

Madura Garments increase operational efficiency by more than 7% in 2 years.

Madura Garments Exports, a subsidiary of the Aditya Birla Group, is one of the largest shirt manufacturers in India with a capacity of five million pieces of formal, wrinkle free & casual shirts.

The Customer

With an annual turnover of nearly US \$50 million Madura supplies leading UK High Street names such as Marks & Spencer, John Lewis, FCUK, Jaeger, H&M and short lead time and high fashion brands such as Esprit, S.Oliver and Diesel.

Why FastReact?

Deputy COO Mr. R. Swaminathan explains: "As we changed our market focus from the US to Europe and more into casual shirts and ladieswear we faced much greater complexity from reduced lead times, more styles/smaller order sizes, higher work content (SMV) and lots of value addition processes (printing, embroidery, washes).

Our manual planning systems could simply not cope with this complexity. Fast React is the well respected name for providing planning solutions and effective support during implementation for our (fashion) industry. The system is very comprehensive and very flexible with all possible situations well covered."

The Benefits to Delivery Performance

Mr. R Swaminathan explains: "Before Fast React we suffered delivery penalties totalling nearly \$1.3 million in 2009. We have reduced this dramatically to less than \$67k.

On Time & In Full ratio has improved from 35% in 2009 to nearly 85% in 2011 with the Ship/Cut Ratio currently at 97%"

The Benefits in Productivity

"In our shirts production unit from FY2009 to FY2011 we have produced 34.5% more output with only 25.5% more machines/labour. That means we have improved the operational efficiency in our shirts production by 7.1% over 2 years."

The Benefits How?

Mr Anshuman Bhaskar the Fast React planner explains: "These improvements have been possible because Fast React provides:

- Clear visibility of the status of all orders and load on the factories
- The ability to keep pace with dynamic situations and quickly re-plan
- Transparency of information across the different business departments so we work more effectively as a team

Mr. P. Ramesh, Country Manager for Fast React India adds: "To take the usefulness of Fast React to next stage, we are currently integrating with SAP thereby removing duplication of data entry and further improving data integrity between departments."



Key facts at a glance

Customer:

Madura Garments
Exports Ltd

Location:

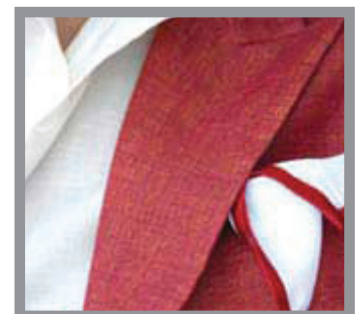
India

Challenge:

More complex orders,
shorter lead times and
higher work content

ROI:

Increased operational
efficiency by 7.1% over
2 years



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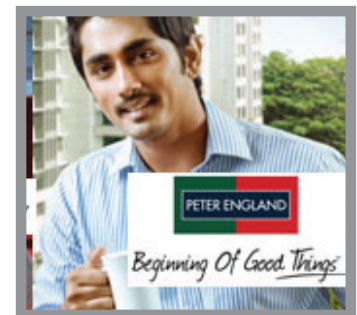


The Return on Investment

CEO Mr. ES Sankar concludes: "The above figures say a lot about the very quick return on investment (ROI) that FastReact provides.

In simple terms removing chaos has been the biggest reason and achievement of Fast React in Madura Garment Exports."

"Before FastReact we suffered delivery penalties totalling nearly \$1.3 million in 2009. We have reduced this dramatically to less than \$67k. On Time & In Full ratio has improved from 35% in 2009 to nearly 85% in 2011 with the Ship/Cut Ratio currently at 97%."Mr. R. Swaminathan - Deputy COO



What our customers say...

S.P. Apparels India

"As a fully integrated manufacturer, S.P. Apparels has found Fast React of particular benefit in synchronising our key operational areas. From a financial perspective, the use of Fast React has improved our On Time Delivery Performance (OTDP%) and has contributed to our sales growth. Good planning is fundamental to success in today's fast moving apparel industry. Fast React is the key driver to achieving successful control of this vital area. In our experience, the return on investment was around 6 months from full implementation."

Mr. P. Sundararajan
Managing Director

Garment Co Ltd Thailand

"We selected Fast React as it met all our requirements for a powerful planning tool, providing a garment industry specific solution that addressed and integrated the key planning areas of factory capacity and critical path not covered by our ERP business system... I would have no hesitation to recommend Fast React to other factories. If used correctly they should get a return on investment within 12 months."

Khun Orasri Lotharukpong
Deputy Managing Director

Calzedonia Italy

"We have chosen Fast React to enable us to maximise production efficiency at our factories, whilst at the same time providing us with the capabilities for quick response and lead time reduction. These are key requirements for the continued success of Calzedonia to enable us to satisfy our everchanging customer demands."

Riccardo Romani
Director of Production