



Success Story

Agastya Agro's Journey to Efficiency: From Disconnected Systems to Seamless Operations



Customer Success Story: Agastya Agro

COMPANY BACKGROUND

Established in 1997, Agastya Agro Limited manufactures high-quality crop protection products, serving a nationwide distribution network across India. As both a technical and retail product manufacturer, Agastya's growth introduced complex operational challenges, requiring an integrated, streamlined solution to scale efficiently.

KEY OPERATIONAL CHALLENGES

- **Disconnected Systems:** Agastya relied on separate systems for accounting, inventory, and manufacturing, resulting in inefficient workflows and data inconsistencies. Lack of integration led to increased manual effort and hindered productivity.
- **Limited Real-Time Inventory Visibility:** The sales team and depots operated without synchronized, real-time information from headquarters. This caused stockouts, product expirations at CNF locations, and missed sales opportunities, affecting customer satisfaction and revenue.



“Scaling our operations effectively required a solution that could bring all our functions onto one platform and improve transparency.”

**— Mr. M. Murali, Founder,
Agastya Agro**

FINANCIAL & DISTRIBUTION CHALLENGES

- **Inaccurate Product Costing:** Relying on estimated total sales margins, Agastya lacked precise manufacturing cost data. This limited their ability to strategize pricing and manage profitability effectively, impacting financial planning.
- **Manual Distributor Management:** Managing distributor and depot schemes manually resulted in high error rates and frequent delays. This impacted distributor relationships and slowed Agastya's response to market demand, putting their growth at risk.



How **ERPNext** Made a Difference for Agastya Agro?

REAL-TIME INVENTORY VISIBILITY

ERPNext empowered Agastya with live inventory tracking across all depots and CNF locations, reducing stockouts, preventing product expirations, and ensuring products are available when needed.

UNIFIED ACCOUNTING AND MANUFACTURING

With ERPNext's integrated platform, Agastya consolidated its accounting and manufacturing processes, eliminating data silos and enabling more efficient, coordinated operations across departments.



ACCURATE COST MANAGEMENT

ERPNext's cost management tools provided Agastya with precise insights into manufacturing costs, helping optimize pricing strategies, increase profit margins, and make well-informed financial decisions.





AUTOMATED DISTRIBUTOR SCHEME MANAGEMENT

Through ERPNext's automation features, Agastya streamlined distributor schemes and transactions, reducing manual errors, speeding up processes, and strengthening relationships with distributors.

IMPROVED DATA CONSISTENCY AND ACCURACY

By centralizing data on a single platform, ERPNext reduced inconsistencies across Agastya's operations, making forecasting, reporting, and analysis more reliable and insightful.



ENHANCED SALES TEAM EFFICIENCY

With instant access to up-to-date data, ERPNext enabled Agastya's sales team to respond faster and more effectively, improving customer satisfaction and driving more efficient sales operations.





Contact Us for more information about ERPNext in Agrochemicals Industry

Take the first step toward transforming your Agrochemicals operations!

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