

How Unicommerce's Multichannel & Warehouse Management Solutions helped TCNS Clothing Co. Ltd achieve 9X Growth in Sales?

TCNS Clothing Co. Limited



eCommerce Selling Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management

CHALLENGES FACED BY TCNS CLOTHING



Manual tracking of shipments due to high order volume



Lack of centralized inventory management across own website & marketplace channels



Complex returns management & refund processing



Lower customer satisfaction due to inability to handle customer complaints in real-time



Imprecise warehouse operations

TCNS Clothing Co. Limited is India's leading women's branded apparel company that operates under four brands **W, Aurelia, Wishful & Elleven** and has been in the fashion industry for **17+ years**.

The brand sells its products across India and through multiple distribution channels, eCommerce marketplaces, exclusive brand outlets, multi-brand outlets etc.

With **3500+ points of sales** across the country, the brand needed a one-stop, highly robust solution provider to cater to their need for hassle-free eCommerce operations right from order fulfilment to returns management all at a single place.

SOLUTIONS OFFERED BY UNICOMMERCE



01

Unicommerce enabled TCNS to efficiently handle their **order fulfillment & inventory management** across multiple channels **resulting in improved productivity & profitability**

02

With Unicommerce, the brand saw smooth **warehouse management** by automating major functions across their multiple sales channels

03

The brand was able to track reverse pickups, returns and cancellations status in real-time enabling **hassle-free management of customer refunds**

04

With the precise **reports and dashboards** offered by Unicommerce, the brand was able to analyse performance across all their services and prioritise their workflows

05

Unicommerce's **seamless integration with TCNS CRM** helped them **serve customers** in real-time thus providing their shoppers a **uniform & friction-less shopping experience**

CLIENT IMPACT



SAURABH BANSAL
Chief Digital Officer
TCNS Clothing Co. Ltd

“ It has always been difficult to manage customer journeys (coming via our own brands’ outlets, website, marketplaces, etc.) in our system.

But with Unicommerce taking care of our warehouse and multichannel operations, we have been completely focused on developing the brand now rather than worrying about anything else. ”

With Unicommerce onboard, TCNS (owner of W for Woman, Aurelia, Wishful and Elleven) managed its live catalogue size of over **150K+ items**, sold across **18 sales channels** with **~1.5 lac dispatches** per month all from a single platform

Over **400K inventory count** across multiple sales channels was centralized through Unicommerce's multichannel and warehouse solutions, which helped them achieve **9X growth in sales** in a span of just 2 years enabling real-time visibility of their sales & purchases, thus increasing their profitability

Unicommerce allowed the client to have complete visibility for **reverse pickups status** which helped them to manage customer refunds, enhancing their productivity while **reducing the cost** of operations and logistics



9X

GROWTH IN SALES



18

SALES CHANNELS



400K+

INVENTORY COUNT



~1.5 LAC

DISPATCHES (ITEMS)
/MONTH



19%

REDUCED RETURNS

Case Study : TCNS Clothing

ARE YOU LOOKING FOR A WAREHOUSE MANAGEMENT SOLUTION?

DRIVE HIGHER SALES | LOWER OPERATING COSTS

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