

BENEFITS OF IMPROVED PRODUCTIVITY WITH STELLIUM'S AMS AND EWM SOLUTIONS



OVERVIEW

Aditya Birla Fashion and Retail Limited (ABFRL) is an Indian fashion retail company headquartered in Mumbai. ABFRL has a network of 3031+ stores with a presence across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India. ABFRL is a part of the Aditya Birla Group, a US\$ 48.3 billion Indian multinational, in the league of Fortune 500.

BUSINESS OBJECTIVE

ABFRL has EWM System being used by its 15 plus Warehouses across India catering to its various Business Divisions and Brands.

Provide 12x6 Support for its Warehouse Operations

Stabilize its EWM System and Implement process improvements across its Warehouses

Be its Strategic Partner and advise on Key Initiatives

BUSINESS OBJECTIVE

ABFRL has three subdivisions – MFL, Pantaloons and Forever21

MFL manufactures its brands Allen Solly, Peter England etc and sells its locally through partners and internationally Pantaloons sells major brands and also caters to niche brands like Jayapore, S&N

Multiple EWM Versions between 9.0 and 9.2 and Forever21 on WM

Has significant presence in eCommerce with all leading players

Significant transaction volume like one of their largest Warehouse in Bangalore process around 16000 Outbound Deliveries per day

Customer has a complex IT Environment due to its large scale of Operations

PROJECT HIGHLIGHTS

Stellium started with AMS for MFL in June 2019 with 6 Warehouses and Stabilized the EWM System by Reducing Incidents from 20 Incidents to less than 5 Incidents per day in a span of 8 months

Stellium expanded as ABFRL's Single EWM AMS Partner by adding Forever21 and Pantaloons by 2020.

ABFRL in 2021 bagged a Semi Automated Warehouse EWM Implementation for a New Warehouse belonging to its MFL Division

VALUE DELIVERED TO CLIENT

Stabilized its EWM Implementation Post Covid19 all ABFRL Warehouses were enabled to Support Warehouses in a short Span

Performed multiple Process Improvements, below like Improved Mixed SKU Picking by implementing Image driven Picking Optimization of Ecom Order Picking and Packing and improving 25% WH Productivity