purpose became a reality. Tally Partner Sun IT systems continued to work with them to customize few more requirements into Tally.ERP product. Such as user approval, user authorization, restricted/ limited access to users along with several other few department-wise financial reports.

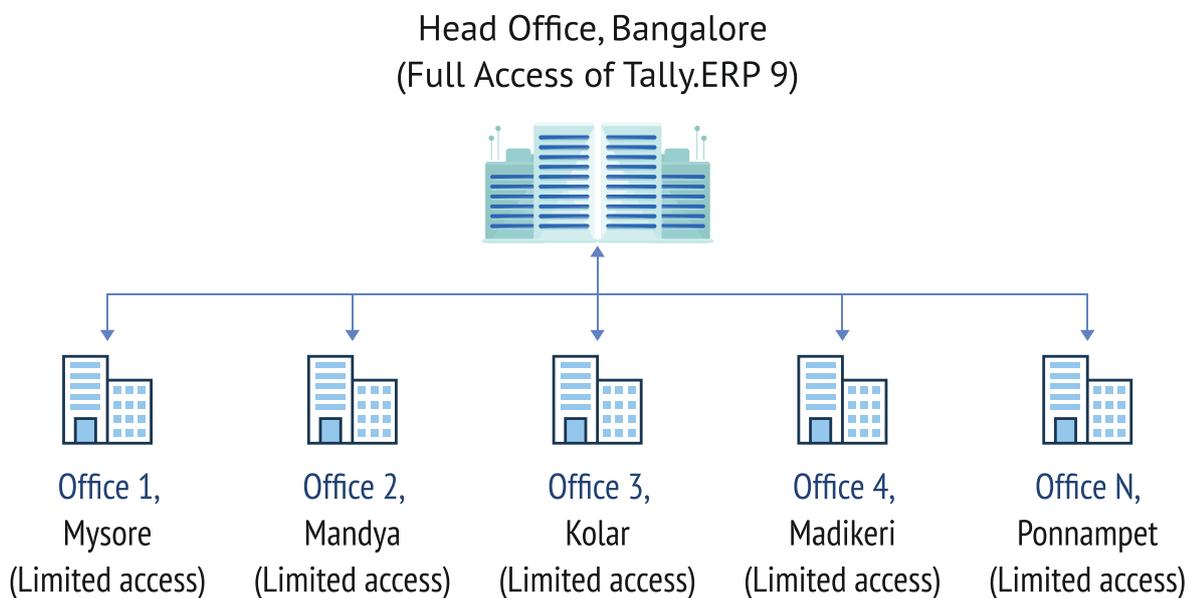


Fig 2. Information Flow, Systems used and Connectivity

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 line underneath.

POWER OF SIMPLICITY

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