

Vector Consulting Group, Puneet Kulraj, R. Ramakrishnan, Bajaj Electricals - Windows Internet Explorer

http://www.businesswireindia.com/PressRelease.asp?b2mid=26130

Business Wire INDIA
The Global Leader in News Distribution

Home | Company profiles | About us | Contact us | Search news

Saturday, May 7, 2011

Business

- Why use BWI services?
- Corporate members
- Submit press release
- Media monitoring services
- Register with BWI
- Media list
- Rates

Media & investors

- How to use BWI Services
- Press release archives
- Personalised news

PR firms

- BWI and you

Partners

- Our distribution partners
- Get BWI for your site

Press release

Source: Vector Consulting Group
Friday, March 11, 2011 03:17 PM IST (09:47 AM GMT)
Editors: General: Consumer interest; Business: Accounting & management consultancy services, Business services, Electronic appliances & components, Energy companies

Bajaj Electricals Partners with Vector Consulting Group to revamp its Supply Chain
Vector Consulting Group enters into a multi-year engagement with Bajaj Electricals to implement Theory of Constraints

Mumbai, Maharashtra, India, Friday, March 11, 2011 -- (Business Wire India)
 Vector Consulting Group, one of the leading consulting firms specializing in Theory of Constraints (TOC) in India, has entered into a multi-year engagement with Bajaj Electricals Limited (BEL). Vector Consulting Group will be the implementation partner for transforming the supply chain of Bajaj Electricals using the TOC principles.

Speaking about this initiative, **Puneet Kulraj, Founding Director, Vector Consulting Group** said, "The solution will help all the suppliers and channel partners of Bajaj Electricals substantially improve their inventory turns. It will help Bajaj Electricals penetrate the market with full reach and range; backed by the company's ability to provide unparalleled availability at dramatically reduced inventory levels."

"The typical supply chain, vendor management and trade management practices of the industry are based on principles of Win-Lose which eventually deteriorates to Lose-Lose, said **R. Ramakrishnan, Executive Director, Bajaj Electricals Ltd.** Using the TOC principles we aim to establish a true Win-Win partnership where every partner, our vendors, our trade partners, our customers and Bajaj Electricals stands to gain significantly. We aim to improve fill rates, reduce stock outs, reduce inventories, and improve dealer and vendor ROI while significantly growing revenues and profits."

Through Theory of Constraints, Bajaj Electricals intends to redefine paradigms of managing the supply chain right from vendors to channel distribution. By implementing Theory of Constraints Bajaj Electricals Ltd will have an enterprise-wide impact on its consumer focusing business units. These business units are appliances, fans, lighting, and Morphy Richards (India distribution of the UK-based brand).

About Vector Consulting Group:
 Vector Consulting Group is the leader of TOC consulting in India. It engages with organizations to bring about quantum improvements in sales and bottom -line using the supply chain as the key leverage.

About Bajaj Electricals:

Internet | Protected Mode: Off

12:56 PM
5/7/2011