



# BAJAAO

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India's Largest Music Gear Superstore

**BAJAAO** is India's largest direct online retailer for musical instruments & pro audio equipment offering a wide range of services to the music entertainment industry.

Started by **Ashutosh Pande, founder and CTO** in **2005** with a simple business plan & zero capital, BAJAAO went on to be ranked among the world's top 20 music retailers by Music Trades Magazine, USA in 2012.



## E-commerce Selling Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management

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# CHALLENGES FACED



Managing stock transfer from one warehouse to another



Handling returns for their Shopify based website



Shipping large size musical equipment



Error prone business reports



Manual errors were reduced, we enlisted all our 46K+ products with ease on marketplaces with Unicommerce at the backend.

We scaled up to processing over 10k orders per month seamlessly.

I would always recommend Unicommerce to anyone who is managing a business like ours.



**Ashutosh Pande**  
Founder, BAJAAO

# COLLABORATION WITH UNICOMMERCE

01

## **EXPANSION ACROSS 5 WAREHOUSES**

Unicommerce deployed a scalable WMS across 5 of their warehouses enabling improved inventory accuracy and visibility

02

## **LARGE-SIZED PRODUCT FULFILLMENT MADE POSSIBLE**

Unicommerce facilitated hassle-free Shipping of large-sized products based on package's weight or dimensions which in turn added value to the business by reducing logistics costs up to 20%

03

## **COMPLETE ORDER AND RETURN MANAGEMENT**

Complete order and returns management for BAJAJO's Shopify based website, thus reconciling all their online and offline businesses from a single dashboard

04

## **FULLY AUTOMATED BUSINESS OPERATIONS**

Customized reports and automated dashboards to assist online retailer in analyzing sales, predict revenue and manage order flux . All this helped BAJAJO reduce manual dependencies and room for errors

# CLIENT IMPACT

As BAJAJO is India's largest direct online retailer for musical instruments and audio equipment, it was important that the platform they adopt helped them in streamlining operations for large-sized product fulfilment

## EXPANSION ACROSS 5 WAREHOUSES

Backed by Unicommerce's strong product infrastructure, they were able to effectively manage 5 different warehouses.

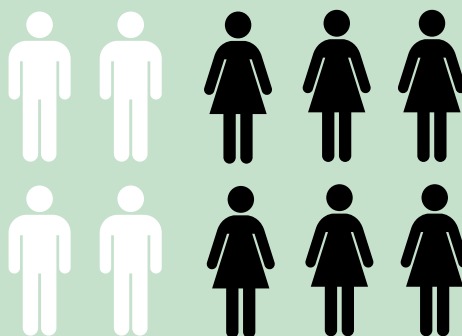
A scalable Warehouse Management System kept track of each inventory accurately enabling better stock planning for BAJAJO, leading to lesser stock-outs and higher sales.

## AUTOMATED REPORTS & DASHBOARDS

One of the major challenges BAJAJO faced while expanding across channels was the unavailability of a unified platform to manage sales, optimize retail and other eCommerce operations automatically.

Unicommerce provided BAJAJO with a single dashboard to successfully manage their end-to-end eCommerce operations.

## REDUCED MANPOWER COST

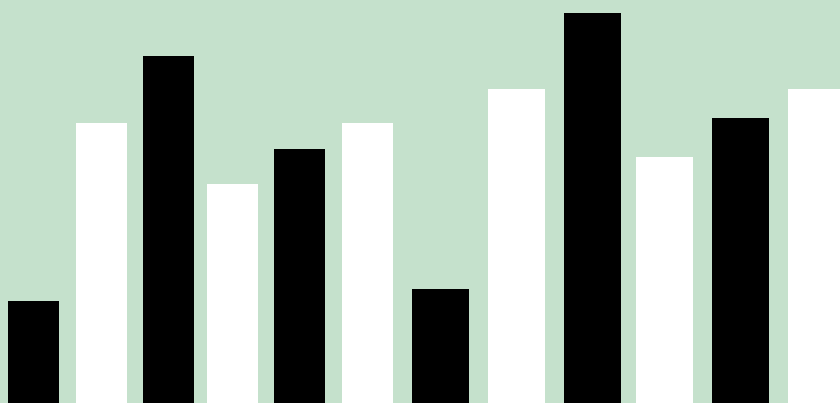


After implementing the solutions provided by Unicommerce, BAJAJO no longer had to rely on manual processes such as entry of sales, returns, payments, and other vouchers.

These tasks were efficiently handled via Unicommerce resulting in increased productivity with decreased manpower.

## MANAGING 10k+ ORDERS AND 46k+ PRODUCT LISTINGS PER MONTH

Unicommerce's highly competitive technology has helped BAJAJO optimize its order management effectively through multiple sales platforms, simplifying its backend operations to achieve unparalleled profitability





# LOOKING FOR SALES GROWTH

WITH LOWER OPERATING COSTS?

Request a Free Demo

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