



Meeting every specific need

As manufacturers of India's top brand of Dot Matrix Printers, TVS Electronics has an installed base of more than two million printers comprising a considerable share in the market. From printers to keyboards, printing consumables and POS terminals & systems, the TVS-E range of products is available for every specific need. TVS-E has designed a new retail range of products, under the brand 'IndiPOS'. The IndiPOS range of products includes POS printers, scanners, POS systems, electronic cash registers, keyboards and customer display. With the latest addition of POS thermal paper rolls, TVS-E is committed to provide a complete end to end solution in the Point of Sale space. Some prominent clients of the company are Landmark, Odessey, Planet Retail, Wills Lifestyle, Lilliput, Café Coffee Day, PizzaHut, US Pizza, Cookie Man, Mother Diary, Subhiksha, Max Hyper Market, Globus and Viveks.

CASE STUDY

MK Ahmed Group was founded by MK Ahmed & Sons in 1927. MK Ahmed Supermarket (part of MK Ahmed Group) is one of the leading supermarkets in Bengaluru. It has 11 stores spread across Bengaluru and several other stores overseas.

CHALLENGES

MK Ahmed supermarket realised that though the customer like spending long hours shopping, he expects quick check outs. During the peak hours, all the counters are occupied with a queue of 5-10 customers (approx.) per counter. Also, an average bill has a minimum of 10 items. Hence billing counters efficiency and quick billing are extremely crucial. With a large number of customers visiting the store per day, maintaining customer records (for customer loyalty programs), system networking and



"We are very happy with TVS-E products and services. TVS-E has always been known for their service excellence and they have truly lived up to the expectations set. We plan to open more stores in the months to come and TVS-E is our preferred choice for POS systems and POS peripherals."

EK NASIR

Director, M.K. Ahmed Super Market



"The Indian retail story continues to be the most exciting aspect of our industry today. With 15 million unorganised shops and establishments which need digitisation, we do believe that there is a large potential yet to be unleashed. At TVS-E, we have moved substantially towards a larger and more dominant presence in POS and Transaction Peripheral product area. With the introduction of our IndiPOS range of products and solutions and with right partnership across the value chain, we are poised for the next level of growth in our business building on our leadership position."

SS RAMAN

CEO & Whole time Director, TVS Electronics

prompt service also becomes equally important.

With such demanding customer needs, it was important for MK Ahmed Super Market to choose:

■ " A brand that is reliable, that provides efficient systems and quick

billing ■ A brand that can provide a complete solution to enhance smooth operations and easy maintenance unlike the current situation where every peripheral was from a different company, which made vendor management cumbersome ■ A brand that provides service 24X7.

SOLUTION PROVIDED

TVS-E customised a solution especially for MK Ahmed Supermarket to address all their pain points. The solution included an ATOM processor based Modular POS system with Thermal Printers (RP-3150 that can print over 48 bills per minute), Omni-Directional Scanners (BS-L301 Gold with a scan speed of over 1,400 scans per second), TVS-E Mouse & Gold keyboard (the most selling keyboard of India), a 15" TFT screen (for wide viewing and transparent operations), Customer Displays (PD-220 VFD to display the current discount offers) and other peripherals like cash drawers for security. With this complete range of products and comprehensive service offering - all under one roof, TVS-E became the 'one stop solution' provider to MK Ahmed Supermarket.

BENEFITS

■ Long queues of customers were taken care of by implementation of the latest technology and systems that were user friendly, hassle free and extremely efficient. ■ The solution to multiple vendor management was resolved with the entire POS billing system being provided by TVS-E. This ensured smooth operations in contrast to their earlier problem of maintaining multiple companies' products. ■ With TVS-E's 400 plus service network and hardware support 24X7, maintenance was never a problem again for MK Ahmed Supermarket.

