

CASE STUDY

Madhusudan Group



Objectives of ERP

Madhusudan Group's Dairy business unit- Creamy Foods Ltd. was evaluating ERP for dairy management to integrate its different business process across Operations- Village Farmer Collection, Logistics & Inventory, Production, Sales & Distribution along with Commercial and Financials.

Some challenges before ERP were

- » Reconciliation of Farmer account

Implementation

Sales, Purchase, Inventory, Finance, HR-Payroll, Fixed Assets, Production, Maintenance, Farmer Management, Farmer Accounting, Transport and Executive Information System modules were successfully implemented.

Some of the major functionalities in use are

- » Capturing of tare weight and gross weight of raw material in the Lighthouse ERP directly through the integration with weighbridge.

Benefits

- » Since Implementation of Lighthouse ERP for Dairy Management, supply chain and logistics processes became real time and transparent, helping businesses to get complete visibility of the journey of raw milk from suppliers to consumers and plugging all loopholes.

"Lighthouse ERP is very strategic to our current operations and growth plans. The simplicity of usage and real-time visibility has greatly improved our operational efficiency and overall productivity."

ANURAG AGRAWAL, Director, Madhusudan Group

800

Workdays saved per year

70%

Less time spent on decision making

60%

Faster Transaction processing time

About Madhusudan Group

- » Creamy Foods Ltd., a flagship Company of Madhusudan Group had started operations in 1991 with initial capacity of 5 thousand LPD.



Headquarters
Delhi, India



Industry
Dairy Farming



Products and Services
Dairy Products Manufacturing & Distribution



Employees
350