

How Do You Blend Great Food with Next-Generation Technology?

For the best food products, the people of India count on Future Consumer Limited (FCL). From farm to fork, FCL is bringing together all components of the food supply chain and sourcing great products from around the world. Accomplishing that goal required creating an agile, highly scalable manufacturing and delivery solution.

FCL turned to SAP and its partner Cognizant Technology Solutions to optimize its supply chain and accelerate decision-making and innovation. The SAP S/4HANA® Enterprise Management solution has equipped FCL to simplify, automate, and secure business processes, speed up collaboration, and maximize synergies across all lines of business and corporate functions. With mobile analytics, FCL has real-time performance data to minimize time to market and better serve a fast-moving generation of consumers.



“Creating value in the consumer products industry is about turning data into actionable insights and foresights. SAP S/4HANA lets us manufacture and stock based on an algorithm-led principle rather than by intuition. **With faster, more efficient business processes and a tightly aligned value chain underpinned by real-time data**, we are turning agility into competitive advantage and are becoming a new age digital enterprise.”

Viswanath Padmagirison, Head of Business Transformation & Technology, Future Consumer Limited

The majority of Future Consumer Limited (FCL) procurement was agri-commodity – a sector largely driven by manual capital. The SAP S/4HANA® Enterprise Management solution helps improve efficiency and agility for speeding time to market in the agri-procurement and food business. Capturing digital customer conversations as part of FCL’s digital marketing and customer feedback initiative helps the company accelerate its mind-to-market timeline for new products. Real-time data enables deeper visibility into the supply chain and more effective responses to the needs of customers while helping reduce operational costs.



28
Core brands in more than 65 categories



110-acre
Food park



24,000
Retail outlets across India served by FCL





Future Consumer Limited (FCL)
Maharashtra, India
<http://futureconsumer.in>

Industry
Retail

Products and Services
Branding, marketing, and distributing food products and household goods in urban and rural India

Employees
1,422

Revenue
US\$327 million

SAP® Solutions
SAP S/4HANA®, SAP HANA® software, and SAP Fiori® apps

Becoming a Connected Enterprise with SAP S/4HANA®

FCL chose SAP S/4HANA, implemented by Cognizant Technology Solutions, as the foundation for its unique business model – a single food supply organization that does everything from planting seeds in the ground to building grocery stores. SAP S/4HANA is the backbone of the business, providing for procurement, logistics, production, sales, finance, and more.

Before: Challenges and Opportunities

- Innovate and deliver value-added food products that directly contribute to the food sustainability of India
- Institutionalize systems and processes that result in sustainable returns for all stakeholders
- Unify and automate disconnected and inefficient manual processes
- Achieve market leadership
- Become a \$3 billion organization in 3 years and grow the business tenfold in 5 years

Why SAP and Cognizant Technology Solutions

- Industry leaders with proven technology and willingness to adapt to develop an approach that addressed FCL's unique business needs
- Cognizant's deep understanding of both SAP S/4HANA and the consumer products industry
- All the functionality needed for a complete business transformation including procurement, logistics, production, sales, and finance

After: Value-Driven Results

- Increased ability to contribute to India's food sustainability
- Achieved more predictable shareholder returns
- Captured accurate real-time data for faster decision-making and improved time to market
- Improved forecast accuracy, leading to bigger market share

“We chose SAP S/4HANA with a vision for our future as it enables our business applications to capitalize on the latest digital capabilities, including advanced mobile experience and real-time data analytics, and reveal real-time insights into our business performance and operations.”

Viswanath Padmagirison, Head of Business Transformation & Technology, Future Consumer Limited



Featured Partner



9 months

To implement the solution, achieving a major target of the project

11

Discrete business units acting as one

60%

Forecast accuracy improvement goal

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