

DK Pharmachem wins competitive edge through SMART ERP

Pharmaceutical players strive to achieve operational excellence to succeed in a competitive global market. Discover how DK Pharmachem achieved this objective with Jugnu ERP rollout

The pharmaceutical industry in India ranks as the third largest in the world in terms of overall drug sales volumes and world's No 1 player in generics. The brand India is viewed with respect and awe in the global market for the volume of business, spread of operations, and huge number of successful product brands emanating from India.

Goes without saying that to stay competitive in the global market, the Indian pharmaceutical players have to achieve operational excellence. They need to follow stringent quality norms across supply, production, packaging and distribution. For instance, during the course of production, a pharmaceutical company has to tag each and every substance procured (along with the quantity procured) and the processed output--at every stage of manufacturing. Product- and batch-level tagging are needed during the packaging stage. A pharmaceutical player also has to adhere to a host of compliances including D&C Act, 1940 schedules, CDSCO norms, GCP guidelines, NPPA rules, and international regulations such as current Good Manufacturing Practices (cGMP) by the US FDA or Good Distribution Practices by WHO. Automation becomes a must to meet all these quality and compliance obligations accurately without affecting the speed of operations.

These were exactly the challenges that DK Pharmachem, a leading mid-market API and bulk drug manufacturer, had been facing till recently. Additionally, multiple manufacturing and office locations and a global business footprint were making its operations complex to manage. The task had become further difficult due to co-existence of two IT automation systems.

Established in 1980, the group has four companies: DK Pharmachem (the flagship company engaged in manufacture of active pharmaceutical ingredients (APIs) and bulk drugs with its plants in Badlapur and Wada, Sagitta Pvt. Ltd., an intermediates player with a plant at Tarapur, Ecogreen Pvt. Ltd., a venture engaged in plastic and rubber recycling, and DK Pharma Lab, a specialty and fine chemicals company with a plant in Ambarnath. The group focuses on export business and its facilities are approved by the US FDA and Japan's Pharmaceuticals and Medical Devices Agency. With a sales office in Mumbai and a direct presence in Delhi, the group employs nearly 300 professionals in India.

The operational challenges

The group had been using E-CRM software for inquiries and quotations and Tally for materials and accounting at the factory locations. However, since both these solution were

not integrated, it led to wastage of time and resources in duplication of effort besides time-consuming manual data entry work ridden with inaccuracies.

The lack of integration also meant zero real-time visibility of data about raw materials, production inventory, dispatch, sales, and collections. It was nearly impossible for the organization to track and reconcile manufacturing with orders. Lastly, the organization did not have any mechanism to record customer feedback upon the delivery of samples.

The solution

The group, led by the founder Rakesh Bakshi, after a meticulous due diligence exercise, opted for Jugnu ERP from Logo Infosoft. A world-class cloud powered ERP product, Jugnu automated the entire group operations of DK Pharmachem in a phase-by-phase manner. Starting with factory locations, Jugnu covered every business process and function enterprise wide. The Bill of Material (BoM) module of Jugnu can help with accurate and speedy multi-stage tagging of materials through supply, production and packaging--end to end.

The group covered all departments and functions such as raw materials, finished goods production departments, engineering store, sales, purchase, marketing, finance and accounting, administration. The team leaders of all these departments were trained by Logo's trainers within a month. The entire product rollout took about four months, organization wide.

Advantages delivered by Jugnu

Since all the locations, departments, business processes and functions were well-integrated by Jugnu, it eliminated the irritatingly wasteful duplication of data entry effort at different locations. This also rendered email data sharing redundant delivering immense time and cost savings for the organization.

Jugnu's multi-channel, multi-modal features have also ensured that the users can access the system across devices: desktops, laptops, tablets and mobile. The cloud-powered ERP and its highly user-friendly dashboards with a modern look and feel deliver organization-wide and drilled-down data visibility to the management. The real-time data capture simplifies and speeds up meeting applicable compliances and reporting accurately. It also empowers the organization's shop floor executives with relevant function-specific business information. Since information is delivered in real time, the organization has been able to make speedy market moves to win competitive advantage.

The end-to-end automation has also helped obtain client feedback instantaneously, helping the organization take effective corrective actions without delay.

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