



Case Study: Revolutionizing Inventory Management and Curbing Counterfeiting for a Home Appliance Brand

The customer is a leading home appliance manufacturer specializing in the production and distribution of ceiling fans, sewing machines, and diverse home appliances. It has a pan-India presence spanning 40+ Showrooms & 30+ Warehouses with an annual turnover of ₹3500+ crore.

Business Scenario

The customer's supply chain operated through disconnected systems across manufacturing, warehousing, and distribution networks. Managing inventory for diverse product lines created visibility gaps. With counterfeiting threats also growing, the company required real-time tracking and authentication.

Challenges

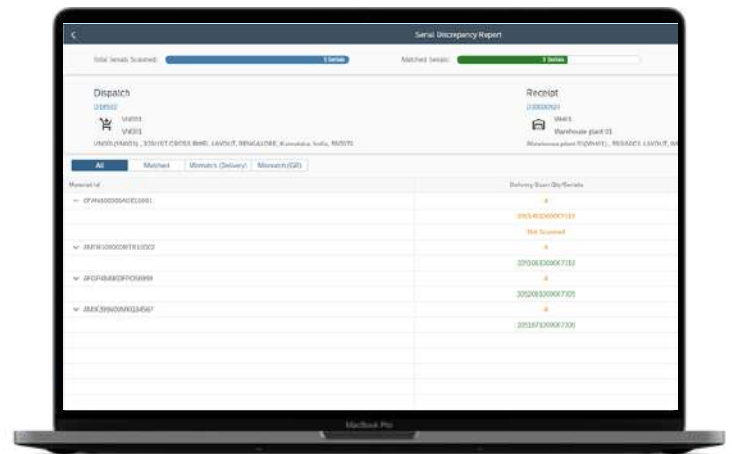
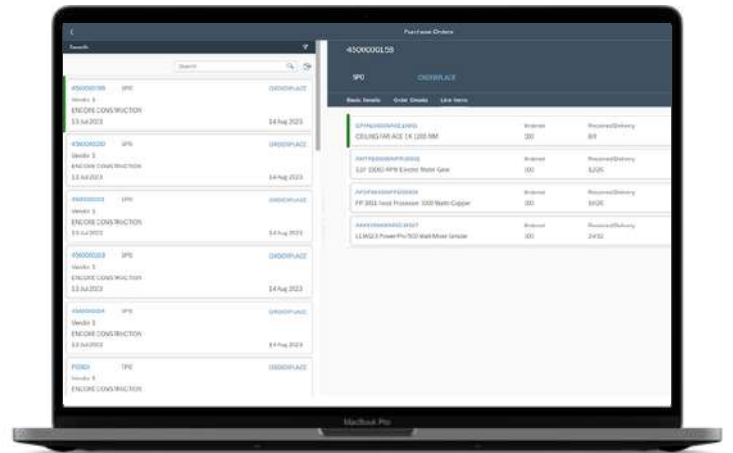
- **Counterfeiting threats** posed significant risks to brand reputation and customer trust, with fake products infiltrating the market.
- **Inefficient inventory management** across warehouses and distribution centers led to stock discrepancies and poor turnover optimization.
- **Lack of end-to-end visibility** made it difficult to track product movement from factory to end customer, creating accountability gaps.
- **Disconnected systems** across the supply chain created data silos, making it challenging for management to monitor performance and identify bottlenecks.
- **Limited offline functionality** prevented field operations from continuing during connectivity disruptions, impacting productivity.

Solution

After assessing the challenges, we implemented **Procify ProductTrack**, a QR code-based tracking solution. The application assigned unique codes to each product, enabling end-to-end traceability and authentication. With offline-capable mobile technology and role-based access, it ensured seamless operations across all stakeholders.

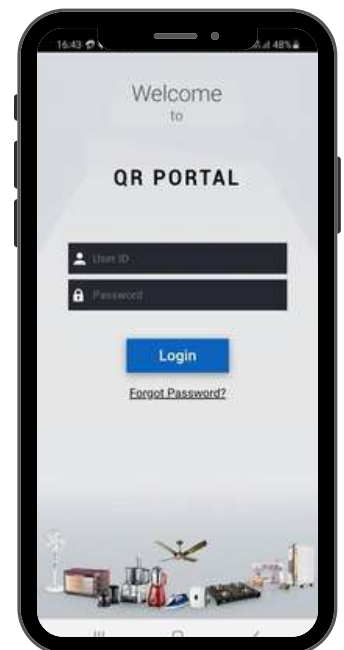
Solution Components

- **Unique QR Code Assignment**
Every product receives a distinctive QR code during manufacturing, enabling accurate tracking, tracing, and authentication.
- **Multi-Persona Access Portal**
Role-based access ensures warehouse staff, vendors, factory personnel, and National Distribution Centers (NDC) operators can scan, update, and access relevant product information based on their responsibilities.
- **LIFO Inventory Optimization**
QR code scanning enables automated LIFO (Last In, First Out) inventory management, ensuring newer stock is dispatched first and reducing aging inventory.
- **Anti-Counterfeiting Features**
Product authentication through QR code verification enables customers and stakeholders to validate product genuineness, protecting brand integrity.
- **Mobile-Enabled with Offline Support**
Robust mobile application allows field staff to scan products, update status, and access information even without internet connectivity, with automatic synchronization when online.



Benefits

- **700 Users** across 200 vendors and 50 NDCs - Highly scalable platform supporting multi-location operations
- **150k QR codes** generated and scanned per day - High-volume transaction handling
- **100%** end-to-end traceability across the entire supply chain
- **100%** reliable offline mode ensuring uninterrupted field operations
- **LIFO** inventory management capability optimizing stock rotation



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