



How Unicommerce Helped Brand Studio carry out 2 Mn+ dispatches/month

BRAND STUDIO
— INDIA —



eCommerce Selling Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management

CHALLENGES FACED



Managing customized order allocation and inventory sync



Handling boxwise pack slips accurately



Shipping bulk orders partially due to rushed timelines/fulfilment rate



Tackling bundle order processing or picking



Dependency on manual processes for warehouse operations



Generating error-free reports and analysis

Brand Studio is India's **first-ever tech enabled fashion brand**, with a presence across all major marketplaces including Myntra, Flipkart, etc and 7 prominent fashion platforms: **Locomotive, Highlander, Mark Taylor, Black Coffee, Folklore, Vishudh & Tokyo Talkies** associated with it.

A rapidly growing business, Brand Studio has been on the radar of shoppers with high demands and a total turnover of over **400 Cr** and needed a highly advanced technology partner to tackle their warehouse operations and ensure seamless services to their clients.

SOLUTIONS OFFERED BY UNICOMMERCE

01

Unicommerce enabled the brand to have a **smooth warehouse management system** by automating major functions across multiple sales channels.

02

The brand was able to **track inventory count, manage dispatches, order allocation, returns** and get the status of entire warehouse operation across multiple locations in real-time

03

Unicommerce allowed the brand to manage its **packaging and shipments**, along with having a complete summary of **boxwise items**

04

Brand Studio was able to **generate separate shipments** for bundle items with **unique picking processes of shipping bundles** using Unicommerce

05

Unicommerce supported **seamless integrations of Brand Studio with leading marketplaces including Myntra, Flipkart**, etc. thus increasing the order fulfillment rates.

06

With the precise reports for sales, invoices, pack slips and dashboards offered by Unicommerce, Brand Studio was able to **analyze performance** across all its services and priorities their workflows

CLIENT IMPACT



"Unicommerce has been with us ever since we began **4 years ago** and the journey so far has been completely trouble-free, The WMS system of Unicommerce has helped us grow exponentially with over **2.2L SKUs** being live on multiple sales channels.

The **ever-evolving concept** that is followed at Unicommerce is what makes the entire process so easy!"

SHYAM S PRASAD
Chief Executive Officer
Brand Studio Lifestyle Pvt Ltd

The seamless integration provided by Unicommerce with multiple sales channels has enabled Brand Studio to expand their portfolio to **2.2Mn SKUs** being live on these platforms with an **inventory count of 300K+ items**

Unicommerce helped Brand Studio in segregating, accurately picking/packing and shipping bundle products to further **improve operation efficiency and scale their business growth.**

With the Warehouse Management Solution of Unicommerce, Brand Studio has been dispatching around **2M+ units per month** on the basis of inventory availability, across multiple warehouses, spread over **1 L sq ft of space**

The overall product count of the brand has increased by **50%**, with fulfilment rate rising up quickly along with a significant drop in returns by **40%** post Unicommerce was onboarded as their WMS Technology Partner.



2 MN+ UNITS
DISPATCHED / MONTH



2.2 MN SKU LIVE
ON SALES CHANNELS



300K+
INVENTORY COUNT



50% INCREASE
IN PRODUCT COUNT



40%
DECLINE IN RETURNS

Case Study : Brand Studio

ARE YOU LOOKING FOR A WAREHOUSE MANAGEMENT SOLUTION?

DRIVE HIGHER SALES | LOWER OPERATING COSTS

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