

Shree Malani Group, Hyderabad, India  
Centuary Fibre Plates Pvt. Ltd., Secunderabad, India

# Product Deliveries Now Running Simply – with SAP S/4HANA to Even Higher Customer Satisfaction



The SAP S/4HANA implementation helped our business in centralizing pricing and discounts, stopped revenue leakage, and automated sales pricing. Our team has derived transparency and tracking at order level, and achieved visibility of stocks across all locations.

Siddharth Malani, Managing Director, Shree Malani Group

## Challenges

- An over two-hundredfold rise in volume of data since plant foundation
- High complexity of business processes
- Manual handling of serial numbers, promotions, system tracking, and pricing
- Lack of tight control mechanisms
- No centralized view of prices, stocks, and planning

## Benefits

- System-driven organization, instead of manual processes
- All sales, financial, and manufacturing data on a single SAP platform
- Efficient management of all channel partners

## Solution

- SAP S/4HANA Enterprise Management including Variant Configuration

## Why itelligence?

- Aligned by the same spirit and a long-term, stable partnership
- High consulting competence
- On-site availability of consultants
- In-depth SAP and industry knowledge
- Deep understanding of Malani's complex processes



Up to  
**30%**  
reduction in  
inventory levels

Project runtime of just

6 months

### Always Close to the Customer

Shree Malani Foams Pvt. Ltd., established in 2008, is one of the leading producers of technical and industrial foams in India, mainly due to its product quality and range. However, its furniture and mattress grade foams are widely distributed through an extensive retail channel with a large network of warehouses and regional offices across the country.

Business processes posed several challenges for the foam producer, e.g. lack of transparency and tracking capabilities, time-consuming and costly manual processes as well as inefficient, manually handled financial processes.

### Achieving Ambitious Goals with a Reliable Partner

To operate more efficiently, Shree Malani has developed concrete objectives: finished product planning from forecast to sale, automated raw material planning according to demand, management of non-standard requirements for mattresses, faster customer delivery and optimized financial monitoring.



Buying an SAP product is one thing, but deploying and using it, is another one. Shree Malani needed a trustful partner to support them.

Siddharth Malani, Managing Director,  
Shree Malani Group

In need of a trustful partner, they engaged their long-term partner itelligence India, providing in-depth technological expertise, and customer-driven engagement models. itelligence recommended best-of-breed, customer-centric SAP S/4HANA, cloud products, and application management to meet Shree Malani's identified goals.

### From Stand-Alone to an Enterprise-Wide Application System

SAP S/4HANA allows Shree Malani to plan and control its multiple production units and distribution centers seamlessly. Now, in no time, the customer can maintain and process large data volumes. Moreover, the solution, being implemented under variant configuration, met non-standard product requirements for varying manufacturing styles – from discrete quantities, to rate production, to multi-dimensional products.

### SAP S/4HANA for Top-Notch Results

Today, Shree Malani profits from savings of production costs, sales increase and shorter delivery times due to process standardization and automated data maintenance. Tools like Reorder Point and Dynamic Safety Stock support raw material planning and allow higher inventory turnovers. With SAP S/4HANA's new forecasting techniques and with the safety stock planning for finished products, Shree Malani has already optimized its stock levels, thereby increasing customer satisfaction even more.

### With Up-to-Date Technology Heading for New Shores

Due to itelligence's best practices approach, the project was realized in only six months. In addition to material requirements planning and ad hoc planning, carried out in one go across multiple plants and distribution centers, production planning was configured for process industry, repetitive manufacturing, variant configuration, and mill products.

Now, Shree Malani can provide highly customer-oriented, first-class products – and that in a widely non-standardized industry. Supported by SAP solutions and itelligence, the company plans to extend export sales to the European household sector.



SHREE MALANI GROUP

**Company:**

Shree Malani Foams Pvt. Ltd.  
Century Fibre Plates Pvt. Ltd.

**Industry:**

Foam manufacturing

**Products:**

Technical and industrial  
PU foams

**Number of employees:**

250

**Turnover:**

EUR 34.6 million

**Headquarters:**

Hyderabad & Secunderabad,  
Telangana State, India

**Website:**

[www.shreemalanifoams.com](http://www.shreemalanifoams.com)