

Success story

# Pintola Satiates its need for Streamlining Order Management with Increff

Brand



Industry

Consumer  
Packaged Goods

Solution

Omnichannel Solution  
(Increff Omni)

**79%**

↓Order  
Processing time

Established in 2015, the homegrown superfoods label 'Pintola' is a venture of Das Foods Pvt. Ltd.. It was started with the ambition to provide more than 100 million people with healthy, delicious, and ready-to-eat food products.

**22%**

↓Turnaround  
time(TAT)

## Business Challenge

This young FMCG player had difficulty streamlining the order fulfillment process, shortening delivery times, and improving customer service.

**+50%**

↓Returns/  
Cancellations

Fresh on the scene, the brand quickly realized that e-commerce had altered the brand-consumer loyalty equation drastically. Order management became very critical in this new environment where consumers executed more power in defining business growth by taking more informed decisions. Instead of being content with a five-day delivery window, customers preferred two-day to next-day to nearly-now.

The main obstacle in meeting these accelerated fulfillment demands for the brand was the 3 to 9 days turnaround time which resulted in many return and cancellation issues. Furthermore, the efficiency of order processing was hampered due to their reliance on manual packing processes in order to verify SKU attributes.

The brand was looking for a specialized retail tech partner to support omnichannel initiatives by expediting order processing and reducing the turnaround time, which would lead to higher customer satisfaction, lower costs, and an increase in efficiency.



# Increff's approach

## The objective

Pintola partnered with Increff to



Improve order fulfillment speed and accuracy



Enhance picking & packing productivity



Resolve the mismatch of physical and digital inventory



Optimize space utilization

## The solution

Increff implemented its omnichannel solution 'Omni'. A cloud-based solution combining Warehouse Management (WMS), Store Fulfillment (O2O, Offline to Online), & Order Management (OMS) platforms. It also integrates with web portals and marketplaces to optimize inventory across retail, wholesale, web and marketplace sales channels.

## The benefits

Increff Omni transformed the supply chain to strike the right balance between customer demand, availability, and supply. Successful implementation of this solution helped achieve:

### For the brand

- Lower turnaround time
- Reduction in order processing time
- Instantaneous order sync
- Higher order fulfillment accuracy
- Lesser returns and cancellations

### For their customer

- Faster order delivery
- Increase in customer satisfaction
- Improve in customer experience



## The result

### Impact box



**79%↓** Order Processing time



**22%↓** Turnaround time(TAT)



**<15 sec** Order Sync



**+50%↓** Returns/ Cancellations



**+30%↑** Warehouse Space Utilization

In the quest to explore options for omnichannel partners, Pintola achieved a wider range of benefits and impacts with Increff. Increff's capabilities & services have kept the Pintola - Increff association fruitful for the brand.

## Exceeding expectations with exceptional product and unparalleled service



It has been a wonderful experience we had with Increff. I saw it with one of my clients and decided to implement it when I joined Pintola. What gives me confidence are the system and the people working day and night to provide top-notch service to their clients. A great product with unparalleled service makes Increff our go-to OMS/WMS. Keep up the good work!



**Nishant Singh**  
Head of Operations

## About Increff

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over 200+ global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.