



Adsorbent Carbons Emerging Bigger and Better with BatchMaster

Customer

Adsorbent Carbons Pvt. Ltd.

Industry

Activated carbon

Location

Tuticorin, Tamilnadu, India

Solution

BatchMaster Manufacturing with SAP Business One

Company Overview

Adsorbent Carbons Private Ltd., founded by Shri D.N. Nirranjan Kani - a second generation entrepreneur from the VVD family - is a professionally-managed company recognized as one of India's leading manufacturers and exporters of activated carbon. Adsorbent Carbons Pvt. Ltd. is a manufacturer and exporter of virgin & specialty activated carbon.

The Big Leap

Adsorbent Carbons manufactures its product out of coconut shell & wood charcoals by the process of steam activation. The by-products of VVD sons and Holiasta Tranzworld are also used as raw materials for Adsorbent Carbons. However, this by-product management as raw materials for new products was the biggest challenge for the company. Moreover, Adsorbent carbons manufactured various grades of coal that are currently being used in many applications in varied industries.

These different grades of coal were produced after undergoing the decomposition and heating procedures. It was extremely difficult for the staff to analyze and differentiate amongst the grades of carbon. Even the firm's legacy software failed to manage multiple finished goods and separate the account details of different raw materials.

Also, Adsorbent Carbons follows the (American Standard Testing Method), AWWA (American Water Works Associations) and BIS (Bureau of Indian Standards) for testing all the inward and outward material which is accepted worldwide. Therefore, it needed an excellent quality control module. Delivering corporate social responsibility along with staying abreast latest technology to deliver quality product too was a significant challenge in front of Adsorbent Carbons Pvt. Ltd.

The company realized the need to move to an upgraded ERP which served all its needs, and this is when BatchMaster stepped in with its expertise. Mr. Vinith Singh Mohita, IT Head, Adsorbent Carbons Pvt. Ltd. says, "Adsorbent Carbons has invariably given importance to innovative technology, adherence to international test procedure, quality control, timely delivery and customer satisfaction since its inception in 1995. BatchMaster has supported us to achieve all that smoothly."

At Par with Technology

The process of converting coconut shells to activated carbon is complex and time consuming. It also demands strict monitoring to regulate the temperature and pressure conditions in order to



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obtain the best grade of coal and active charcoal. The strong technological backup of automated systems was provided by BatchMaster.

Managing Multiple FG

Activated carbon is charcoal that has been treated with oxygen to open up millions of tiny pores between the carbon atoms. This activated charcoal is obtained by decomposing raw material in limited supply of oxygen at regulated temperature and pressure. Depending upon the nature of raw material, different grade of charcoal is obtained. Elementarily, it is difficult to determine which grade of charcoal will be obtained after one process cell operates. BatchMaster helped Adsorbent Carbons in not only identifying it, but also managed multiple FGs by separately maintaining their account, information and details.

Delivering CSR

BatchMaster's unique functionalities placed Adsorbent Carbons in a position from where they could deliver their corporate social responsibility along with harnessing technology to reduce the waste and push forward the economic growth. With BatchMaster's assistance, Adsorbent Carbons is working successfully towards preserving and protecting the environment through its waste management features that allows proper tracking and disposal of waste.

Marketing and Distribution Channel Management

Since Adsorbent Carbons was the pioneer in Indian market to produce coal and activated charcoal, it faced difficulties in marketing the product in domestic as well as international markets. BatchMaster's powerful dashboards and competent plus in-depth reports helped the sales team to identify the market trends and target the consumers for such unique products. BatchMaster also kept track of all the vendors, customers and wholesalers. The confirmation comes straight from the horse's mouth, as Mr. Vinith Singh Mohita says, “The record keeping of master data was exceptionally done by BatchMaster.”

Quality isn't Just a Priority, it's a Responsibility

Every business comes with its share of quality challenges and so it is for Adsorbent Carbons. The company faced problems in applying tests specific to the nature of the finished goods produced. Another concerning factor was point of test application. With BatchMaster, Adsorbent Carbons overcame the issue, as tests like moisture in dust particles, temperature and pressure value, and the grate size of the charcoal were now applicable at designated points from processing raw material to mid-production or final packaging. This way Adsorbent Carbons was successful in attaining desired quality standards and becoming a market leader.

Batting a Thousand!

Adsorbent Carbons Pvt. Ltd. has put forward an excellent example, where completely waste material is put to use as a raw material to produce worthy and useful activated charcoal, which has huge demand in the international market. In the process of converting waste to useful products, BatchMaster stood by the company throughout, covering all the aspects of a manufacturing unit and delivering quality product with utmost customer satisfaction.

“Adsorbent Carbons is emerging bigger and better both in terms of production capacity as well as economic growth with the continued assistance of BatchMaster,” Mr. Vinith Singh Mohita aptly summarizes BatchMaster's role in his company's growth in one sentence.



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

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