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How Tupperware India plans to

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boost revenues with technology investments Deepak Chhabra, MD, Tupperware India talks about the company's investments in areas such as automation, robotics, warehousing

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

management systems, etc that are bringing growth back on track.

















Tupperware has created a place

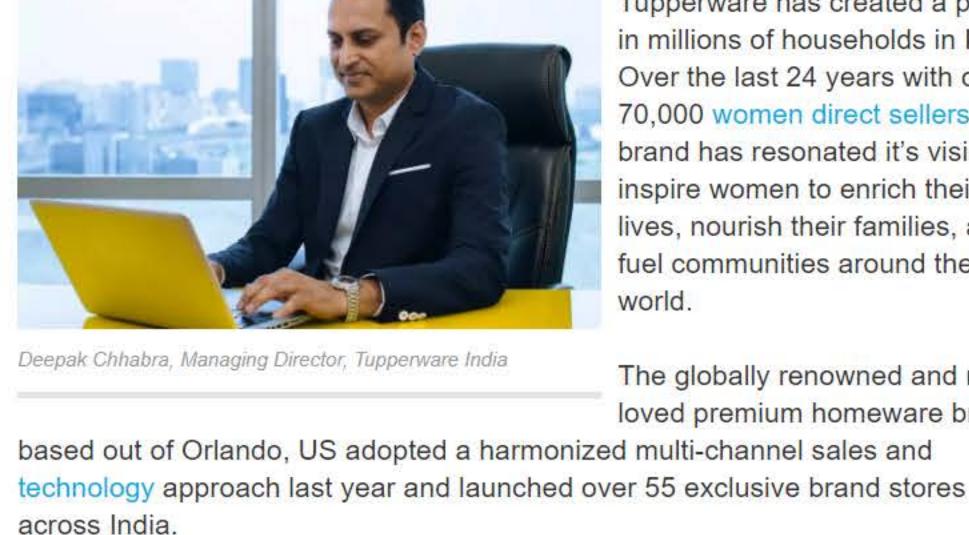
in millions of households in India.

Over the last 24 years with over

In more than 2 decades,







Amid Covid-19 crisis, the company is looking forward to revitalizing business

70,000 women direct sellers, the brand has resonated it's vision to inspire women to enrich their lives, nourish their families, and fuel communities around the world. The globally renowned and muchloved premium homeware brand

operations in line with government guidelines and refashioning the work approach of the direct sellers, retailers, and distributor's network via strategic digital shift.

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technology & gain insights on how tech will be used to deliver the right business strategy for

Tupperware has invested in a technology driven model which oversees

manufacturing, supply chain management, and other important functioning.

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Managing Director, Tupperware India said.

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,

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

"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.

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Technology behind Tupperware's India expansion

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emphasis on technology as an enabler of growth.

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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.

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Age of Al

Being a global brand, currently Tupperware is planning to expand in India with

Business Transformation In The

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, Chabra and his team planned out implementing WMS and

"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.

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

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.

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

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.

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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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.

make it transparent.

"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

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 inhouse development and integrating them with our ERP systems to meet faster implementation," Chhabra added.

"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