

# CASE STUDY

## Confidence Petroleum Ltd. **LPG**

### Business challenge

The domestic and commercial fuel supply to Auto LPG distribution company was looking for a centralized solution to automate its various points of sale, as well as get micro level control on material consumption.

### Solution

Lighthouse was involved in implementation of enterprise ERP to manage financials, procurement, logistics and sales of auto and cooking fuel products across 5 bottling plants, 50 refilling plants and at 100+ auto LPG stations.

### Results

- » Improving sales efficiency

CPG are now able to see a much higher volume of clients and provide a more personalized experience. This is, in part, because they can use our full sales team.

- » Tapping into sales analytics and insights

The virtual Sales and Stock Replenishment app provides CPG with new data analytics capabilities, too.

- » Designing an enhanced customer experience

In addition to the analytics insights the mobile app enables, CPG can also leverage sensors that reside at the fuel stations themselves.

- » Cultivating stronger customer relationships

Today, CPG teams have more flexibility and can accommodate more clients than ever before, even when they raise orders unexpectedly.

“Embracing mobile and digital technologies has transformed how our sales teams work at Confidence Group. This new mobile technology is helping our IT team facilitate business processes and drive our business forward.”

*Jitendra Jain, CFO, CPL.*

**20%**

Increase in Customer Reach

**15%**

Decrease in Distributor inventory levels

### About Madhusudan Group

- » Incorporated in India in 1984, Confidence Petroleum Ltd (CPL) specializes in residential and automobile LPG fuel packaging and distribution projects.



#### Headquarters

Nagpur, India



#### Industry

Auto and Cooking fuel Products



#### Products and Services

LPG Fuel



#### Employees

450+