marico

Case Study

INDIA'S LEADING CONSUMER PRODUCTS COMPANY

How Marico Limited Achieved 100X Growth in Sales & 99.9%+ Order Fulfillment Rate using Unicommerce for its D2C online business

CHALLENGES FACED

Handling state-wise and channel-wise order allocation

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.

SOLUTIONS OFFERED BY UNICOMMERCE

01
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.

02
Unicommerce enabled the brand to **seamlessly ship partial orders** and provided them with customized order status for such items on their website.

03
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.

04
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.

05
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.

CLIENT IMPACT

> *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
10 TO **1000** **ORDERS PER DAY**

99.9%+ **ORDER FULFILLMENT RATE**

52% **GROWTH IN CATALOG SIZE**

DISPATCH TIME REDUCED FROM 24 HRS TO **2** HRS

ARE YOU LOOKING FOR AN ECOMMERCE MANAGEMENT SOLUTION?

DRIVE HIGHER SALES| LOWER OPERATING COSTS

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