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How Tupperware India plans to boost revenues with technology investments

Deepak Chhabra, MD, Tupperware India talks about the company's investments in areas such as automation, robotics, warehousing management systems, etc that are bringing growth back on track.

Nikhar Aggarwal • ETCIO • Updated: September 03, 2020, 09:19 IST

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Deepak Chhabra, Managing Director, Tupperware India

In more than 2 decades, Tupperware has created a place in millions of households in India. Over the last 24 years with over 70,000 women direct sellers, the brand has resonated its vision to inspire women to enrich their lives, nourish their families, and fuel communities around the world.

The globally renowned and much-loved premium homeware brand based out of Orlando, US adopted a harmonized multi-channel sales and technology approach last year and launched over 55 exclusive brand stores across India.

Amid Covid-19 crisis, the company is looking forward to revitalizing business operations in line with government guidelines and refashioning the work approach of the direct sellers, retailers, and distributor's network via strategic digital shift. Tupperware has invested in a technology driven model which oversees manufacturing, supply chain management, and other important functioning.

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Before the Covid-19, for the calendar year 2020 the company was achieving 15 percent growth until March against the set target of 10 percent growth. April and May have been challenging but with the lockdown situation improving, Tupperware is expecting 10 percent growth for the year 2020.

"Direct selling has been going strong and continues to be our biggest growth driver. E-tail is showcasing some promising trends post-Covid and doubling itself. We believe the trend will continue for the rest of the year as more consumers shift to online purchases. Thus we are relying on our digital revenue channels and keen towards our technology spending in the coming future," Deepak Chhabra, Managing Director, Tupperware India said.

"Our exclusive brand stores are also performing at par with pre-Covid period and we are committed to open at least 25 more stores by December 2020. Relevance for our category has also seen a huge jump which is reflecting in our revenue numbers across all sales channels. Also, the demand for our products continued during the Lockdown period, although we could not fulfill it due to Covid restrictions," Chhabra added.

Technology behind Tupperware's India expansion

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Being a global brand, currently Tupperware is planning to expand in India with emphasis on technology as an enabler of growth.

"We have invested in technologies like warehouse management systems, GPS-enabled tracking solutions, modern ERP systems to track our delivery from plant to distributors and also reduce turnaround time and lead time of service. Consumers have evolved today, and they expect a fast delivery with the best product quality as a key factor for customer delight," Chhabra emphasised.

Initially the company faced challenges with turnaround times at the logistics and delivery stage. And that became the turning point for the management to oversee this business requirement.

At Tupperware India, synergies between the management and IT team have resulted in a strong trust factor, which supports IT spending with full force. As they analysed the business requirements and considering their ROI of robotics, without any second thoughts, Chhabra and his team planned out implementing WMS and Traceable logistics solutions at the company.

Today, WMS (Warehouse management system) and traceable logistics technology have ensured the efficiency at Tupperware. The company's IT teams have monitoring based systems as well which has supported the business during this pandemic.

Transparent digital customer experience

Apart from the core technologies which are being leveraged at manufacturing units and warehouses, the company emphasizes on enhancing customer experience as well. As they are expanding in India, Chhabra has prioritized customer experience and to gain the country's belief in the brand, he wanted to make it transparent.

Tupperware India which is known for direct sales over the last 24 years through its 70,000 women sellers now focusing on digital driven customer experience.

"We have leveraged digital platforms for ensuring this transparency. Today our products carry a unique QR code which can be easily scanned by the customers through their smartphones. This enables them to access the complete information about the product such as our processes, its functionality, price, warranty, availability, quality, customer ratings etc. This process does not involve intervention of sales executives and with digital it is completely self sufficient. The product is further self-carted and now bought at the outlet immediately," Chhabra said.

"I have always been keen to collaborate with our technology teams and have supported their decisions as well. As we undergo new technology projects, just like any other company there are few challenges at implementation side and similarly at the same time it impacts the business side as well. Initially we have faced challenges, in which endless discussions of ROI have always been on top. From the technology side, We believe in off the counter solutions rather than in-house development and integrating them with our ERP systems to meet faster implementation," Chhabra added.

Post Covid-19 Strategy

In the company's post Covid-19 plan, Chhabra is focusing on constant technological up-gradation and planning to invest in digital technologies.

"We are adding IT to the top and bottom lines of Tupperware business strategies and operations by quickly adapting market trends. We believe automation brings higher efficiency and consistency in business. Currently, we are performing detailed analysis of ROI and use cases of technologies which can help the bottom line of business," Chhabra concluded.

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