



“Without Tally.ERP 9 even one workday of mine won't move, since I will have no business without Tally!”

– Jagdishprasad Rathi, Managing Director, Maheshwari Sarees Pvt. Ltd.

Saree manufacturer weaves Tally into his daily business, intricately

CUSTOMER OVERVIEW

The company was formed in 1998 in Bikaner, Rajasthan. It began with the manufacture of sarees and salwar suits—in particular a local print, in addition to Doria hand printed sarees. The manufacturing unit in Bikaner operates from an 8,000 Sq Ft premises and is completely computerised. Apart from this, there is a retail showroom in Bikaner and printing process is done at Jaitpur (Gujarat). The company also has a branch - Mahesh Textiles—with 3 shops in Guwahati, Assam. The company's brand is GANGASAREES.

The sarees & salwar suits manufactured by the company are supplied through agency network spread across the country covering among other states - U.P., Bihar, West Bengal, Assam, Karnataka, Andhra Pradesh, Kerala, Maharashtra and Uttaranchal. In fact, the products are handmade and completely based on cotton, hence most skin-friendly. Besides the products are low-priced and appeal to a broad segment of the market. With the healthy demand that the products of Maheshwari Sarees enjoy in the market, the management only needs to focus on production front.

The total number of employees in the company is twenty five. In spite of their low educational background (All of them less than

higher secondary pass), all are fully capable of operating Tally.ERP 9 as the software is friendly enough for less educated people to run easily. Multiple locks in the software prevent them from making any mistakes; for example the system shall not allow entry of transaction if it results in negative stock or cash.

The company has a sister concern—Mahesh Enterprises Pvt. Ltd. in Guwahati, trading coal in North Eastern India, of which Mr. Rathi is the Managing Director. Mahesh Enterprises has reputed clients like Century Cement, Maihar Cement, Shree Cement, Lafarge Cement etc.

BUSINESS CHALLENGE

The company had a DOS-based software earlier. The software had quite a good number of features but the entries used to vanish all of a sudden. Updates were difficult to get. In addition, writing the cashbook was becoming a problem. Adding more woes, a specially-trained person with a high salary was required to operate the software.

This went on for 6 years and the company was at a loss for what to do next.

THE SOLUTION

Mr. Jagdishprasad Rathi himself started detailing the software requirement. He zeroed-in on Tally.ERP 9 to be the replacement for their existing software. A web-search led him to Antraweb Technologies as their implementation partner.

The screenshot shows the 'Ledger Alteration' screen for 'AAMANT VASTRALYA'. It displays various fields for company details, banking information, and tax settings. The 'Opening Balance' as of 1-Apr-2018 is 19,550.00 Dr. The 'Total Op. Bal.' is 2,53,32,148.86 Dr. and 2,53,32,148.86 Cr. The 'Statutory Information' section shows 'Is TDS Deductible' as No and 'Breakage Rate' as 2%.

Alteration of Ledger

Mr. Rathi exuberantly muses, “It took me two years to realise my dream. Antraweb has risen to the occasion every time I go to them with a new requirement. They have a very good team”.

Mr. Nevil Sanghvi, Director, Antraweb Technologies, Mumbai – a Master Tally Partner explains enthusiastically, “We have used the iterative method of implementation for Maheshwari Sarees. We took up each one of Mr. Rathi’s requirements, worked on them, experimented, got the required results and then proceeded to the next step. This way it was not taxing for both our companies. On the other hand, this approach yielded the desired results”.

An amazing fact is that Mr. Rathi employed 5th Class, 7th and 10th Class passed staff for operating Tally.ERP 9. He quips, “I have a 55 year old person who had not touched a computer all his life, now doing the voucher entry in Tally.ERP 9”!

His explanation for this is simple. Employing people of a lower educational level gives Maheshwari Sarees the advantage that staff are generally not in a hurry to leave the job. Mr. Rathi also has the satisfaction of employing people who might not have got jobs anywhere else due to a lack of qualifications, fulfilling a social responsibility of providing livelihoods to the economically challenged. Added to this, he doesn’t need to pursue highly-qualified candidates that always would be on

the lookout for greener pastures.

The processes at the manufacturing end and the retail shop are customised. As each saree is sold, Tally.ERP 9 asks for the batch number. Each saree is considered as a batch. Even if one saree is short, the same can be tracked.

During the months of December and January each year, the sale of cotton sarees reduces drastically due to cold weather conditions. At this time of the year when their business is at its lowest, Mr. Rathi takes the opportunity to go through MIS reports which yield intelligence on profits he has earned from each customer, among other details. The analysis is done for the complete list of customers to know the cost and expense per customer.

The screenshot shows the 'Client History' report for 'Maheshwari Sarees Pvt. Ltd.'. It displays a table with columns for 'Particulars' and years from 2010 to 2006. The table shows sales figures, credit percentages, and other financial metrics for each year.

Particulars	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Sales	1377364	1135705	1390428	2204117	2266074	1209023	1201466	1051768	1435312	105212	105400
CD	14%	14%	14%	10%	8%	10%	8%	1%	3%	7%	7%
CB	41970	42201	53352	10308	21114	17631	22493	24029	14309	5005	3
Cheque Return											
Payment Days	25	31	31	31	31	31	31	31	31	31	31
Direct Agent	Direct	Direct	Direct	Direct	Direct	Agent	Direct	Direct	Direct	Direct	Direct
Remarks											

Client History

Almost all screens of Tally.ERP 9 are customised. To name a few: authorisation, security, bank reconciliation, payment advice, cost, payment, profit, accounting, and inventory (of even items like stapler). Whenever the raw material level goes down, an alert is flashed in Tally.ERP 9. Even to record the correspondence which comes in and goes out, Tally.ERP 9 is used – an unheard degree of customisation!

Mr. Jagdishprasad Rathi relates as matter-of-factly, “I had been to China recently. Even when I was sitting there, I could effortlessly ascertain which documents came, which materials went etc. When replies were pending, I could track them easily. I know how the company is doing with just one report. We are a private firm and we do a lot of hard work. Since I am the owner and I know what I want, development is done by me. Antraweb has been a great support, leaving me relatively free to apply myself to my coal business in Assam, Guwahati. We get good peace of mind because of Tally”.

Incidentally, Mahesh Enterprises in Guwahati uses Tally.ERP 9, which was also customised by Antraweb.

Mr. Rathi also found the bandwidth to expand his business interests by launching into blanket imports from China—a fact he directly ascribes to the free time he found by using Tally software.

Mr. Rathi, at the closure of the interview, said, “I was at home due to some accident for a month. But it was business as usual and I spent quality time with family, thanks to Tally.ERP 9”.

BENEFITS

- Scalable
- Easily operable
- Remote access
- Tracking margins
- Analysis of MIS
- Peace of mind