

# CASE STUDY

DLF Brands Ltd.





# DLF Brands Ltd.

DLF forayed into the retail sector in the year 2000. With a number of path-breaking landmarks for Indian retail, DLF pioneered the retail revolution in the country and brought about a paradigm shift by redefining the shopping, recreation and leisure experience. The total area of DLF's leased operational shopping malls is approximately a robust 3.7 million sq.ft.

The company's multi-faceted retail addresses comprise of shopping centres, premium malls and super luxury malls which have been delighting visitors with versatility, variety and premium quality. DLF malls are home to over 180 International and Indian luxury brands like DKNY, Mango, Claire's, Sun Glass Hut, Mothercare and many more. DLF boasts of not just the best luxury brands, but also exclusive fine dining restaurants, cafes and luxury marketing services.

Awarded the 'Most Admired Shopping Centre of the Year (2014)' by the Asia Shopping Centre and Mall Awards & CMO Awards for 'Most Admired Shopping Mall of the Year - Socially Responsible', 'Most Admired Shopping Centre Award - Marketing & Promotions (2014)', DLF Place was also conferred the 'Best Regional Food Court (2014)' by Franchise India.

Dr. Kushal Pal Singh, Chairman of DLF Group says, "The DLF Group is founded on a vision which seeks to usher in a better tomorrow by providing people with improved quality of life and living standards. At DLF, we have endeavored to commit ourselves for providing comprehensive solutions to all our valued customers; solutions that combine high-end technology, design and aesthetics and meet customer aspirations and expectations through superior standards of performance and service."

DLF Brands using ETP Omni-channel Retail Solutions:



## Customer Facts

Number of stores: **160+ stores**

Business segments: **Luxury and Lifestyle**

Retail formats: **COCO and FOFO stores**


Locations: **India**

## Key Store Statistics

Store size (average): **150 – 6,000 sqm**

SKU's (average): **93,000+ units**

No. of sales tickets (average): **79,500+ per month**



# ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at DLF Brands Ltd. include ETP Store, ETP Accelerator, ETP Enterprise Application Server (EAS) and ETP Integrator.



## Business Needs:

- Simple and easy-to-use system interface
- POS integrated with CRM across all stores
- Optimize business performance with tight control on back-end processes
- Stock visibility and control across the retail stores and warehouses
- Common Loyalty and CRM programs



## Project Objective:

- The objective of the project “Drishti” was to have a common point of sale (POS) and customer relationship management (CRM) system across all the brands to enrich customer experience

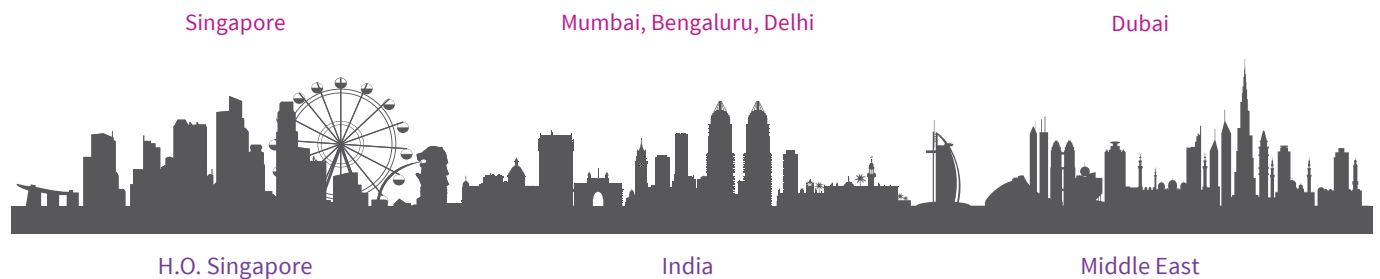


## Business Benefits:

- One integrated system across different store formats
- Superior customer experience and faster checkouts
- Scalable solutions to ease opening new stores
- Consistent sales data availability at HO as per timely sync schedules
- Centralized control of schemes and promotions
- Faster time to market
- Centralized customer loyalty programs spanning across brands, including Auto Tier Upgrade
- Centralized validations of gift vouchers, credit notes and sales returns
- Integration of Point of Sale with Gift card services
- Accurate cash management at the stores

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Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

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