

# CASE STUDY

## Shree Baidyanath Ayurved Bhawan Pvt Ltd.

### Overview

When demand and revenue surged, Baidyanath's siloed applications made it difficult to support informed decision making.

### Business need

- » Baidyanath had periodic new product releases and there was a need for an efficient tool to manage demand and supply for these products.

### The Lighthouse solution

- » The Lighthouse approach to implement its Oracle based pharma ERP application reduced process complexities and achieved process efficiencies for Baidyanath.

### Benefits

- » The Lighthouse solution helped Baidyanath in adhering to uniform practices for supply chain planning and procurement.

" The ERP will be implemented at three manufacturing divisions which are going to use common processes, systems and organization structures."

*Siddhesh Sharma, Director*

**10%**

**Estimated Reduction  
in Inventory**

**20%**

**Anticipated Productivity gain  
with invoicing and Logistics  
Automation**

### About Shree Baidyanath Ayurved Bhawan Ltd.

- » Shree Baidyanath Ayurved Bhawan is one of the largest premier health and Aurvedic well-being product companies in India and has global reach.



#### Headquarters

Nagpur, India



#### Industry

Pharma: Manufacturing and Distribution



#### Products and Services

Trade and import of edible oil; oil processing & refining ; rice exports



#### Employees

350