Tally.ERP 9 Lights up Adithya Lamp's Business

Adithya Lamps replaces two software solutions with Tally.ERP 9 and its business process is already glowing

Bengaluru has grown into a cosmopolitan city with global tastes. Residential and commercial spaces aspire to reflect global aesthetics with quality of lighting making a big difference.

The Bengaluru-based Adithya Lamps, belonging to the Tallam group, has been one of the city's key distributors and retailers of lighting fixtures for the last ten years. The company sells close to 4,000 varieties of chandeliers, pendants, wall fixtures, LED, lamps, garden lights, floor lamps, table lamps, picture lights, crystal lights, spotlights, commercial lighting, among others. The retail lighting business is still disorganized and has a very short design and product cycle. Interestingly, most of the

Nandan Tallam

lighting products are imported from China.

Because of growing demand in Bengaluru, especially after the slowdown, Adithya Lamps' business picked up in 2010. This aggravated the already poor management of dead stock. This also necessitated a more efficient order delivery mechanism. To add to it, customer specifications and demands were becoming more complex along with expectation of superior delivery service.

Adithya Lamps went in for two software solutions to manage its business processes but,

according to Nandan Tallam, one of the partners of the company, he had to quickly look for a new option because the first two simply did not deliver. "Their support was poor and they basically did not understand our requirements."

His third option was Tally.ERP 9. Tally's partner Infolink Business Care spent nearly 20 hours with Nandan to understand the business complexities so that they could customize solutions to the company's needs. "Major problem in our business is dead stock. You never knew what the level of dead stock was; you didn't know what was broken. Now, we are able to have a separate godown for broken lamps and are managing our inventory better," Nandan says.

Chethan Kumar, partner of Tally — Infolink Business Care says, "We carried out the implementation in two stages.
We replicated the data from the previous software to Tally.ERP 9. The other software had another issue. If we wanted to search some material in that software, we had to give the name exactly matching in such a way that even the spaces in between needed to be maintained. Tally has the specialty of displaying the name even if a portion of the name is given for 'search'."

Ashok G Bhat, the other arm of Infolink Business Care appends, " The other problem was that Adithya Lamps used to contact the other software

vendor for enhancement of the software very frequently. Whereas, we are always in touch with him for any enhancement."

Why Tally.ERP 9

Tally.ERP 9 is designed for the needs of small businesses. It is affordable by small businesses and easy to implement. What's more, people to operate Tally.ERP 9 solutions are easily available and are affordable too.

Nandan adds," Everybody thinks Tally.ERP 9 is only an accounting software. I use Tally for all my business

ADITHYA LAMPS is a unit of "TALLAM GROUP"

requirements, from the start to the end of the business. We use Tally from the time material is ordered to the moment when a product is delivered to the customer.

Our inventory levels are 3,000 to 4,000 products. Now, at any given time, I know the status of inventory."

Business benefits accrue from day one. Quicker order closing because of the real

time availability of information about stocks. This also reduces over stocking, and reduces the inventory holding cost, a big benefit in this business. Tally gives ready report of whatever is delivered but not billed. This helps in assessing the exact amount stuck as amounts receivable.

Nandan sees more benefits. "Since Tally handles inventory, accounting and the statutory requirements, it is easier for us while filing returns. Having multiple independent software would have been a nightmare. So far, I'm very happy. I'm happy about the support as well. I will look for any upgrades and will be more than willing to purchase them. Almost all the retailers in the lighting business in Bengaluru are my friends. I want to make everybody go in for Tally." A statement every company would love to hear.

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Nandan Tallam

Customer Success Story   www.tallysolutions.com