



Browntape
Enterprise

CASE STUDY



IFB
Set yourself free

Taking Enterprise E-commerce to the Next Level

Distributed Inventory unleashed on marketplaces with complete ERP control

ABOUT THE CLIENT

IFB, in collaboration with Hienrich Schmid of Switzerland, started their India operations as Indian Fine Blanks Limited in 1974. While they started with the manufacturing of machine tools like straighteners and de-coilers, their portfolio slowly expanded into consumer durable goods. Today, IFB is a leading player and brand in the Indian home appliances market.



PROBLEM DEFINITION

The e-commerce division at IFB was mandated with establishing the brand's **online channel**, including an **owned website** and all **major Indian marketplaces**. Browntape was the partner of choice for IFB to deliver the following:



Grow online sales by focusing on the catalog, operational efficiencies and technology enablement.



Enable order fulfillment and inventory readiness for Indian market-places and own website.



Leverage **53 warehouses** to fulfill online orders.



Integrate online operations into IFB's **ERP system (SAP)**.



Provide insights to enable revenue growth through better **catalog**, correct **pricing** and deliver high customer value.

SOLUTION

1

Browntape panel: **Single window** for all ecommerce orders & inventory .

2

Listing SKUs across marketplaces and developing the **online product catalog**.

3

Increased automation through built-in **automatic shipment creation**.

4

Inventory from **all warehouses** to be **visible online** and synchronised.

5

End-to-end training to set up the module and own the same when required.

6

Integrated Browntape with **IFB's SAP** for **seamless bi-directional flow** of Order and Stock Information.

CRITICAL SUCCESS FACTORS



Browntape's integration with SAP at IFB unleashed the full power of distributed inventory on e-commerce channels. The strong offline brand presence of IFB enabled strong sales for the brand online.



The Listing and Cataloguing service ensured the online presence was very high quality.

OUTCOME

- ✓ **Sold 50K+ units** in 12 months, estimated revenue of **INR 12 Cr.** (excluding bulk sales).
- ✓ Curated **online catalog** which mirrors an offline **flagship store**.
- ✓ All **warehouses** were made **e-commerce ready** to reflect inventory online.
- ✓ **4,000 monthly orders** processed online (excl. bulk sales).
- ✓ End-to-end training to set up the module and own the same when required.



Over time, Browntape has substantially helped us in growing our online revenue. They bring a culture of commitment and high customer focus to the relationship, which is also in line with IFB's values. I would highly recommend them to any brand looking for a strong e-commerce partner

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