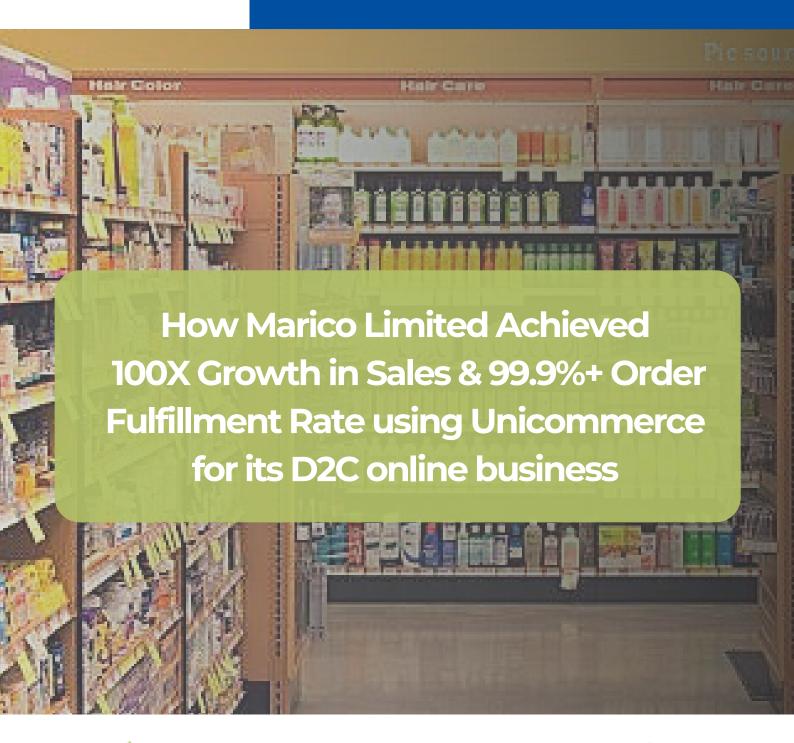


Case Study

INDIA'S LEADING CONSUMER PRODUCTS COMPANY





eCommerce Selling Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management





Managing partial shipping of bulk orders



Management of sales across own websites, multiple warehouses & vendors



Providing Order Status updates to customer



Tackling Returns and Cancellation



Manual dependency for precise calculations of sales & revenue

One of the most established and well-known consumer goods companies, **Marico Limited** has been providing the best quality and trustworthy products to customers across the globe.

With a stronghold over the market, Marico Limited is currently present in India, South East Asia, Middle East, Egypt, and Africa. Some of the most famous products of the brand include Livon, Parachute Advanced, Set Wet, Saffola, HairCode, Revive, Caivil, Hercules, Black Chic, Code 10, Ingwe, Sedure, X-Men, Thuan Phat. and more.

Marico Limited was looking out for a solution that could help them adapt D2C Selling and streamline their warehouse operations for consumers across nations from a single panel and with faster technological backing.



- Marico found the technologically advanced and highly robust solutions by Unicommerce well aligned with their need to **establish a facility allocation rule** in order to maintain and manage their eCommerce operations.
- Unicommerce enabled the brand to seamlessly ship partial orders and provided them with customized order status for such items on their website.
- The brand was able to **track their fulfillment in real-time** as Unicommerce provided them with **efficient Inwarding** and **Outwarding** of products helping them enable timely deliveries.
- Unicommerce automated the order processing and inventory management of Marico helping them handle order returns and cancellations promptly, thus increasing their productivity and reducing their cost of logistics.
- With the accurate and error-proof reports and analysis of Unicommerce, right from a single dashboard, Team Marico has been able to keep track of their inventory and have had complete visibility over their services.





Building the D2C brand from complete scratch was a roller coaster journey for us! We are thankful to the team of Unicommerce & their top-notch eCommerce technology solutions, which played a key role in streamlining D2C selling for us.

PRATIK GUPTA- GLOBAL HEAD, DIGITAL & ECOMMERCE, MARICO

With the streamlined handling of inventory, warehouses, fulfillment, and shipping needs by Unicommerce, Marico Limited was able to speed up operations, improve NPS & achieve higher delivery accuracy. Order Fulfillment rate of the brand increased from 98% to over 99.9% and Marico was able to grow its catalog size by 52% with Unicommerce's completely automated solutions.

Unicommerce helped the brand reduce their **returns by 57%** with multi-location enablement, lowered their dispatch time from **24 to 2 hours** & allowed them to scale up from **10 to 1000 orders per day.**

Several of Marico's brands such as PureSense, Saffola, KayaYouth, Marico Protect, Marico Veggie Clean, etc seamlessly adapted D2C Selling with Unicommerce, enabling the brand to achieve overall sales growth of 100X and the ease to manage complete supply chain operations from a unified panel.

ORDERS INCREASE FROM
ORDERS
PER DAY

99.9%+ FULFILLMENT RATE

52% GROWTH IN CATALOG SIZE

FROM 24 HRS TO 2 HRS

Case Study: Marico



ARE YOU LOOKING FOR AN **ECOMMERCE** MANAGEMENT SOLUTION?

DRIVE HIGHER SALES | LOWER OPERATING COSTS

Request a Free Demo







Get Started, Contact Us Today!

Connect with Us!







