



TCS Strategic Sourcing and Procurement Platform helps Mother Dairy realize sustainable savings

Mumbai, August 12, 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions organization, announced that Mother Dairy Fruit and Vegetable Private limited, a subsidiary of the National Dairy Development Board (NDDB) and one of India's leading Dairy players has started leveraging TCS' solutions and services to deliver sustainable savings on sourcing and procurement. These include consulting on strategy and design of centralized procurement cell, spend analysis for enhanced visibility, as well as deployment of Sourcing and Procurement Platform for streamlined operations.

TCS enabled Strategic Sourcing has helped Mother Dairy to consolidate and standardize sourcing across its 18 plants in India for categories such as Transportation, Packaging, Refrigeration Equipment and Travel. This has helped Mother Dairy realize sustainable savings thereby aligning with their vision of providing quality food and beverages at affordable prices to the consumers while ensuring fair returns to the producers.

TCS' Sourcing and Procurement Platform has helped digitize and streamline RFX and Auction processes at Mother Dairy. This has helped reduce cycle-time and bring transparency in the supplier selection process. Mother Dairy buyers now have access to a centralized contract repository which ensures that the negotiated savings are identified and realized across plants. Additionally, TCS has enabled a sell-side auction capability to help Mother Dairy get maximum gains out of scrap materials.

Speaking about the platform, Mr. Meghnad Mitra, CFO, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Implementation of Electronic procurement platform (e@SETU) was the first step towards automating the procurement process with the help of TCS. This was followed up with a Strategic sourcing initiative along with creation of a Centralized Procurement Cell. The aim is to strategize purchasing by leveraging volumes across all verticals of MDFVPL. This has significantly helped in sourcing of prioritized categories and consolidated procurement operations. It has reduced cycle time in tactical sourcing and procurement activities. We have been benefited from TCS expertise resulting in streamlining of procurement process by making it more transparent and enabling better documentation. TCS has also helped in widening the vendor base with increased competition amongst vendors, fetching us cost savings on some indirect material procurement. We look forward to further strengthening this mutually beneficial relationship."

Commenting on the benefits of the platform, Ms. Annie Mathew, CIO, Mother Dairy Fruit & Vegetable Pvt. Ltd. added, "An integrated platform for electronic procurement system and centralized procurement sourcing was a key requirement for the organization as procurement process was decentralized and manually managed. Implementation of e@SETU through TCS enabled cloud deployment in 2013 and subsequent implementation of Centralized Procurement Cell using TCS expertise has addressed this. e@SETU is integrated with SAP for master and transaction data. Strategic Sourcing project has enhanced the transparency in tendering and procurement. This resulted in bringing more vendors' participation as well as competitive offers from vendors. Strategic sourcing ensured savings in terms of spend



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optimization, reduction in transactional activities with central contracts, Standardized processes for sourcing across some top spend categories and reduced maverick spend.”

“We are delighted to work with Mother Dairy to help one of India’s most well-known brands re-imagine its supply chain in the digital age. Not only will this make Mother Dairy more efficient, it will benefit milk producers and consumers as well. TCS Sourcing and Procurement Platform and services help customers establish and execute these strategic sourcing programs by bringing in expertise, insights and results,” said **Raj Agrawal, VP and Global Head, TCS Platform Solutions.**

About Mother Dairy

Mother Dairy was commissioned under the flagship ‘Operation Flood’ project of the National Dairy Development Board (NDDB) in December 1974 and today the Company is a wholly owned subsidiary of NDDB. A trusted brand, known for its purity, safety and quality milk has been serving the Delhi city for over 40 years and has become an integral part of the lives of the millions of people living in the city. Mother Dairy has been a market leader in the branded milk segment in Delhi NCR and also markets milk to regions like Mumbai, Lucknow, Kanpur, Tirupati and Hyderabad.

The brand over the years has also evolved into a significant dairy products player with presence in the categories of Ice creams, Dahi, Mishti Doi, Fruit yoghurt, Masala Chaach, Lassi, Flavoured milk, butter, cheese, UHT milk, etc. Mother Dairy also markets fresh fruit & vegetables, frozen vegetables, fruit pulps, fruit juices, jams and unpolished pulses under the brand name ‘Safal’. The ‘Dhara’ range of edible oil is also marketed by Mother Dairy and is available in all major locations across the country.

The Company in its consistent effort to stay connected with its stakeholders had launched a campaign with its corporate tagline – Happy Food Happy People. The tagline captures the essence that the Company is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products backed by the strength, differentiator and heritage of the brand over years.

In our endeavour to instil and create happiness in all the lives we touch, we live our notion of creating happiness for our employees through creating a workplace reality that is fulfilling and enriching for them. We constantly listen to our employees and evolve our people practices. As a result of this, Mother Dairy has been recognized as the 2nd Best in the FMCG Industry and has also been ranked at 39th amongst India’s Top 100 Best Companies to Work, in a study by Great Place To Work® Institute in association with the Economic Times for their annual 2015 survey. The corresponding ranking in 2014 was 62nd amongst the list of Top 100. In the survey, the brand also witnessed a significant move its Trust Index from 70% to 83% in 2015.



About Tata Consultancy Services Ltd. (TCS)

Tata Consultancy Services is an **IT services, consulting** and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of **IT, BPS, infrastructure, engineering** and **assurance services**. This is delivered through its unique **Global Network Delivery Model™**, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 324,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$15.5 billion for year ended March 31, 2015 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

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TCS media contacts:

Global:	Email: pradipta.bagchi@tcs.com Phone: +91 22 6778 9999
Europe / UK:	Email: abhinav.kumar@tcs.com ashish.babu@tcs.com Phone: +32 2282 1927 +44 078 418 9227
India:	Email: h.ramachandra@tcs.com shamala.p@tcs.com Phone: +91 22 6778 9078 +91 22 6778 9081
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594
Asia Pacific:	Email: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: alex.goldrick@tcs.com Phone: +61 (2) 8456 2800
Latin America	Email: martin.karich@tcs.com Phone: +569 6170-9013