



What if...you could simplify and speedup return logistics and reduce lead times and blocked inventory by more than 40%?

About Madura Fashion and Lifestyle

Madura Fashion & Lifestyle (Madura F&L) is the market leader of India's fast growing branded apparel industry and a premium lifestyle player in the retail sector. Madura F&L is a part of the globally renowned USD 35 billion Aditya Birla Group. With an extensive network of 3000+ points of sales across multiple formats, it stands as the industry leading innovator in design, brand management, retail, manufacturing and supply chain. Its brands are on a rapid retail expansion spree.

Challenges

- Large number of retail outlets (1200+) across India with returns merchandise running into hundreds of thousands of units every season.
- Manual processing (through mails/ excel sheets) leading to delays in moving merchandise and delays in transaction processing.
- Challenges in cross-functional collaboration among store teams, managers, Logistic partners and central distribution centre due to a lack of a single technology platform.
- Increased returns logistics lead times resulting in poor inventory efficiency and reduced price realisation for reprocessed goods.
- No Single point visibility of in transit inventory due to multiple IT systems which were not tightly integrated.
- Process governance and timely closure of books of accounts pending inventory reconciliation.

"Managing return logistics from a 1000+ retail and 2500+ trade outlets spread across the entire country was a huge challenge. The return logistics solution from Simbus built on the Cordys platform has enabled us to speed up the processing of returned merchandise, improved inventory visibility, reduced shrinkage, improved co-ordination with transporters and also ensured effective process governance"

*--Rajshekhar Kolkur
General Manager, Distribution and Order Management
Madura Fashion and Lifestyle*

Solution

Simbus Technologies, with its expertise in supply chain delivered a solution on the Cordys BOP 4 platform in a record time of 3 months. The solution automates all key processes in Returns Management – right from creating return requests from stores, returns approval, assigning of logistics partner by Warehouse, collaborating with logistics partner till goods receipt and inventory reconciliation. The solution integrates with multiple applications including the ERP and provides a single point visibility and a process management platform.

Benefits

- Reduced return logistics lead times : from request to inventory reconciliation : More than 50%
- Reduced inventory pending reconciliation : More than 30%
- Improved collaboration amongst internal and external stakeholders leading to improved service and reduced friction.
- Elimination of spread sheet/mails based processes resulting in high visibility and "one version of truth"