



BatchMaster WEB ERP: Aiding Bombay Masala's Rapid Business Growth and Success

Customer

K Ahuja Group

Location

Mumbai, India

Industry

Food

Products and services

Premium spices and exotic dry fruits

Solution

BatchMaster WEB ERP complemented by Tally Integration

K Ahuja Foods (KAF) is a fourth-generation family-run corporation deeply rooted in the food industry. Starting 60 years ago as Kirana store merchants, they have grown into one of India's leading suppliers of exotic spices and premium dry fruits. They manufacture a range of organic products like cloves, cardamom, cinnamon, nutmeg, and conventional staples such as black pepper, red chili, turmeric, and long pepper.

With subsidiaries like Komal Exotic Spices, Bombay Masala Company, Balaji Spices DMCC, Balaji Ventures, KOPR Corp Lanka, Sri Lanka, and KAGRA Foods, KAF has expanded its operations to Sri Lanka, Dubai, Indonesia, and Madagascar. Driven by their mission to become the Global Leader of Traditional Ingredients, KAF is guided by values of quality and integrity. They continuously innovate "from the ground up," leveraging over six decades of procurement expertise.

KAF follows a "Make-to-Order" approach, starting by gathering customer orders and requirements, purchasing raw materials, and concluding with the production process.

Challenges K Ahuja Foods encountered

As the company expanded, K Ahuja Foods' top management searched for an effective solution to manage their growing subsidiaries, Bombay Masala Company (BMC) and Komal Exotic Spices (KES).

They recognized the need to streamline their processes, as their old methods were insufficient for their expanding business. The manual approaches that had previously worked could no longer manage the complexities of operations, leading to challenges in production management, inventory control, and quality control.

Difficulties with inter-departmental integration and collaboration resulted in scheduling issues that caused delays in order fulfilment. Furthermore, managing inventory through Google Sheets and handling accounting with Tally was also difficult.

Absence of real-time data hindered decision-making and made team coordination challenging. Their sales team didn't have accurate inventory information, leading to over-promising delivery times and disappointing customers. Additionally, using sheets and updating records manually resulted in data discrepancies, complex workflows, and financial inaccuracies, making it hard to plan for growth.

Moreover, K Ahuja Foods struggled to keep track of raw materials, which caused significant losses and waste. Managing inventory across multiple warehouses was chaotic, making it difficult to know what materials were available, what is needed to be ordered, and how they were organized. Issues such as misplaced items, inconsistent stock levels, and difficulties in coordinating shipments led to confusion and delays, ultimately impacting their reputation and profitability.



K Ahuja Foods

"The inventory module has greatly transformed the way we operate. The changes that occurred during the transition were handled seamlessly, making the entire journey smooth and positive."

Mr. Ganesh Ahuja,
Managing Director
K Ahuja Foods

To address these issues, KAF needed a comprehensive software solution that could track production in real-time, manage inventory, identify potential bottlenecks, and provide effective solutions. Their goal was to find a system that would streamline processes and enhance collaboration among teams, improving overall efficiency and decision-making in both subsidiaries as they continued to grow.

How BatchMaster WEB ERP became a game-changer for K Ahuja Foods:

After exploring multiple solutions, K Ahuja Foods decided on BatchMaster Web ERP, specifically designed for the food sector. This platform transformed their workflow by optimizing production processes and embedding quality control throughout. With packaging and dispatch managed right after sales quality checks, BatchMaster ensured an uninterrupted operational flow.

BatchMaster WEB ERP includes a suite of essential modules—Inventory, Purchase, Sales, MPS/MRP, Quality Control, Production, Laboratory, Formula, and Costing—unified on a single platform. These features helped automate the entire supply chain, effectively addressing the core issues K Ahuja Foods faced with Google Sheets and manual management. The integration of these modules streamlined operations, improved data accuracy, and enhanced collaboration across departments, enabling the company to operate more efficiently and respond more effectively to market demands. To access real-time data, they requested customized reports, which the software generated based on their specific needs and formats for better decision-making.

Inventory management, quality control, and production monitoring were the three core issues that were effectively managed in the following ways:

- BatchMaster WEB ERP improved K Ahuja Foods' inventory management by providing real-time visibility of stock levels and lot traceability.

This helped them track inventory movements and manage expiration dates using FIFO, LIFO, or FEFO methods. By classifying items, KAF also optimized storage space and achieve efficient inventory reservations.

- Automated reorder alerts ensured timely restocking, while detailed reports improved decision-making and waste reduction. To manage multiple warehouses effectively, BatchMaster WEB ERP provides close monitoring of both inter- and intra-warehouse activities, offering real-time visibility into the exact status of operations. This capability ensures that K Ahuja Foods can efficiently track inventory across various locations, minimizing the risk of misplaced items or stock inconsistencies. BatchMaster WEB ERP helped K Ahuja Foods establish strict quality control processes to maintain high product standards. It enabled user defined systematic checks, real-time inspections, and automated handling of product rejections. This approach guaranteed that only the finest finished goods were approved for packaging, with a final sales quality check conducted before dispatch to uphold product excellence.
- BatchMaster WEB ERP equipped K Ahuja Foods with robust tools for monitoring the production process, enabling real-time tracking of progress and identification of bottlenecks. Additionally, Material Planning Scheduling (MPS) helped them create efficient production plans based on factors such as material, resource, manpower etc. Whereas, Material Resource Planning (MRP) ensured a smooth flow of materials for production by determining what to order, when to order, how much to order, and when to schedule delivery. With MPS/MRP the issue of bottlenecks, production delays and missed deadlines also got reduced. Additionally, the system incorporates batch sizing features, enabling the company to adapt swiftly to unexpected changes in orders. This flexibility allows for quick adjustments in production schedules and inventory allocations, ensuring that customer demands are met promptly without compromising efficiency.



Moreover, they were not willing to change their financial systems. Therefore, integration with Tally software was provided alongside the BatchMaster WEB ERP. This integration enabled seamless and quick data entry. As a result, the setup allowed for the rapid synchronization of General Ledger (GL), Accounts Payable (AP), and Accounts Receivable (AR) between both the systems enabling smooth flow of data from one end to other.

Reflecting on the improvements, Mr. Ganesh Ahuja, Managing Director of K Ahuja Foods, shared, "The inventory module has greatly transformed the way we operate." He emphasized that efficiently managing product rejection, handling by-products, and tracking the full process—from raw materials to finished goods—was now achievable with a robust ERP system like BatchMaster.

The benefits of BatchMaster didn't stop there. Mr. Ahuja valued real-time access to business data, essential during his frequent travels. This capability allowed him to monitor performance closely and ensured smooth operations, empowering teams to stay aligned, informed, and successful.

Precious words of Mr. Ahuja after associating with BatchMaster Family

Talking about the company, Mr. Ahuja expressed his satisfaction with the BatchMaster journey, praising the team's exceptional service, patience, and support throughout the process. He highlighted how the BatchMaster team was always available to address every question, ensuring smooth communication and efficient management of changes during implementation. He further mentioned that no matter how big or small the query, the team responded quickly and effectively.

Continuing his appreciation, Mr. Ahuja added that "the changes that occurred during the transition were handled seamlessly, making the entire journey smooth and positive." He remarked that the overall experience with BatchMaster had been very good. Listening to these kind words, Mr. Sanjay Panjwani, Managing Director at BatchMaster Software, stated, "I am proud to share that our solution has effectively addressed numerous challenges faced by K Ahuja Foods and will undoubtedly lead to positive outcomes. We remain dedicated to providing them with exceptional software solutions and services, and we look forward to witnessing their continued success."

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, Pharmaceuticals, Cosmetic & Personal Care, Specialty Chemicals, Paint & Coatings, Foundry, and other process industries. BatchMaster ERP can be seamlessly integrated with SAP Business One, Tally, and Sage 100 & 300 ERP, and is available both - on-premise and on cloud.

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