



Tasty Bite, the deliverers of authentic Indian cuisines from almost three decades choose BatchMaster as their partner in productivity

Customer

Tasty Bite Eatables Ltd.

Industry

Food & Beverages

Location

Pune, India

Solution

BatchMaster
Enterprise

Preferred Brands International is an US based food company. Its Indian subsidiary Tasty Bite Eatables are the original manufacturer of shelf stable Indian food. Its import and distribution is handled by Preferred Brand Australia, another fully owned subsidiary of Preferred Brand International.

Challenges:

Tasty Bite was using a legacy system, while its distribution companies were using home grown software. This difference in usage of different softwares among group identities led to mis-communication and delayed communication of data, ultimately resulting in

discontinuity in business process. Integration among group companies as well as Tasty Bite Research Centre was expected, but could not be achieved. Moreover, non availability of inventory optimizing tool, inventory analysis tool and regular duplication of data added to the wastage.

Solution:

Tasty Bite's hunt for an ERP that focused on their industry and understood the needs of process manufacturers ended with BatchMaster. Chief Finance Officer, Mr Sohel Shikari says "We were googling for a system that could be the mirror image of the operations across our group companies."

BatchMaster not only seamlessly integrated various Tasty Bites' group companies, but also Tasty Bite Research Center, thereby linking all developments at research site. According to Mr. Shikari "BatchMaster brought out best when it came to Research Centre." It brought all the information under one platform, reducing manual paper work to depths, and increasing electronic storage. Tight integration among BatchMaster's modules, ensured real-time communication of data. All the Master records need to be maintained once and were used system-wide reducing redundancy and duplicity. "BatchMaster efficiently integrated our group companies, rendering in-depth visibility and faster information flow among them, resulting in proactive and better decision making."

With multiple products, they have numerous recipes, which are altered continuously to hit the customer's taste glands. Resulting in hundreds of recipes, thousand of ingredient and corresponding number of formula revisions, which are handled by BatchMaster



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Mr. Sohel Shikari,
Chief Financial Officer

securely and to perfection. Another major factor that keeps BatchMaster a step ahead is its ability to gel formulation with Nutritional Analysis. While the formulas are in the process of development, its nutritional values can be analyzed at each step. As Mr. Shikari says “We were impressed how BatchMaster treated Nutritional Information, Formula Revision and more, simply fulfilling our purpose”

Costing being the first step in the process of formulation at Tasty Bite, detailed product cost of each of its finished product that included Fixed and variable costs, labor, overhead, raw material, operational, packaging and all possible other additional charges is evaluated before the formula can be used in production. Complete “What-if” analysis of various costs to achieve product cost that’s both acceptable to Tasty Bite and also to its customer- made easy by BatchMaster.

Additionally, Tasty Bite got the control on the batch execution of recipes for the sequential execution of various processes. Their need was for an application to control the material handling operations for delivery of ingredients at the time of production, and provide feedback to operators for addition and validation of hand-adds. They must also monitor each operation step and provide consistent mixing control. Now, they can allocate at the time of production as per batch size, issue while batch processing, resize batch and even can partial close a batch to deliver what is already produced.

Growth, profitability and reduced waste are other key point achieved by Tasty Bite with BatchMaster. What was wastage in a particular batch and the ability to drill down to the batch helped in its control. With about 200-250 raw materials and around 150 packaging materials, their efficient planning is a key. BatchMaster’s MPS/MRP provided the intelligence to plan material purchase as well as production based on how much is still in inventory (Stock-on-

hand), what is expected to be sold (Forecast), what are the commitments yet to be fulfilled (customer orders), what is already ordered (Purchase Orders) and what is under production. Tasty Bite groups materials based on certain categories like Raw Materials, Packaging, Fuels etc, and stores different groups at different locations. With BatchMaster’s Item Type feature, this was achieved without any effort by Tasty Bite. Moreover, based on the type, defining separate Inventory Control Account for different categorization was also possible. A number of reports that help them better optimize their operations are Inventory Aging Detailed Report, Stock Out report, Budgeted Cost Vs Standard Cost Report etc.

If a manufacturer constantly has to modify recipes to meet ever changing and diverse customer demands then an integrated plant wide quality assurance could help deliver significant quality as well as savings. A layer of BatchMaster’s HACCP and Quality Control across the plant ensured that safest product possible is being produced. BatchMaster, by its design meets the customary requirements of HACCP, FDA as well as cGMP and puts Tasty Bite in a more disciplinary mode. Mr. Sohel Shikari on this “Other glittering areas of BatchMaster were how it liberated us from quality worries through its intensive Quality Control and HACCP modules.”

BatchMaster also efficiently handled their purchase process by providing the full traceability to incoming lots and inventory. The Gate In/Gate Out feature of BatchMaster added up a star in making their purchase more adept by capturing the information about entire Inventory going out as well as the Inventory coming in from any of the Factory Gates. Moreover, the MPS/MRP module of BatchMaster was also one of the fascinations for TBEL. The planning worksheet available in MPS/MRP has become pillars in their purchase process by aiding them in making decision based on market demand and supply.

They could now easily purchase the inventory from different vendors in a very manageable manner as BatchMaster could easily classify vendors. The Vendor Master provides them with the provision to record full correspondence address with pin code, TIN numbers, Telephone numbers, email and website URL.

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They could even keep a track of contracts signed with different vendors that has helped them in assuring that purchasing is being done at beneficial price. They can also send an email to the vendors.

The other area of attraction for TBEL was the ability of maintaining the record for item under Quality Check and ability to return purchased items in case items do not qualify Purchase QC.

With TBEL having its Domestic and Foreign markets; approx 90% of goods are exported and 10% is domestic sales. Therefore, sales for TBEL is a profit centre, revenue generated are the blood for it. TBEL found that BatchMaster has been designed around standard business process, based upon best business practices. BatchMaster was up to mark in linking its sales process to their organization's strategy; boosting up their sales by providing the in-depth information for outgoing inventory. With BatchMaster, the TBEL was able to maintain the extensive records of its customers and prospects, while also helping them selecting the best customer along with defining the contract with them. Availability of complete information drilling right

from requisition, processing the order, return handling and delivery along with the feature of maintaining the promotional pricings helped them in getting the jump start. Intelligent reports displaying the detailed information about the transactions surfaced the undiscovered potentials.

Staff at Tasty Bite took very less time in getting acquainted with BatchMaster because of its great GUI, user friendly interface and complete user-centric approach. Strong Integration among all group companies and all departments of Tasty Bite brought complete data under one platform, be it manufacturing, routine or accounting data. All priced data like cost information, history etc is now instantaneously available on-demand and online.



About BatchMaster Software

BatchMaster Software (an ISO 9001:2008 Certified Company) is a leading provider of ERP solutions that help formula-based process manufacturers streamline their operations and scale production, while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry specific solutions for Food & Beverages, Nutraceuticals, Life Sciences, Cosmetic & Personal Care, Chemicals, Paint & Coatings, and other process industries. BatchMaster ERP is seamlessly integrated with SAP Business One, Tally, and Sage 100 & 300 ERP, and is available on both - on premise and on cloud.

Contact Us

For more information about BatchMaster Software, contact sales@batchmaster.com

23191 La Cadena Drive, Suite 101, Laguna Hills, CA 92653 • 949-583-1646 • www.batchmaster.com

India Office: 201, 2nd Floor, Brilliant Solitaire, Plot No. 6-A, Scheme No. 78, Part-II, Indore- 452 010. Ph: +91 731 4008031/35 • www.batchmaster.co.in

Pune Office: Office No 714, 7th floor, Spot 18, Jagtap Dairy Square, Rahatani, Pune - 411017. Ph: +91-20-27808215/30/31 • +91-75662 01373

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