



The Seal of
Genuineness

HOLOSTIK[®]

YOUR AUTHENTICATION SOLUTIONS PARTNER

CASE STUDY ON TEXMO PIPES & PRODUCTS LTD.

Holostik provides loyalty management services to Texmo Pipes & Products Ltd.



Texmo Pipes and Products Limited is a public limited company incorporated in the year 2008 by conversion of Shree Mohit Industries- an associate of Shree Balaji Industries - established in the year 1988 at Burhanpur, Madhya Pradesh, India.

Texmo Pipes and Products Limited is a leading name in the manufacturing of rigid PVC (polyvinyl chloride), CPVC (chlorinated polyvinyl chloride), UPVC (unplasticized polyvinyl chloride), SWR (soil, waste & rain),

HDPE (high-density polyethylene), suction, column, casing and garden pipes and fittings.

The company is listed on Bombay Stock Exchange and has annual turnover of approximately Rs. 3 billion. The organization has a pan India presence and its reputed image is due to its legacy of consistently providing high-quality products. Its excellence, productivity and professionalism have spread in the heart of millions of clientele which include government, semi-government and private organizations.



The company's production capacity has increased from just 5 MT (Metric Tonnes) per day in 1987 to a humongous 200 MT (Metric Tonnes) per day in the current year. The company supplies its products to agriculture, construction and other major industries.

The company's state-of-the-art manufacturing facility is located at Burhanpur, Madhya Pradesh supported by 1000+ workforce

consisting of skilled operators, efficient technocrats and dynamic marketing personnel.



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Defining the problem

Problem of Manual Loyalty Management System



Time Consuming

Cumbersome Documentation



Texmo Pipes has been procuring Loyalty Management Services from Holostik India Limited for the last one year. Experts at Holostik have been improvising and upgrading the services from time to time after getting regular feedbacks from Texmo Pipes's management. Established in the year 1991, Holostik is renowned name in catering cutting edge anti-counterfeiting and IT enabled solutions. The company caters to more than 10,000 customers in 75+ countries. Today, Holostik not just protects brands and their products against counterfeiting but also offers services to secure and manage supply chains.

Holostik's Loyalty Management Services have helped Texmo Pipes in increasing its sales, widening its distribution network, creating new customers and most importantly leveraging its overall growth. Loyalty Management Services intends to motivate consumers to make more

purchases in order to get loyalty points which in turn propel sales and company growth.

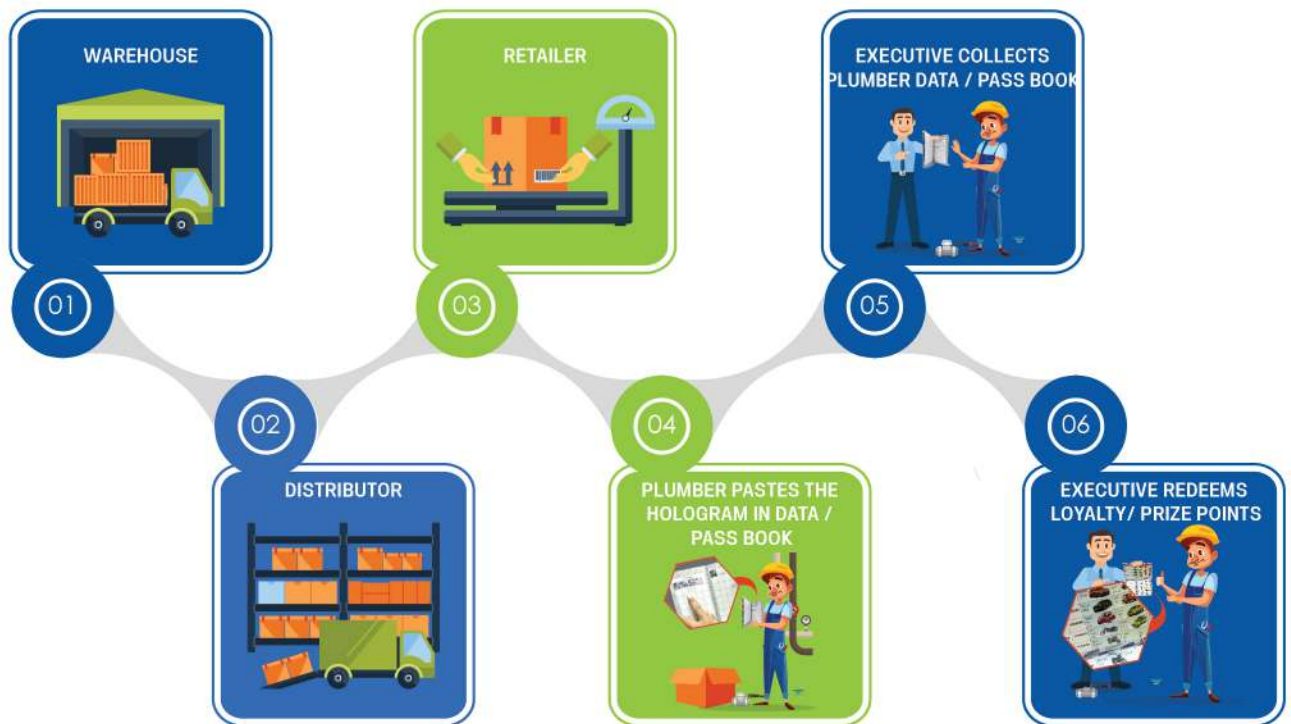
Nikhil Shah, Plant Head of the company says, "We have witnessed a massive growth ever since we took Loyalty Management Services from Holostik. The loyalty management process is quite simple to execute. We provide a plumber data / pass book to our clients (plumbers) in which they can paste holograms of different colours (every colour represents a certain point). The plumbers have to just paste the holograms in the passbook on the sticker table which are collected and later redeemed by our executives."

Nikhil further clarifies that the manual system of Loyalty Management has displayed great results, however, it is time consuming and involves cumbersome documentation due to which the company wanted to switch over to a more efficient system.



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Understanding the supply chain



In order to understand the company's supply chain, Holostik's experts conducted a thorough study of the company. They came to know that Texmo Pipes has seven nationwide offices located at different locations. The company's distributor network is spread across different cities which further supply its products to a number of big and small retailers.

Texmo Pipes's products come along with coloured holograms. The colour of holograms represent a certain point which are later redeemed in the form of prizes offered by the

company. The redeemable points along with their corresponding prizes are mentioned in the plumber data / pass book for the convenience of the plumber.

After purchasing the product, the plumber affixes the hologram in the plumber data / pass book which is later collected by Texmo Pipes's executives who visit at different locations. The executives then assess the plumber data / pass books and redeem the points to reward the plumber as per their entries.

Redefining the problem

Holostik's team of experts gathered all the relevant data and facts related to the current Loyalty Management Services offered to the company. Different sessions were also conducted with the company executives and the plumbers.

A final draft was compiled according to which the main problem of time-consuming manual Loyalty Management System was highlighted along with a possible solution for the same.





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Suggesting and implementing the solution

Holograms without QR Code



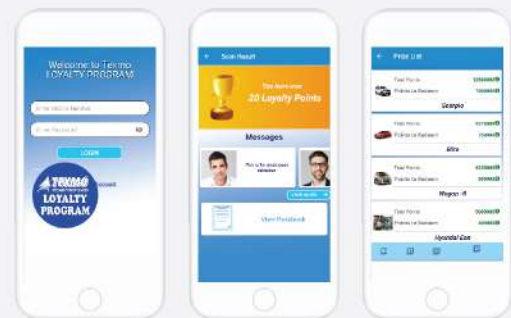
QR Code Enabled Holograms



Physical Plumber Data / Pass Book



Digital Loyalty Program Application



Holostik suggested its IT enabled Loyalty Management Services to Texmo Pipes. The Loyalty Management Services operates through a QR code printed on holograms of different colours. The QR code can be scanned with a mobile app to redeem the points in real time. Holostik also ensured

timely delivery of QR code enabled holograms to Texmo Pipes. The major benefit of this automated Loyalty Management System is that the plumber can see his balance and current points in real time. He has easy access to an online plumber data / pass book which is more convenient than the physical copy- used earlier.



Tracking results

It has been few months and Texmo Pipes has witnessed positive and fast paced results due to the implementation of Holostik's IT enabled customised Loyalty Management Services. The company has been able to save both time & money and has also reduced its burden of hefty documentation. As of now the company has implemented the Holostiks' IT-enabled Loyalty Management System in one region and plans to expand it in the coming time.



Benefits of Holostik customised
loyalty management system

ROBUST
AND EFFECTIVE



Saves Time



Reduces Documentation