

Industry **Outlook**

SOURCING & PROCUREMENT CONSULTING STARTUPS

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MARCH, 2023

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EDITOR'S NOTE

Optimizing the Supply Chain

Sourcing and procurement consulting market in India is growing rapidly as companies strive to optimize their supply chain operations. With the increasing demand for cost savings and efficiency, companies are turning to expert consultants to help them identify the best suppliers, negotiate better prices, and manage their procurement processes. Sourcing and procurement consulting firms provide a range of services such as supplier selection, cost reduction strategies, contract negotiation support, supplier performance management, risk management solutions, and more. These services can help companies reduce costs while ensuring that they get the best value for their money. With the right partner in place, companies can maximize savings while ensuring that they are getting quality products or services from reliable suppliers. In this special issue, we have focused on this market. The cover story of this issue features Alchemy Global which is one of the dynamically growing sourcing and procurement services companies in India that stands out due to its extensive services and products portfolio. It is a company led by a team of professionals who have expertise in global sourcing, supplier quality & development, supplier onsite audit, six-sigma black belt champion training, value add & value engineering, engineering design services, design automation and more. Also featuring in the issue is Azoonis International which strives to offer its clients the best possible procurement experience. The company's transparent and single-channel procurement process makes it easy for businesses to source products from India, without having to navigate complex procedures or deal with multiple suppliers. Reading on you will find more such stories.

In addition, the issue also acquaints you with the other top companies in this domain. After studying the industry landscape in-depth, we have zeroed in on the top 10 companies that have excelled in this field with their meticulous approach. Having proven their dedication in order to meet the customer expectations in an end-to-end manner, these companies have stood out from the crowd.

We look forward to receiving your feedback and suggestions.

Sudhakar Singh
Managing Editor
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The Growing Need for Enhancing Sourcing & Procurement

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THE GROWING NEED FOR ENHANCING SOURCING & PROCUREMENT



According to a recent report, the global procurement as a service market size is anticipated to register a CAGR of 7.3 percent by 2025. The increasing need to reduce the cost associated with procurement operations, and organizing the procurement process for a smooth workflow is anticipated to fuel the procurement market growth, across industries, worldwide. Identifying

cost-saving opportunities across spending categories & procurement levers in an organization, assessing the company's procurement functions, data & gaps, and implementing best practices are the various processes involved in Procurement consulting services. As an outsourced procurement model, Procurement as a service uses a mixture of expertise to handle the procurement

function of a company coupled with technology. A myriad of firms depend and rely on digital technology to accomplish procurement and sourcing functions as well as track payments and purchases. The application of disruptive technologies to allow the automation of transactional procurement is Digital procurement. Not just that, it further helps processes such as strategic sourcing in becoming predictive and supplier management in becoming proactive, ultimately resulting in the reduction of operational costs. Most of the procurement as service providers, intending to ensure transparency in the process are providing reporting portal to their consumers.

A burgeoning need for enhancing procurement function, along with rising penetration of advanced technologies

high demand for procurement as a service function but also maintain market competitiveness.



Some of the famous Procurement technology vendors that include Tradeshift and SAP are in the process of building individual suppliers network, and also procure-to-pay and e-Procurement solutions

Advent of Customized Offerings

The rising awareness of the procurement process among organizations has grown to a huge number over the past years. Furthermore, with the advent of customized offerings, various service providers are into plans of shifting their business offerings to the 'as-a-service' model.

As consumers in their respective businesses become more aware of advanced procurement functions, they are expected to search for providers who offer robust procurement service models. Some of the famous Procurement technology vendors that include Tradeshift and SAP are in the process of building individual suppliers network, and also procure-to-pay and e-Procurement solutions. Therefore, consumers/users can not only rapidly deploy e-Procurement solutions but also gain benefits by reducing time to market the products. "A manufacturing company may spend 70 percent of its revenue on purchases from outside suppliers, whereas a non-manufacturing company typically spends 40 percent of its revenue on outside suppliers. So, the importance of procurement management in the sourcing of goods and services can greatly impact cost and profit margins for an organization", said Dr. Tobias Schoenherr, Hoagland-Metzler Endowed Professor in Purchasing and SCM at Michigan State University's Eli Broad College of Business. The manufacturing industry vertical is anticipated to hold the largest share in this market in the near future. While companies that are into manufacturing must produce higher quality products at lower prices, advanced features, and lesser production time, they should also maintain market presence and manage costs effectively and efficiently. ||



across various industry verticals, is predicted to bolster the market growth. Owing to a highly competitive environment, the supply chains across the globe are renovating and modernizing processes to increase productivity and enhance business operations.

Since the supply chain is the core element/component in the manufacturing industry, it is expected to not only drive

TECHNOLOGY-LED SAVINGS IN INDIRECT PROCUREMENT

By Rajaraman Sundaresan, CEO, Aaha Stores



Rajaraman Sundaresan
CEO

With more than two decades of experience, Rajaraman, an alumnus of BITS Pilani with a diverse experience in e-Commerce management, he co-founded Aaha Stores, a SAAS company into e-Procurement and B2B e-Commerce.

Large enterprises in India, by and large, come in two remarkable variations. Either the enterprise operates in large facilities concentrated across a few metros (Example: Cognizant), or the enterprise operations is a network of hundreds or thousands of branches and regional offices (Example: ICICI Bank). Most companies have great stories to tell on direct procurement optimization. But indirect procurement is beginning to catch up in terms of maturity. The introduction of GST and associated Input Tax Credits are making several large enterprises and banks move swiftly in getting their indirect spends more organized using technology. Let's deep dive into three levels in indirect procurement, technology tools used, and how large Indian enterprises can move up this value chain.

Level 1: Unit Cost Reduction

Enterprises today, in many sectors, use this as the only metric in awarding contracts. Being a beaten path, it offers only an incremental impact on cost savings. When consolidated purchases happen, companies use e-Auctions and Reverse e-Auction tools to discover the best unit cost. This works to some extent, but the value realized is only good as your empaneled bidders. Often, these bidders come from the e-Auction software company, which may or may not meet the kind of service levels large enterprises need but there is no scope for external bundling of demands like Office Supplies, IT, Travel, Marketing or Services. Welcome to the world of collective bargains. In combination with variety reduction, price benchmarking, reducing number of vendors and contracting, collective bargaining offers the best unit cost. Here, the vendor consolidates the volumes generated by multiple

customers nationally and negotiates the best pricing with manufacturers and when negotiated PAN India, it optimizes the shipping costs as well.



If KPIs are defined, procurement teams are trained, KRAs are set and tools are deployed, significant savings can be unearthed systematically

Level 2: Transaction Cost Reduction

In concentrated enterprises like a large IT company with 26,000 employees in a SEZ, or a hospital handling thousands of patients every day, the indirect procurement complexity lies in variety of products and services consumed, creating millions of transactions a year. For instance, an IT company regularly consumes over 3000+ R&M products, 200+ Stationery supplies, 150+ Housekeeping supplies and 1200+ IT accessories across multiple facilities. In case of distributed enterprises like banks or insurance companies, the transactions run into millions per year if branch purchases are local. A teller also must also act as a buyer. With GST, exposure to unregistered dealers at a branch level can open up compliance issue and loss of ITC benefits, which can run into crores if an enterprise has thousands of branches. For both types of enterprises, consolidation starts with using a catalog-based demand aggregation tool, usually a cloud-based purchase requisition tool for every branch or demand center. With approval work-flows in place, enterprises can implement suitable controls and reduce transactions by nearly 90 percent. The center-led platform approach also dramatically reduces human capital needs for managing transactions. With APIs for your ERP application, purchase requisitioning tools reduce transaction costs.

Level 3: Consumption Reduction

A central procurement team has a responsibility like that of an Air Traffic Control in measuring, monitoring and guid-



ing requestors across the system. Many corporates rarely achieve this level today due to three main reasons - Too busy with transactions and issue management, Lack of KPIs in this area, and Lack of technology tools for real time monitoring. Result of this is most enterprises today are battling increase in consumption, and the realization is not timely enough to take preventive actions. This must work like an Air Traffic Control. When top 10 banks spend less than two percent of their OPEX on Print & Stationery, is my bank's spend within industry limits? Housekeeping material spends per SF for various demand centers. Office supplies spend per head for various demand centers. There are cloud-based portals available in India today that offer indirect spend intelligence dash boards to reduce your enterprise consumption, set budgeting, reduce hotel or flight cancellations, and reduce uncontrolled discretionary spends.

Take Away

Enterprise savings on indirect purchases come in three forms - Unit cost reduction, Transaction reduction and Consumption reduction. Central procurement teams must have KRAs that address all three forms. Today's cloud based purchase requisitioning platforms with controls and contract management offers humongous value on all dimensions of indirect procurement. I see a potential for enterprises in India to save over 20 percent on indirect procurement. While immediate unit cost savings is often in plain eyesight, it's only incremental. The transaction cost and consumption reduction is where most savings are. If KPIs are defined, procurement teams are trained, KRAs are set and tools are deployed, significant savings can be unearthed systematically. I want to call these 'indirect savings in indirect procurement'. ||

Industry Outlook TOP 10
**SOURCING & PROCUREMENT
CONSULTING STARTUPS - 2023**

COVER STORY



Essentially, where developing a comprehensive procurement process is a common challenge faced by most businesses across industries, **Alchemy Global's** effective 7-Step Collaborative procurement process is critically devised to retain success

M. Thajudeen
Managing Partner

ALCHEMY GLOBAL

An Etching Global Sourcing & Procurement Consulting Partner

By Mandvi Singh

Indeed, today the evolving world economy is faced with several business challenges, and from the straight-forward perspective it always remains procurement, which having sourcing as its subset, directly impacts a company's bottom line performance and competitiveness. Specifically, in today's resource-constrained world, there is an imperative to do more with less, and conveniently effective procurement strategy not only allows one to negotiating the most favourable payment terms, but also establishing robust relationships with reliable and affordable suppliers. However, there can never be just one right 'solution', it all depends on efficiently

attempting to delivering solutions without compromising quality, securely & timely, backed with innovative technologies in place.

In the past few years, dealing with continued fallout from the global pandemic and its many ripple effects, as India has consistently worked towards fighting the shortcomings, the country can be seen strengthening its roots through seamless integration of multiple modes of transportation by leveraging technology, processes, and skilled manpower. While the recent exponentially amplified trade statistics of India, recording the highest ever value of merchandise exports are a testament to it, the government is buoyant about hitting the \$500 billion export target in FY 2023 through important initiatives.



But, driven by the megatrends such as globalization & sustainability, as the supply chain mapping complexity keeps growing involving procurement, purchasing, sourcing or combination of all, the backdrop to all of this can be combated by reviewing diversity of existing supplier bases & enrolling initiatives to improve upon supplier diversity, emphasizing on enhanced third party Due Diligence & Market intelligence, promoting supplier diversity, and leveraging basic automation and AI automation to help fasten the process. Alchemy Global is one of the dynamically growing sourcing and procurement services company in India that stands out due to its extensive services & products portfolio to comprehend today's various business operations.

The Journey along Inception

Established in Feb 2020, Alchemy Global is a company led by a team of professional expertise in Global Sourcing, Supplier Quality & Development, Supplier Onsite Audit, Six-Sigma Black Belt Champion Training, Value Add & Value Engineering, Engineering Design Services, Design Automation and more. Holding strong strategic partnerships with various companies, Alchemy Global stresses on offering complete turnkey solutions & services around Sales & Marketing, Engineering, Procurement, Sourcing, Consulting, Inspection & Audits with measurable results, in a timely manner, placing a clear emphasis on transparency in operations, high-level

customer service & support. "The response or service level is poor compared to the Chinese Supplier at present, we act as IPO Partner for the major companies in the US and also coordinate to ensure on the timely deliverables to the customer", says Thajudeen M., Managing Partner, Alchemy Global.

Exercising in the Sourcing and Procurement industry, as Alchemy desires to be the most reliable choice in Consulting it strives to bringing change in the way the customers perceive business tasks and implement innovative solutions today. Alchemy offers its clients a global and local footprint keeping the customer-first approach bringing in diversity in its services, while also focusing on cost optimization and faster response in defined timeline. "As we ventured into business just before COVID, we had time in our hands, thus we strategized and prioritized on our focus areas, explored many things in the past, and later narrowed down to the Global Sourcing Services and Engineering Services. Where major MNCs have their own team in India, we cover the bandwidth gap for them and act as an extended arm, expanding geographically on the customers' need and supplier locations", further adds Thajudeen.

Global Standard Services

Alchemy Global's specialized Procurement, Sourcing & Consulting services include, Vendor identification, Sourcing of raw materials, castings & precision machined parts, Sourcing



of Sheetmetal and Press tool components, Procurement service (7-Step Collaborative process), Pilot lot manufacturing follow-ups, and setting standards for mass production, and Indirect Sourcing. The company's strategic services meet the needs of all types and sizes of clients be it small startups, SMEs, or large firms. Essentially, where developing a comprehensive procurement process is a common challenge faced by most businesses across industries, Alchemy Global's effective 7-Step Collaborative procurement process is critically devised to retain success.

Typically a sourcing project runs for 32 weeks for complete cycle and it may vary case to case. it moves through the stages as follows - Opportunity Assessment, RFI & RFQ Management, Business Award, Execution & Expedition Plan Review, Sample Qualification & Approval (through PPAP), Pilot Lot & Production Ramp up, and Procurement Cycle. "We follow a 7-Step Sourcing & Procurement process followed by major Global MNCs in the world today. We ensure to have the first-time sample approval pass through (FPT). We do follow PPAP, APQP as per the customer requirements, while our primary focus lies on all Non-Automotive industry segment. We also offer warehousing solution for our customers in the US, and that helps a lot in major sourcing projects diversion to India", says Thajudeen.

While the top priority for Alchemy Global is to simplify and increase the efficiency of the business processes, delivering

tangible value, within aforesaid timelines, it prioritizes to form a close partnership with its customers, and also stresses on continual improvement in its conduct, and leading its team to sharpen their skills and strengthen their spirit. It also follows and adopts new technologies and process tools to ensure the deliverables. There have been many instances where Alchemy's exemplary services have proved to be a success. Describing its accomplishments Thajudeen adds, "Our 50-days trip to the US has proved remarkable in our growth journey, helping us to expand our business further. Amidst our several projects, few are, where we have placed supplier quality engineer resources at supplier place to develop the large projects for one of our US clients, and expanded the India Supply base from 1 to 18 supplier providing the timely services. We have also helped one of our clients with RM Sourcing, where the COO has to be in INDIA to crack a multi-million dollar deal. Furthermore, we've closely worked to have sample approved and expecting to have the production order soon. It is our such efficient efforts, that have helped us to reach the next level and stay head of the curve".



Alchemy offers its clients a global and local footprint keeping the customer-first approach bringing in diversity in its services, while also focusing on cost optimization & faster response in defined timeline

Future Plans Ahead

The firm is aiming to be the first global choice & value-add partner for client's reliable Global Sourcing and Engineering Services. It aspires to bring \$100 million business to India and export out to the US by 2025 onboarding multiple clients. Where clients' concerns hover around cost-efficiency relishing standard services with latest technology solutions, Alchemy Global also is keen working with simulation of technologies in its services.

The strong trajectory growth of India's exports is set to bestow the Sourcing & Procurement industry with great opportunities in the future and Alchemy Global is all set to expand on its services, bagging the most projects and onboarding international clients. [ln](#)

GETTING REAL WITH THE CUSTOMER: WEB 3.0 & THE FUTURE OF CUSTOMER EXPERIENCE

By Satinder S. Juneja, Global Marketing Head, Birlasoft



Satinder S. Juneja
Global Marketing Head

Satinder is a senior marketing professional with extensive experience in IT & Telecom industry. He is Specialised in Marketing – messaging and branding, Digital and online Marketing, Reputation building and enhancement in external audience and influencer groups (PR/AR) and many.

As Web 3.0 technologies march towards maturity, the next stage of evolution of the internet is rewriting the first principles of winning customers. Here's how customer experience strategies will need to adapt to the dynamics of Web 3.0. From a technical standpoint, Web 3.0 differs from Web2 in two crucial ways: first, it enables users to not only read and write through its interface, but also own various assets in a verifiable fashion. Second, it tilts the balance of power further towards the user, as they own their data and presence, and take control of the narrative through micro-communities. For businesses, the AR/VR interface of the Web 3.0 unlocks a new channel for engaging customers and delivering new experiences. But winning with Web 3.0 goes deeper than that. In a cookieless world, marketers are already losing a grip on the identities and behavior of their customers – and without the right strategy, Web 3.0 will only make it worse. But those who understand the driving principles of Web 3.0, will be able to unleash a new paradigm of customer engagement, loyalty, and retention. So, what are these principles? Let's have a look at them.

Web 3.0: Yet Another Channel?

When Web 2.0 evolved after the static search and e-com capabilities of Web 1.0, it did not make the latter irrelevant. Instead, businesses could leverage the social, mobile, and cloud capabilities of Web2.0 to operationalize new ways of connecting to their customers. New definitions of customer experience came into being, and content became the king as businesses set inbound strategies into motion. Similarly, the emergence of Web 3.0 will not make Web2.0 capabilities irrelevant either. This means that mobile, web apps, and e-com will maintain their importance in the channel mix. Web 3.0, however, will become an important part of this channel mix, because it will redefine ways of delivering experiences with an additional dimension much like how digital added a new dimension to physical. Plat

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forms like the Metaverse will add yet another dimension to the flat experiences delivered by smartphones and large screens.

The End of Selling

Web 3.0 will be primarily community and interactions driven. These communities will not only be more intimate than social networks like Facebook (Meta), but also focused on niche interests. In these virtual worlds where highly immersive experiences are on offer, brands will have to do away with the traditional approach to marketing in which selling is the end-goal. Marketers will be tasked with the purpose of creating, nurturing, and participating in communities that are relevant to their products. For example, a headphone maker may offer exclusive access to virtual concerts for rock fans, or an SUV-maker could demonstrate off-roading capabilities of their vehicles via VR experiences to adventure enthusiasts. In Web 3.0, community strategies will become as important as customer personas in Web 2.0.

Building a Cycle of Trust

One of the key aspects of Web 3.0 is that every user will have complete control over their digital identities. In other words, they will own data on their preferences, their purchases, activity across platforms, and other personal information. This will be implemented through digital wallets like MetaMask, which will also provide financial mobility and provide SSO-like login capabilities across disparate platforms. This also means that businesses will have to win this data from customers in exchange for something. For example, by providing exclusive access to experiences, crediting their wallets with relevant NFTs, or providing voting rights to determine the feature roadmap for an app. This will be the key to building a cycle of trust with the customer and winning a larger share of their digital wallet – which in turn, will unlock access to high-confidence zero-party data. By making use of this data, businesses will be well-positioned to back each marketing dollar with evidence-based decisions, and act wholly in the interest of the customer.

New Go-to-market Strategies

In the Web 3.0 paradigm, the boundaries between users, content creators, customers, marketers, owners, and sellers will be blurred, and at best, provisional. This will unlock new ways of building, evolving, and marketing new products to customers. Presently, leading brands are only beginning to test the waters. For example, Nike acquired RTFKT, a community-driven brand which makes unique virtual sneakers. Such artifacts, which will be used across platforms once Web 3.0 achieves interoperability, will pave the way for user-driven fashion trends, more customer-centric products, and items that are ideated and designed by users. Such models are used only in their preliminary

forms today – for example, Nike lets buyers customize the color of their shoes via a mobile app. In Web 3.0, buyers will be designers, engineers will be users, and everyone could be an owner – brands will be collectively owned, and customers will become more involved stakeholders in them.



One of the key aspects of Web 3.0 is that every user will have complete control over their digital identities

Winning Customer Loyalty

In Web 2.0, social channels like Instagram and YouTube closed the gap between influencers and customers. Content creators now hold sway over purchase decisions, and the narrative around a product is significantly determined by them. Concurrently, servitization of products has driven brands to switch from sell-and-forget to sell-engage-retain models, and customer loyalty has become the key to success. In Web 3.0, both of these trends will converge, and offerings with a loyal customer base will translate into highly active and engaged communities. In these communities, users will not only influence purchase decisions, but could also provide post-sales support to users. In return, brands could provide them with tokens, coins, or other incentives, thereby turning them into a brand advocate. Finally, the idea of loyalty will come full circle, as customers will expect brands to be loyal to them. They will expect a greater stake in their ability to influence the direction of a product that they use, and communities will hold brands accountable for causes that are dear to them.

Summing it up

So, will Web 3.0 be just another channel to add to your overall CX strategy? Today, most brands and many customers are focused on the AR and VR capabilities of Web 3.0. Of course, these capabilities are exciting, and the possibilities they will unlock are numerous. Avatars of technicians will help us fix our appliances, and interior designers will walk us through our dream homes with AR. But this is just a fraction of possibilities that Web 3.0 represents. One of the most significant shifts that Web 3.0 will trigger, is a reimagining of what the idea of a customer means to a business. Today, customers are treated as passive entities, and the only move that turns them into a stakeholder is their decision to buy and the value of their transaction with the business. This is all set to change with Web 3.0, as customers turn into active stakeholders. In this future, the first principles of customer experience will need to adapt to the above-mentioned dynamics of Web 3.0 to win in the market. [li](#)



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NEWS

CEF GROUP WILL INVEST RS.650 BILLION IN UTTAR PRADESH TO PRODUCE BIOFUELS

In order to solve the issue of waste mismanagement and increase the production of biofuel, the energy solutions business CEF Group has signed an MoU with the government of Uttar Pradesh to establish many waste processing plants in various parts of the state. According to the company's announcement on Monday, the group will invest Rs.650 crore in the plants' construction, creating jobs for about 240 people. According to CEF Group CEO Maninder Singh Nayyar, "Because Uttar Pradesh is the largest state in the nation, we can provide enough waste management solutions. In many ways, this arrangement will prove advantageous for the entire state". The company said organic waste processing plants with captively grown Napier grass will also be utilized, bringing stable earnings for farmers. "This is a direct replacement for chemical fertilizers in commercial farming. Therefore, enabling more scope for sustainable and natural/organic farming on a larger scale. We will be able to produce both biofuels and organic manure resulting in a sustainable environment", said Nayyar.

The company will turn organic waste, press mud from sugar mills, agricultural trash, and municipal solid refuse into biofuels and related products. Construction on the projects will begin by the end of 2023 and will be done in stages. The debris and land will come from various Uttar Pradesh municipalities. The CEF waste processing plant will process the project's complete setup, including the offtake arrangements for the Bio-CNG and organic manure or city compost, scientifically. [||](#)

GODREJ AEROSPACE TO MANUFACTURE EIGHT MODULES OF DRDO TURBOJET ENGINE

Godrej Aerospace has been given the contract to produce eight turbojet engine modules by the DRDO, marking a first for a private Indian company. The Godrej Group's flagship company, Godrej & Boyce, declared that Godrej Aerospace is the first Indian private company to secure a contract for the production of eight DRDO Engine modules for use in aerial applications. Godrej Aerospace secured the deal despite facing competition from over 25 companies thanks to its robust infrastructure, expertise with uncommon materials, decades of experience manufacturing liquid rocket engines, and service to key international aviation corporations. The company said that this project opens up a wide range of possibilities for future projects to be built locally in India.

"We are happy to have secured the project to manufacture the DRDO Engine modules, which is a testament to our strengths and expertise in the aerospace business", said Maneck Behramkamdin, AVP & Business Head, Godrej Aerospace, in response to this significant development. This accomplishment demonstrates our dedication to helping India become an aerospace manufacturing powerhouse and bolster the economy of the nation.

We are eager to use our wealth of knowledge and skills to meet the needs of international powerhouses in the aviation and defence sectors and to advance the sector's development. The announcement stated that this experience will open the door for further initiatives to create modules for civil aircraft engines as well. The corporation has added new processes to its manufacturing operations and invested about Rs.500 crores in aerospace and defence projects. [||](#)

NEWS

ELECRAMA 2023 : STERLITE POWER PRESENTS SOLUTIONS FOR POWER TRANSMISSION PROJECTS

At the 15th edition of ELECRAMA 2023, Sterlite Power showcased two cutting-edge technologies, the 96 Fiber OPGW and the ACCC ULS Brahmaputra High Performance Conductor, to supply dependable, secure, and highly efficient power transmission solutions. The transmission sector will be able to go through more digitization while experiencing less transmission losses thanks to these technologies. A special higher fibre count optical ground wire (OPGW) called the 96 Fiber Optical Ground Wire was created with the ability to accommodate the rising data traffic and electrical consumption. The high fibre count OPGW is an economical solution that will assist in attaining increased bandwidth and faster data transmission rates. It is also appropriate for the installation of towers with voltages of 132/220kV and 400kV.

The development of the ACCC ULS Brahmaputra High Performance Conductor (HPC), a first-of-its-kind high performance conductor, was made necessary by the crucial River Brahmaputra crossing, one of the longest rivers in India. This conductor, which combines OPGW and special earth wire, is unique in the world. The innovative design increases the effectiveness, capacity, reliability, and resilience of the crucial river crossing span by combining aluminium alloy with a composite core that has extremely low sag. [In](#)

CHANDIGARH IS SET TO BUILD THREE SOLAR PLANTS WITH ROBOTIC CLEANING FACILITY

Three material recovery facility (MRF) centres operated by the municipal corporation will have rooftop solar energy power plants with robotic cleaning equipment in a first for the city. The Rs.6.69 crore project has received approval from the Chandigarh Renewal Energy and Science and Technology Promotion Society (Crest) of the UT administration. A 450 kilowatt solar plant will be installed at each MRF centre, bringing the total to 1,350 kilowatts (1.35 megawatt). Around 5.85 lakh units of power would be produced overall year. The estimated annual revenue from each MRF solar plant is Rs.29 lakh, bringing the total revenue to Rs.87 lakh. The MC would receive a yearly payment of Rs.26 lakh. Nitin Kumar Yadav, Crest's president and home secretary, served as meeting's moderator while the project was discussed and ultimately approved. Senior administrators from various departments of the administration, including the environment and finance, as well as the MC, attended the meeting. The robotic facility was the first of its kind, so officials received a technical briefing on how it would be installed and run.

"It will be challenging to manually clean the MRF centres, as others do, due to their height. To enable automatic cleaning of the solar panels, a robotic facility must be made available", a senior official said. The municipal corporation plans to install solar panel rooftops in every one of its buildings in the upcoming fiscal year with the goal of focusing on solar energy and regularly converting this endeavour into its new revenue production segment. Since the municipal body authority has already created a thorough strategy in this regard, it has been included in the authority's next financial budget. [In](#)

Industry Outlook TOP 10 SOURCING & PROCUREMENT CONSULTING STARTUPS - 2023

Consultants Adds Value

Strategic sourcing is a process by which firms can organize and continually analyze their procurement and purchasing decisions. Strategic sourcing is a holistic approach to developing channels of supply that considers all activities within the procurement cycle to secure the best possible total cost, rather than just the lowest purchase price for those goods. Improving procurement and sourcing practices is the effective way to work toward a better business. Employing a procure management system could be helpful in many ways. However engaging a strategic consultant could help business in many ways. Purchasing consultant contributes much more than supplier management. This role offers clear advantages that can only be achieved thanks to experience in the field of imports.

A Complete Sourcing Strategy

Unlike software an experience consultant could make a real difference to business taking into account all the possible drawbacks and modifications different sourcing strategies and adapting to new situations. Consultants will be fully aware of regulations in both countries and hence will be able to avoid significant loss of earnings caused by this type of incompatibility.

Managing Custom Delivery

Another area where companies can come across more problems when importing, is in shipping and delivery costs. A good consultant will take complete charge till delivering the products to the end customer and therefore takes the responsibility of product arrival at perfect condition.

Industry Outlook magazine in this issue presents a list of 'Top 10 Sourcing & Procurement Consulting Startups - 2023' who have leveraged their extensive industry expertise and experience in bringing innovative solutions. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and our editorial board. We recognize their valuable contribution to the ever expanding and competitive market and their ability to sustain themselves and emerge as top contestants through their reliable products.



Strategic sourcing can be the bedrock for deep change within a supply chain that leads to better financial gains





Industry Outlook TOP 10
**SOURCING & PROCUREMENT
 CONSULTING STARTUPS - 2023**

Alchemy Global
 Chennai
 alchemyglobal.in

**Balaji Sah P. H.
 Hemanath S. &
 Thajudeen M.**
 Managing Partners

Dynamically growing sourcing and procurement services company in India that emphasizes on leveraging value-add business and export related services to clients

Azoonis International
 Ahmedabad
 azoonis.com

Suman Chhethnani
 CEO

Revolutionizing the procurement process for international companies by delivering high-quality products and services globally

Genie Bazaar
 Mumbai
 geniebazaar.com

Anil Ramchandani
 Founder

A top rated vendors for office renovation, courier, handymen, printing, products, and many more for creating best workplace experiences

Medoc Sourcing Consultants
 Delhi
 medocsourcing.com

Pramod Rana
 Founder

Brings in the International Standards at play to serve Indian market of retailers, wholesalers, architects, and project businesses in sourcing and procurement

Processmaart
Kochi
procuresmaart.com

Sandeep Vijayan P.
Director

Provides a fully customized resource planning software that is capable of digitizing not only the procurement function but also requirements planning, production planning, inventory management and more

Procol
Gurugram
procol.io

Gaurav Baheti
Founder & CEO

Build to be self-reliant, in order to eliminate manual intervention as much as possible which includes all important aspects of the end-to-end procurement

Procurebay
Jaipur
procurebay.com

Trigunayat Samb Kumar
Head - Marketing

A one-stop destination for business that wants to focus on their sales/Critical activities rather than investing time in non-core activities

Right Sourcing Solutions
Chennai
rightsourcingsolutions.com

Lokesh Chandrasekar
Chief - Operation

A Strategic Sourcing Services company specializes in capability optimization, rapid value generation, creating solutions for sustained results

UPOD
Gurugram
upod.co.in

Rahul Puri
Director

Strives to offer total transparency from the very beginning of the cycle in which a product is manufactured to the very conclusion

Venttup Ventures
Chennai
venttup.com

**Shijith Thavakkara &
Bimal B. Krishnan**
Co-Founders

Helps MSME manufactures to achieve their sales goal & bring opportunities to localize the products in India for local & global demand

AZOONIS INTERNATIONAL

TRANSPARENT & SINGLE CHANNEL PROCUREMENT FOR ALL YOUR HOME & LIFESTYLE PRODUCTS



Suman Chhethnani
CEO

The procurement outsourcing market is expected to experience significant growth in the coming years, reaching a market size of \$7.5 billion by 2030. This growth is driven by a projected CAGR of 13.70 percent over the forecast period. Outsourcing procurement tasks such as supplier management and product sourcing can lower costs and free up resources for a business to focus on its core competencies. India is becoming a popular sourcing location due to its low labour costs, strong manufacturing capabilities, and favourable trade regulations. The country is also home to a large pool of skilled professionals and a growing number of government initiatives that support international trade. This combination of factors makes India an ideal location for businesses looking to source products from the region. Azoonis strives to offer its clients the best possible procurement experience. The company's transparent and single-channel procurement process makes it easy for businesses to source products from India, without having to navigate complex procedures or deal

with multiple suppliers. Its team of experts is dedicated to helping businesses achieve their cost reduction, product innovation, and risk mitigation goals so that they can focus on their core competencies and grow their businesses.

A Gamut of Services

Home and lifestyle goods are Azoonis' areas of expertise. They are working with over 200 Indian manufacturers on a variety of product lines, including furniture, tableware, cookware, promotional items, home decor, home furnishings, homeware, and home fragrance. Azoonis serves large-scale importers, wholesalers, retail chain stores, volume buyers, and more. The company understands the requirements of its customers and provides services like finding reliable suppliers, conducting factory audits, developing samples, negotiating contracts, monitoring production, quality control, testing, and certifications, timely delivery, and keeping track of logistics and supply chains. Azoonis distinguishes out in the market due to its focus on the little things, the importance of on-time delivery, commitments to maintain quality, and maintenance of a professional and transparent attitude at all times.

Quality assurance is the key requirement of the sector. Azoonis performs three levels of inspections: inline, midline, and final inspections to ensure the quality of each product. Every parameter is examined against predetermined standards of quality. Additionally, the company frequently does random quality checks and offers the option of virtual live inspection in accordance with client needs. Furthermore, Azoonis guarantees that

client commitments regarding product quality and timely delivery are met. Therefore, clients benefit from this 360-degree approach of the company which is delivered through a proactive work ethic.

Azoonis' mission is to Revolutionize the procurement process for international companies by delivering high-quality products and services globally. The company's CEO, Suman Chhethnani, shares their objective is to simplify the sourcing process by offering a one-stop solution for all client needs from India. With impressive annual growth of 150-200 percent over the last four years, Azoonis has made a significant impact in the industry and established a presence in 15 countries, including the US, Canada, Germany, the UK, France, Spain, Netherlands, Poland, South Africa, Australia, UAE and more.

Future Roadmaps

The future of Azoonis is focused on leveraging opportunities in the rapidly growing procurement outsourcing market, particularly in India. With a deep understanding of buyer needs and a commitment to reducing overhead costs and operational risks, Azoonis is poised to become a leading player in the sector. The company's goal is to make India the top sourcing destination, leveraging the country's large pool of workforce and favourable trade policies. According to Suman, the CEO of Azoonis, "The opportunities in India are immense, but so are the challenges and risks. Our team is dedicated to addressing these challenges and helping our clients navigate the procurement process with ease".

'MAKE-IN-INDIA' INITIATIVE IN THE MANUFACTURING SECTOR: THE NEED TO BUILD & MAINTAIN MOMENTUM

● By *Prasanth Sakhamuri, Managing Director, Hind High Vacuum Company*



*Prasanth Sakhamuri
Managing Director*

Prasanth is leading the most advanced and capable vacuum technology company in India for over three decades and holds experiences as an entrepreneur, business development manager, product development engineer, technologist and more.

The Make-in-India initiative is the start of a whole program to develop significant manufacturing capability within the country. The aim is to increase the contribution of the manufacturing sector to GDP to at least 30 to 35 percent from its existing level of 16 to 17 percent. India with its very large population will be a major consumer and will always be a market for many FMCG, automotive, consumer and industrial organizations.

After being announced in October 2020, the Make-in-India program has started to see immediate success in the electronics, defence sub-assemblies and manufacturing of intermediaries for pharmaceutical verticals. In addition, the solar cell and module business is also seeing success as the tariff imposed on imports is driving production and competitiveness of the local industry.

To sustain this initial success and continue with the growth of this sector the support of the government with the appropriate policy and infrastructure is required in a large dosage. Indian manufacturing competitiveness will improve with trained manpower and also with strong policies that will enhance the productivity of the existing workforce. Policy should be able to enhance gender diversity on the manpower front and ensure backward integration as well as total capability in core raw material manufacturing on the technology front.

Post COVID many internal organizations looked for alternatives to China. While India has a large population there is a huge deficit in trained manpower and effective skilling programmes. According to the Economic Survey of 2016-17, manufacturing of low cost goods (shoes, clothes and more) have been moving out of China for half a decade to countries like Sri Lanka, Vietnam and Bangladesh. When comparing the competitiveness of Vietnam and Bangladesh to Indian manufacturing it needs to be understood that in the high technology space India has an advantage



To improve the skills and to make the MSME segment in India competitive, it is important that they start working in consortiums, and have coordination committees

due to large investments into engineering and scientific education and research institutions. With regards to low-cost manufacturing which requires high productivity and disciplined workforces India still lags behind as the population is highly unskilled and the cost of labour in India is comparatively higher in comparison to neighbors like Vietnam and Bangladesh. It will be quite a while before we can get absolutely competitive and this can be achieved only by government policy support and infrastructure support.

The Indian small and medium manufacturing enterprises have been the backbone of the Indian economy for most of the last three decades, however they are non-competitive on an international platform due to sheer lack of scale.

To improve the skills and to make the MSME segment in India competitive, it is important that they start working in consortiums, and have coordination committees, which will be able to optimise and pool the strength of member companies together and develop scale. Consortium working will also help in sharing skills and building capability. Financing will continue to be a major issue as the Indian banking system is aggressively focussed on securities and collateral for small lending. These loans and funding to MSME consortiums should be guaranteed by the government similar to what was done during the COVID revival to help modernise and install more automation. Availability of low cost and speedy access to funds will go a long way in ensuring that MSME's become competitive and also innovative.

Automation will help MSMEs become more flexible and manufacture products to the required qualities expected to do business internationally. In addition MSME's working

in consortiums will be able to provide holistic solutions rather than partial products making them more competitive and preferred. These industries service a huge market in India. Post COVID demand has increased very aggressively for Indian companies. In the present political climate across the world, India enjoys a very unique geopolitical situation. It is looked at as an alternate manufacturing base to China if not on the same scale as at least an alternative.

Ongoing world events have disrupted supply chains making it difficult to get things going smoothly in the short run. The disruption is prevalent across the world. It is important at such times to be transparent and open on the challenges being faced and work towards finding alternative materials and supplies to keep pace with the demand. Overall, the future of Indian manufacturing is highly positive; we have a large workforce where once we develop skills will be highly capable. We have a young population who can work hard and be trained to have the right capability. Indian manufacturing should adapt to produce volumes and setup large factories. We need to have laws and rules which are adaptable to employee large volumes of people and there should be a clear trust between government and industry.

From the manufacturing side it has to ensure that there is no wasteful expenditure and raw materials properly utilised to ensure competitiveness. MSMEs and other industries should automate and be analytical to ensure inventory is optimised and continuous innovation is in place for cost reduction and being competitive. Consortium working of smaller companies to provide total solutions to customers would also go a long way in pooling together entrepreneur resources. [In](#)

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where the mind connects

MEDOC SOURCING CONSULTANTS

TRANSPARENCY, TECHNOLOGY, & TECHNICAL SKILLS FOR SOURCING EXCELLENCE



Pramod Rana
Founder

The procurement industry is expected to experience significant growth in the coming years, with a projected CAGR of 10.4 percent from 2022 to 2030 and a market size that is expected to reach \$13 billion by 2030. This expansion has necessitated the necessity for dependable sourcing partners.

Medoc Sourcing Consultants is one such global sourcing organization that offers buying advice across Pan Asia and United States with a combined industry experience of 50+ years.

Medoc started in 2014 with a small \$15,000 cargo shipping to the US and has expanded at a 30 percent CAGR. The founder thought of 'Medoc' while drinking wine in France's Medoc in 2013 and in Oct 2013, Medoc Sourcing was born. Medoc offers products in variety of categories, including organic bedding, fashion bedding, rugs and floor coverings, high-end accessories such as bags, scarves, and sarongs, and apparels for all in addition to candles, portable entertainment, wall decor, and small appliances.

"We strongly believe that quality assurance starts from Day 1. Our processes entail a detailed analysis on the Product Design concept, studying of computer-aided designs in detail and reviewing raw samples for critical failures/child safety/FDA safety regulations/package requirements. We, then provide the customer with a finished sample for sign-off. This approach helps us manage the production milestones easily",

shares Pramod Rana, Founder & CEO of Medoc Consulting about the process undertaken by the firm to ensure clients receive the best services and highest quality. "Since 2015, Medoc sourcing and consulting has helped us execute our USD 8 million Indian company, from design to quality to timely delivery" – Shares CEO, Porter Designs, USA.

Not only are Medoc's home product services distinguished by their products, but also by their people. Clients place a premium on ethics, and Medoc team is renowned for its strong sense of responsibility, on-time delivery discipline, transparent approach, and exceptional technical expertise. Hence, the company holds a leading position in its industry. "We are one of the leading sourcing consultants and very strong in two main categories which go hand-in-hand –Solid wood furniture (Bedroom collections) and Decor, Rugs & Bedding. We have a talent pool of highly experienced people who can cater to all segments", shares Pramod Rana.

Closer home, Medoc's Founder, Pramod has consulted one of the Big Four Consulting Firms and one of the Indian Ministries in the space of home industry.



Medoc aims to bring in the International Standards at play to serve Indian market of retailers, wholesalers, architects, & project businesses in sourcing & procurement for home industry

Plan Ahead

To be future ready, Medoc has made substantial investments in its technology and processes. Medoc's digital and online interactive platform enables the clients to access real-time factory information as opposed to waiting until the very end to learn the shipment status. This transparency prevents unpleasant surprises.

Medoc's extensive western market experience has earned tremendous market credibility, and Indian enterprises are seeking them with their domestic business demands. The exact same processes which are geared to cater to the international markets are being deployed to give Indian businesses an edge. MD, Poetterry, India shares - "Since last year, Medoc sourcing has been a terrific sourcing partner. We worked with them on several projects and were pleased with the pricing, delivery, and quality".

SIGNIFICANCE OF RETAIL CLOUD TRANSFORMATION

● By Prashant Lohia, Founder & CEO, Ginesys



Prashant Lohia
Founder & CEO

Prashant is an expertise in Retail Software Solutions and Retail Business Consultancy, his love for technology-driven business efficiency motivated him to start Ginesys and develop a world-class retail ERP system.

The retail sector is developing quickly. The way that merchants manage their operations and engage with customers is changing because of digital conversion. The dynamics of the retail business have changed because of the transition away from physical stores and toward online shopping. This new environment, which is defined by increased competition, shifting consumer preferences and requirements, and mounting pressure from retail behemoths like Amazon and Flipkart, has driven retailers to adapt. To increase the effectiveness of their operations, retail businesses all around the world have adopted e-Commerce changes and are quickly moving toward cloud computing.

Why Cloud Computing is making a Splash in the Retail Domain - 80 percent of shoppers said that speed and efficiency are crucial when shopping online, according to PwC research. The substantial decrease in website loading times over the past three years—from 8 seconds to 2 seconds—is evidence that retail companies seek to satisfy rising customer expectations. While speed and efficiency are dominating the retail environment, data importance has also become more common. Retailers handle massive amounts of data with the utmost privacy and security. Customers are very likely to select a merchant depending on that company's capacity for offering top-notch customer service. Retailers run the danger of losing customers if they don't handle their data properly or don't offer good customer service, which can hurt revenue generation opportunities in the long run. To keep up with the rising competition in the market, retailers have to offer

customers a better experience than they currently offer through traditional methods. Many retailers have started adopting cloud technology and leveraging its benefits to achieve greater flexibility, increased agility, and reduced operational costs.

Retail Cloud Computing Unlocked: Retailers are less reliant on physical storage space thanks to cloud computing, which also makes it simpler for them to grow their businesses without adding staff or renting more space. Retailers can now store customer information, inventory information, financial information, and corporate information on remote servers that are connected to the internet. Retailers are not required to keep all of their data on locally hosted servers that need to be updated often. They can just store their data remotely on centralized servers, which back it up and provide simultaneous access from multiple places.

Retail Cloud Transformation Benefits: Retailers no longer need to employ a specialized IT department to maintain their systems. The retail industry is being completely transformed by cloud computing, from supply chain management to customer experience. Since a few years ago, cloud transformation in retail has become increasingly popular, and this trend is anticipated to continue in the years to come. Although cloud computing has many advantages, there are a few main reasons why merchants are switching to cloud-based solutions.

Using the Cloud to Reshape Inventory Management: Companies may consolidate all inventory data in one location using cloud-based inventory management solutions, which helps them manage their supply chains more effectively. Retailers may gather and interpret data from numerous sources and places using the cloud, which improves the judgments they can make about their inventory levels. You can find yourself with too good foods in one warehouse and not enough in another if you're an online shop with warehouses spread out across the nation. Based on the demand for each item, you may replenish the stock in each warehouse using cloud-based inventory management. You can keep tabs on how many items are at any given time just taking up space on store shelves. Retailers can track products as they move through the supply chain, from the warehouse to the truck and the store, and make the required modifications along the way, thanks to cloud-based inventory management.

Cloud-based POS System Upgrades: Because they make it easier for shops to instantly get sales figures and transaction details, cloud-based POS systems are more practical to use than traditional POS systems. By combining all crucial data into a single platform, the cloud POS provides increased flexibility and agility. Cloud POS

guarantees less downtime for upgrades, more security, and simple maintenance.



Retailers handle massive amounts of data with the utmost privacy and security. Customers are very likely to select a merchant depending on that company's capacity for offering top-notch customer service

Improve Customer Experience with Cloud Technology: In the past, a retail store would need to use POS to update customer information data. Today's businesses have access to up-to-date, comprehensive consumer data that may be updated via e-commerce websites, client-facing apps, or physical stores. This is only conceivable if every piece of data is gathered, connected, and kept in the cloud. Retailers can use this information to make more informed choices about inventory and supply chain management. For instance, a consumer can scan an item on their phone or tablet as they enter the store to see if it is in stock. As a result, there are no longer any lengthy lines at checkout counters or mistakes made by humans while inputting inventory data into a computer system. Individual preferences are welcomed since they improve the customer experience, which increases customer footprints and profitability.

Cloud-based Data Security: Greater data security and reduced risk of data loss or theft are the main advantages of the cloud transition. This is because the cloud stores your data in a secure location and enables registered users to view it remotely. Using the cloud allows for more freedom. Instead of being constrained by the constraints of your current infrastructure, you may choose which applications you want to use because there is no limit to your data storage. Sensitive client data is frequently kept on physical servers by retailers, making it simple for hackers to gain access to this information through physical infiltration or online attacks. Retailers can shield themselves from fraudsters by keeping data on safe servers with cutting-edge security measures in the cloud. [In](#)

PROCESSSMAART

OFFERING QUICK, COST EFFECTIVE, & QUALITY PROCUREMENT



Sandeep Vijayan P.
Director

Sourcing and procurement have become pivotal to the success of an organization today. It has transformed into a strategic function from an operational one. As India aims to become a manufacturing powerhouse and more and more manufacturing companies are emerging, the relevance of sourcing and procurement consulting is even more and will continue to go up. Customers expect to receive products or services from their suppliers at the right quality, the right price, and at the right time. This is always easier said than done. One needs to connect with a wide supplier network and ensure that the right one is picked. Processsmaart helps customers achieve this with the help of information technology.

The company offers two kinds of services. Software as a Service (SaaS) for those who prefer to do procurement functions in-house and Procurement as a Service (PaaS) where it undertakes the entire procurement function. In the case of the former, it builds a fully customized resource planning software that is capable of digitizing not only the procurement function but also requirements planning, production planning, inventory management, quality management, and so on. "The customer is fully involved in the development process and we ensure that all the requirements for each function are met. As our target audience is the MSME sector, we ensure that the software services are available at affordable prices", mentions Sandeep Vijayan P, Director, Processsmaart. In the case of

the latter, the company undertakes the entire procurement function of companies using its proprietary web-based platform giving rise to a unique combination of procurement expertise and information technology.

Unique Market Position

Processsmaart's SaaS business model targets MSMEs. It positions itself as a provider of fully customized software solutions at affordable rates unlike legacy ERP systems available in the market. The company strives to empower the MSMEs to transform themselves by incorporating IT into their business processes and the customization it offers ensures that the transformation happens in the easiest possible manner. The PaaS model targets start-ups that look for procurement specialists to take care of the entire procurement function. The company's in-house procurement specialists ensure that the customer requirements are clear and definite and source it from the right supplier, at the right price, and at the right time. This would help start-ups to focus on their core activity.

The resource planning software that the company offers is fully customized to suit client requirements. This is done after a detailed system study and the team collaborates with the customer in building the solution. This ensures that the system meets all the customer requirements. The software undergoes trial runs before it goes live ensuring that all the bugs are rectified. "Regarding procurement as a service, we familiarise ourselves with the customer requirements and in collaboration with the customer, we shortlist a list of suppliers. Our proprietary platform integrates all the stakeholders and has workflows incorporated to have approvals from the customer end before any transaction is finalized", states the Director.

The Road Ahead

As India becomes the manufacturing powerhouse of the world, Processsmaart thinks that there is going to be an exponential rise in the number of players in the market, especially in the MSME segment. For them to be world-class organizations, they would need to incorporate resource planning software to manage their businesses. "We intend to tap on this opportunity by offering them class-leading solutions at affordable prices. With PaaS, we aim to support new-age start-ups in their endeavours to churn out cutting-edge technology products and services", concludes the Director. [In](#)

UPOD

MARCHING AHEAD WITH A PROMISE TO DELIVER QUALITY



Rahul Puri
Director

India is known around the world for its rich cultural legacy. Our handicraft and handloom industries produce goods that are highly sought after both domestically and abroad. After agriculture, the handicrafts industry in India employs the second-highest number of people. It has enormous potential for providing craftspeople all around the nation with stable means of subsistence. It is a rising economic force in the world that is dedicated to changing its economic policies in order to integrate with the larger economy. Despite the fact that the COVID-19 has had a detrimental influence on the market for procurement consulting services, in 2017, the market for retail sourcing and procurement was valued at \$2,782.2 million, and it is anticipated that it will grow at a CAGR of 11.6 percent from 2018 to 2023. The two main reasons propelling the market's expansion are the rising demand for centralized procurement and the growing need for greater supply chain visibility. Additionally, the market expansion in the upcoming years would be fuelled by the growing emphasis on digital transformation. Since their founding in 2019, UPOD has developed a reputation as one of the most knowledgeable service-oriented businesses.

UPOD was founded in view of the emerging market for the products of east and far east Asian countries in global commerce. Importing into a nation and setting up the supply chain for efficient operation can occasionally be perceived as being quite difficult. Customers anticipate prompt delivery of a high-quality product, which is where many reputable companies fall short. "As our names say, we want to under promise and Over deliver. We want to exceed their

expectations in terms of timely delivery and quality product. We want to make it easier for the globe to purchase goods made in India. We are trying to find a solution to that issue from the initial design of a product to the shipments that are brought to their warehouse", says Rahul Puri, Director, UPOD.

The company's USP in terms of services is that it strives to offer total transparency from the very beginning of the cycle in which a product is manufactured to the very conclusion. The organization comprehends the customer's vision and guides them to the best of their abilities. UPOD has different products and services in the related domain of the supply chain. It customizes the solution as per the customer's brand vision and offers services like product development, vendor management, negotiation, logistics & documentation and after-sale services.

The firm thrives because it has a team of vibrant and young skilled professionals while it mainly hires fresher with new ideas and the ability to speak out their ideas. UPOD provides a platform for young professionals worked hard to learn the skill set but not in the traditional way but by doing it themselves. The company is committed to adding value every coming day. Having had a good customer base in the USA up until 2019, and post pandemic, UPOD diversified to Australia, Canada and in 2023, the company is planning to expand its base in European markets..

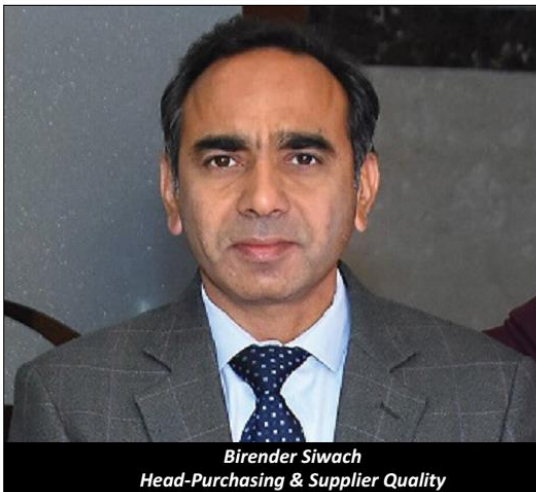


UPOD was founded in view of the emerging market for the products of east and far east Asian countries in global commerce

"We learnt we had to innovate to survive and thrive and we saw a very new segment of customers coming in. The D2C! We have to work with factories for product and technology and new technology innovations and without customers, we want to smooth out the sourcing and supply chain of their products as much as possible. Our mission is: 'to be a customer-first company by constantly improving our services proactively, and minimizing the hassle in the international sourcing process by adopting advanced methods and smart technologies to become a long-term reliable sourcing partner for our clients', signs off Rahul. [In](#)

AUTOMOTIVE SUPPLY CHAIN MANAGEMENT 4.0 TRENDS

● By **Birender Siwach**, Head-Purchasing & Supplier Quality, Continental Automotive India



Birender Siwach
Head-Purchasing & Supplier Quality

A Senior Purchasing & Supply Chain Professional Birender, holds over 27 years of working experience in Reputed Automotive MNCs with proven records.

The automotive supply chain is different from other sectors owing to a large number of stakeholders involved, new disruptive trends, and the availability of raw materials that necessitate global coordination and strict timelines. The automotive supply chain system is one of the most robust ones due to the industry's rapidly evolving, lean, and efficient model.

The COVID-19 pandemic completely transformed the automotive supply chain. Manufacturers who had implemented Industry 4.0 practices were better positioned to deal with COVID-19 related challenges. According to a McKinsey survey published last year, 56 percent of respondents who had not implemented Industry 4.0 prior to COVID -19 found their ability to respond to the pandemic, limited. According to a Fortune Business Insights report, the global Industry 4.0 market is expected to grow at a CAGR of 16.4 percent from \$116.14 billion in 2021 to \$337.10 billion in 2028. This transition to Industry 4.0 technologies has also provided the necessary agility to continue operations in recent months.

The smart factory is the first step towards transitioning current supply chains to an autonomous supply network. Cyber-physical systems monitor physical processes, create a virtual copy of the physical world, and make decentralized decisions within modular structured smart factories. Cyber-physical systems also communicate and collaborate with humans in a synchronous manner and time, both internally and externally, via the Internet of Things (IoT).

Some of the Supply Chain Management 4.0 Trends that will completely transform the present supply chain system: **Artificial Intelligence & Machine Learning** - Automotive companies have started incorporating AI in supply chains as they have acknowledged the potential of AI to solve the complexities of running a global logistics network. AI also enables businesses to make smarter, more agile decisions and anticipate problems. AI and Machine Learning (ML) can also be used in obsolete inventory management decision-making. Machine Learning is also ideal for optimization as it can decipher trends and patterns in data from across the supply chain. On the other hand, Predictive forecasting techniques assist supply chains in developing intelligent demands and

reducing inventories. A smart warehouse within a smart factory, combined with AR, VR, and AI techniques, will significantly alter how warehouses have been operating till now.

Automated Guided Vehicles - Automated Guided Vehicles play an important role in the material flow in a digitized factory. They reduce manual activities like driving forklift trucks, accelerate transportation, and help in making processes more predictable. The industry is gradually moving towards AGVs.

Smart Sensors - Smart sensors provide digital insights that help generate new value throughout the supply chain. Managers are updated with real-time information about their inventory, machinery, and purchased materials. Smart sensors also provide visibility throughout the supply chain and fuel analytics. This data helps to better understand and predict demand, optimize sourcing, and make high-value manufacturing decisions. Smart sensors have the potential to improve the supply chain process by increasing operational efficiency, lowering manufacturing costs, and providing critical insights into customer orders. Smart sensors would help simplify predictive maintenance and inventory management. It also aids in increasing labor productivity and accuracy along with updating the management about future product development and after-sales services.

Digital Tools - With the standardization of business processes across the world, at continental we have started integrating different SAP and ERP systems. For instance, 'Spirit'- Strategic Process Integration Rolled out an International Template which integrates all ERP systems and business processes into a single system, allowing for end-to-end supply chain planning, from customers' demand to customers' fulfilment.

SAP - APO can handle all of the organization's processes (Advanced Planning Optimization). Customer Demand Planning, Monthly Volume Review Planning, Suppliers Scheduling, and Production Sequencing and Scheduling (PSS) with Customer Order Fulfillment via SAP SD module comprise the entire planning cycle. These Demand Planning and Supply Management tools, as well as the distribution of weekly MRP schedules to the company's global supplier base, aid in securing global and local supplier capacities and meeting customer demands in a JIT environment.

This ensures that the company has the right products, components, and goods at the right time, in the right quantities, and of the right quality manufactured on the most technologically advanced and automated production lines. Tools such as automatic replenishment, TOMS (Transport Order Management Systems), and GPS-enabled vehicles (outbound logistics) are improving the efficiency of Supply Chain Management (SCM) processes and are used at

Continental. Supply chain technological advancements are expected to enhance the function. However, if they are not implemented correctly, they can cause problems. Changes in SCM technologies, for example, will create new job roles on the shop floor while rendering some roles obsolete. There is a need for companies to implement various reskilling, cross-skilling, and side-skilling programs to address this issue.



AI enables businesses to make smarter, more agile decisions and anticipate problems

Another potential issue is cybersecurity. While connectivity and smart technologies would make SCM processes more insightful and productive, they also have the potential to expose organizations to cyber threats and vulnerabilities. Being a part of a supply chain ecosystem necessitates attention to proper vendor management. Third parties with authorized access to the company's network can become unwitting attack vectors. A corrupt actor who steals a third party's login credentials could potentially gain access to the company's network by posing as an authorized user. Even if some processes are not integrated into the Internet, the manufacturing setting must be considered fully integrated. Although many breaches begin in IT networks, hackers or attackers may move on to other parts of the environment via connected devices. Furthermore, information about the non-connected process may also be included in some connected devices.

Supply Chain processes are becoming more digital, intelligent, and interconnected. AI, smart sensors, AGVs, and digital tools are just a few examples of how the industry is adapting to change. This will aid in cost optimization, increasing productivity, and identifying process improvement opportunities. To summarize, the full potential of SCM 4.0 will be realized in the coming years through maximum digitization and effective implementation is required to reap the benefits. The COVID-19 pandemic has further accelerated this transition on a global scale. [ii](#)

VENTTUP VENTURES

LEADING THE PROCUREMENT SERVICE INDUSTRY WITH SUPERIOR PRODUCTS & SERVICES



Indian growth story in the past was facing hindrance due to restrictions such as import licensing, a slew of certifications and mandatory testing. However, with changing economic and political, procurement in India is becoming a great option for businesses of all sizes from various countries. The current procurement service providers are committed and create the right environment for building sustainable long-term business relationships focused value creation. Chennai-based Venttup Ventures is an example of one such company. Venttup as an emerging leader in procurement service industry, comes with a strong leadership team to support the procurement needs of businesses. Its leaders have extensive experience leading high-profile projects for both public & private sector firms in Energy, Mechanical, Infrastructure & Construction Industry.

"As an Infrastructure/MSME focused B2B startup company, we are here to assist our clients – manufacturers, contractors, Infrastructure companies with our smart and robust procurement network for the purchase of raw materials & services for the timely delivery of projects", says P. C. Paul, Advisor at Venttup. As an Infrastructure/MSME focused B2B startup company, Venttup is here to assist its clients – manufacturers, contractors, Infrastructure companies with smart and robust procurement network for the purchase of raw materials & services for the timely delivery of projects.

End-to-end Transparency to Benefit Businesses

B2B online marketplaces generate self-served, digitally-sourced ambiances where multiple vendors can offer products or services to business customers. B2B marketplaces provides choice, value, and greater efficiencies to buyers. Sellers gain access to a broader pool of buyers, thereby improving the customer experience by making transactions simpler and more

translucent. With its combined experience in various sectors like Power Generation, Transmission & Distribution projects, Construction Material and Precession mechanical Industry. Venttup has strategic tie-ups with various manufacturing partners & service providers for the supply of raw materials to varied business segments. First, for Energy Business Sector, the company constantly collaborates with energy sector to create a sustainable future by supporting EPC contractors & manufactures with the supply of switchyard equipments, transmission line components & various other projects services. Second, Venttup provides a comprehensive solution for all construction material supplies to infrastructure companies & various contractors. "Thirdly, we offer a broad pool of capable vendors operating under a wide range of business models with expertise in precession & high-quality mechanical component manufacturing", adds Shijith Thavakkara, Co-Founder at Venttup. Lastly, Venttup also ensures the procurement of indirect materials to gain control over rogue spend, thus reducing risk and improving compliance.



Venttup's goal is to bring the unorganized infrastructure material business under one umbrella to offer a one-stop solution to B2B companies. Its vision is to on board maximum MSME manufactures to help them achieve their sales goal & bring opportunities to localize the products in India for local & global demand

Onward & Upward

B2B marketplaces provide several general benefits to business. "We promise end-to-end transparency in product, service, and supplier availability, and flexible pricing and purchasing terms", says Bimal B Krishnan, Co-Founder at Venttup. The company also supports the SME's in expanding their selling portfolio by offering right vendor choice to business customers.

The company boasts a portfolio of greater vendor choice that offers one-stop shopping, manages spending and compliance, faster and cheaper delivery and integrates into the source-to-pay process. "Our goal is to someday unify the unorganized infrastructure material business under one umbrella and offer one-stop solution to B2B companies", concludes Bimal B Krishnan. [li](#)

LEVERAGING THE POWER OF HUMAN ROBOT COLLABORATION FOR SMART FACTORIES

In an interaction with Industry Outlook, Karan Deep Singh, Vice President - Sales & Support, Anscer Robotics, shares his views on the human-robot collaboration developing in India, implementation of collaborative robotics in the factories, continuous capability monitoring, and more.



*Karan Deep Singh
Vice President - Sales & Support*

Due to incredible advancements in manufacturing, the world has progressed towards fourth industrial revolution focusing on the development of cyber-physical systems, with human-robot collaboration being an integral part of these new systems. How is human-robot collaboration developing in India?

There's a direct correlation between the world's top manufacturing nations and the average robot density in their industries. According to the latest International Federation of Robotics (IFR) statistics, South Korea, Singapore, Japan, Germany, and China are the most automated countries, each with over 300 robots for every 10,000 employees, with South Korea taking the lead with an impressive 1,000 industrial robots per 10,000 employees. Unfortunately, India does not currently feature on IFR's latest list of top 20 automated countries, as robot adoption has proved quite difficult due to the challenges of traditional robotics, and there is a lack of education on how collaborative robots can combat these obstacles to enable simpler automation. Even then, over the years, we have seen Indian companies big and small steadily leaning towards collaborative robots, as they begin to understand how easy, fast, space-saving, and versatile they are, unlike their complex, bulky, inflexible predecessors. This speaks to the fact that our nation has immense potential to embrace this new technology and become globally competitive.



There are multiple barriers that need to be overcome for attaining an effective collaboration between man and robots. A major challenge is to efficiently break down a manufacturing process to allow for collaborative execution. How collaborative robotics should be implemented in the factories

The 4Ds should be kept in mind when evaluating tasks to see if they can be automated, i.e. whether the task is Dull, Dirty, Dangerous, or Difficult. These types of activities are not suitable for humans, and over time, can cause immense mental and physical stress to people. Some examples of collaborative robotic arm applications include packaging and palletizing, machine tending, and general assembly processes. Also, since collaborative robots are lightweight, flexible, and can safely work with humans (following an application risk assessment), manufacturers can even consider smaller areas where traditional robots would be too bulky and dangerous to install.

For example, Bajaj Auto evaluated their assembly lines and found that their employees were at ergonomic risk due to tasks such as manual bolt tightening. Traditional robots were too huge, inflexible, and unsafe to deploy on their shopfloor, so they did their research and found that collaborative robotic arms could work alongside their employees on the same assembly line. Today, they have multiple cobot arms, each handling dull, dirty, dangerous, or difficult tasks, while their employees have been upskilled to handle more creative, interesting work. Similarly, autonomous mobile robots

(AMRs) are a type of collaborative robot that can understand, analyze, and independently navigate environments, so these are useful in various intralogistics tasks, such as moving pallets across the shop floor. You can even mount cobot arms on AMRs for even more flexibility. Since cobot arms must be in a fixed location, mounting one on an AMR allows for the entire system to autonomously move across multiple locations, enabling dynamic applications such as moving to multiple locations to sort, pick, and pack products.

Many collaborative robot companies also offer line visits to understand and suggest suitable automation solutions. For example, Anscer Robotics, a Bangalore-based AMR company, sends technical experts to visit factory floors and help identify optimal applications for collaborative robot automation. They also host workshops and hands-on training sessions to make sure employees understand how to use and interact with collaborative robots. There are already a healthy number of Indian companies large and small deploying collaborative robots, and the pace has been slowly but steadily rising over the years.

Today it is critical to develop production processes that are aligned with constantly changing demands, and help the manufacturers be – flexible, adaptive and data-driven. How will the collaborative robotics help industrial players maintain agility?

One of the very purposes of cobots is to help manufacturers maintain agility, and there are so many ways they do this.

The first thing we can look at is the deployment itself. Obviously, it depends on the complexity of the application, but one can technically have cobots up and running for simple tasks within just a couple of hours. Plus, you don't need to be a robot programmer – a true cobot is easy for anyone to program, and many cobot companies say anyone who can use a smartphone can program a collaborative robot.

Another great thing about collaborative robots is they enable partial automation, meaning that you don't need to uproot an entire shop floor to deploy cobots, and you can choose specific parts of a process to be automated. Tomorrow, if you discontinue a product line and want to move a cobot to another location or even another application, you absolutely can. They reduce capital expenditure, in contrast to industrial robots and other traditional automation means. During the pandemic, we witnessed manufacturers of all sizes make the best use of cobots to stay agile, especially during the days of social distancing and working with limited workforces. Here, humans and cobots worked hand in hand to deliver essential products, even with the challenges brought by COVID-19.



Collaborative robots are lightweight, flexible, and can safely work with humans following an application risk assessment

Effective management of collaborative robotics can be directly associated with the production supervision and control, affecting the responsiveness, flexibility and thus effectiveness of the entire manufacturing system. How should the industrial players approach to attain continuous capability monitoring?

Collaborative robots are an Industry 4.0-rooted technology, which means they revolve around digitization and data analysis. Cobot users can simply connect their robot to their on-premise network to view its health parameters and the status of various processes. There are also multiple options

of third-party software that enable you to view the data in personalized dashboards. Remote access is also possible, meaning you can push software upgrades, troubleshoot any problems from anywhere in the world, and even make real-time adjustments as and when needed. Advanced cobots can even self-adjust based on the data collected and processed.

The concept of combining the cognitive flexibility of humans and the physical strength of the robots is rapidly gaining interest and is leading to novel application areas. However, developing interfaces to efficiently install collaborative robotic systems in manufacturing applications has been a major challenge. What is your take on this?

Truly collaborative technology enables the easy integration of the robot with ancillary technology to allow faster deployments. For example, Denmark-based Universal Robots, which is considered the pioneer of cobot arms, has a platform called Universal Robots+ which is an ecosystem of third-party components, software, and application kits that have been tested and approved to seamlessly work with UR's cobots. These could include grippers, cameras, simulation software, and more. Many companies such as SCHUNK, OnRobot, and SICK are experts in creating these compatible products to ease the process of a cobot deployment. Plus, since Universal Robots tests and certifies these products themselves, customers can be sure of their compatibility. Similarly, other collaborative robot manufacturers are slowly but surely seeing the value of these ecosystems in enabling and accelerating collaborative applications.

How do you see scope for human-robot collaboration for smart factories evolving in the future?

The role of HRC in smart factories is undeniable, especially as the ultimate goal is to ensure that people-centric workplaces where employees can handle tasks that require human ingenuity while robots handle the dull, dirty, dangerous, and difficult tasks that require physical labor. Research has identified human-robot collaboration as one of the key drivers of Industry 4.0, and it will have an even more pivotal version in Industry 5.0, which advanced parts of the world are already embracing. Unlike previous industrial revolutions, the 5th era is centered around the wellbeing of the shop floor worker, especially through the interaction between humans and machines. Collaborative robots will help enable more resilient and sustainable supply chains by helping place people at the core of production processes. [In](#)

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AFTERWORD

FIVE MAJOR STEPS TO EASILY AUTOMATE YOUR PROCUREMENT PROCESS

● By Arun Krishnamoorthy, CMO, Techpanion



Arun is an Experienced Techno-Commercial Professional, with a demonstrated history of working in IT sector. Skilled in Marketing, Solution Selling, Business Modelling, Customer Relationship Management, Strategy and Business Process Reengineering.

Procurement is a crucial aspect of businesses. It plays a vital role in expansion and optimization of industries therefore it involves obtaining goods and services including sourcing, negotiating terms, making purchases, tracking when supplies are received and maintaining records. When all the parts are done efficiently, it leads to increased business profitability and archived targets. It's important to monitor and recheck the procurement process to ensure best results.

1. Digitize Supplier Onboarding

This is the process of gathering information and data needed to set up an organization as an approved vendor or supplier. This step enables any company

to efficiently conduct business, purchase goods and services, and make payments to said supplier. Supplier onboarding also requires checking the prospective supplier and making sure it is in compliance with laws, regulations and corporate standards of the organization.

2. Automated Contract Management

Automated contract management involves the use of software to enable legal and non-legal teams to self-serve on routine legal documents, and replace the lawyer work with automation software. It can be understood as the process of generating, managing, and storing contracts digitally to create a more efficient contract workflow. It is used to strengthen admin tasks and reduce businesses overheads. This helps businesses by providing a simple contract lifecycle by transforming analog manual processes into a digital automated workflow.

3. Quick Supplier Resolution via Multi-channel Communication

Quick supplier resolution via multi-channel communication means fasten the shareholder resolution process of approving vendors by the Vendor of the Shares, the Comtek Business and the Assets to the Purchaser. Multichannel communication refers to a company's way of communicating with customers over several different platforms, including, social media email, SMS, webinar, personal meet and more helping improve the customer experience.

4. Easy Integration with ERP & other Portals

The easy integration for procurement with Enterprise Resource is an import-

ant role to ease the process. It involves a planning business software that simplifies the way businesses track, manage and work with data for managing inter-departmental department management seamlessly. A business might use an ERP to keep track of inventory levels for each of its products and orders.

Voice bots are gaining mainstream use in every corporate industry and transforming human-machine interaction

5. Track Master Data & Actionable Insights

Track master data and actionable insights absolutely essential for procurement and running operations within a business enterprise or unit. Tracking master data is the coding system which specifies the item level. It helps list each product and service with its own standardized, generic description accurately and uniformly by expert analysts. ||



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