

**TATA  
CLIQ**



**TATA CLIQ  
SHARES  
THEIR DIGITAL  
PROCUREMENT  
STRATEGY  
FOR 1700+  
LOCATIONS**

**BIZ  
ON  
GO** **PROCURE  
LIVE**



**BIZ  
ON  
GO**



# About Tata Cliq

Tata CLiQ is a first-of-its-kind “Phygital” marketplace, that combines online shopping with the offline store experience, to serve over one million customers. It is one of the fastest growing e-commerce websites in the country. Some of the biggest Indian and international brands across clothes, accessories (watches, bags, shoes and more), gadgets, and appliances are featured on the website.



# What is a Phygital Marketplace?

Tata Cliq has developed a strong brand partner network, and has created an experience that combines the ease of shopping online with the reassurance of buying from a brick-and-mortar store. One can order online from a store nearby, and return to the same store, without thinking. They have over a 1,000 stores and 50 partner brands across India, shipping their respective products, thus optimising shipping and warehousing costs.



# Business Challenges

- **Procuring Diverse Range of Products:** With so many different types and sizes of packaging products that needed to be procured, Tata Cliq required a technological solution that would ensure a systematic approach towards their procurement activities.
- **Delivering Different Products to 1700+ Locations:** Implementing the Phygital marketplace model, it was important to ensure the quality and consistency of the packaging products were maintained across locations.

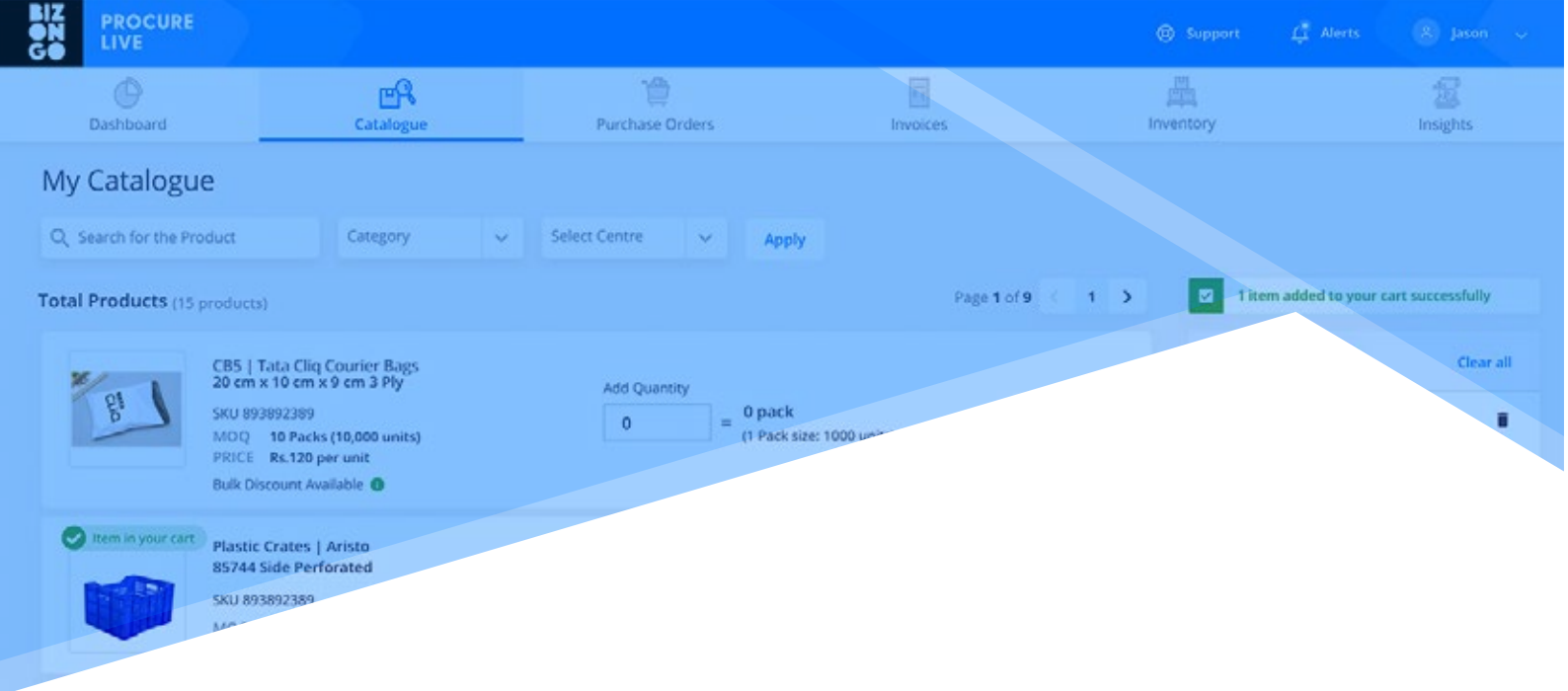
With the problem statements given to Bizongo, the team of experts came up with two from our many available solutions that would serve as the perfect fit for Tata Cliq. The solutions are as mentioned below:



# Procure Live

At the core of Bizongo's business model is a technology stack built to increase efficiency for large scale businesses. Businesses are often faced with the problem of sourcing the right products, managing multiple vendors and orders, keeping a track of all the purchases; all of which eventually result in a lot of inefficiency. Tata Cliq was facing a very similar problem of purchasing and tracking all their orders from one platform.

When TataCliq came to us with this problem statement, we had the perfect solution for them- Procure Live- a customizable solution for their varying procurement needs.



# How did **Procure Live** help?

Procure Live is an online platform aimed to simplify month-on-month procurement for businesses. From managing multiple vendors and a variety of products to maintaining digital records and tracking every order easily, the platform became the one stop solution for TataCliq to view the procurement progress in the easiest way possible.

On the Procure Live platform, the procurement team at TataCliq could:

- 👁️ Build and view their own personalised catalogue of several products and get a complete analysis of their packaging spend that would help in reducing expenses.
- 👁️ Digitally manage invoices, PO's and multiple shipment records to easily maintain data.

Today, TataCliq has placed over **4000 orders for 16 different variety of products** using the platform.



# Optimised Delivery

Managing deliveries across different locations, TataCliqu decided to use the Bizongo logistics services with a record-high **delivery schedule breach percent across 1735 locations was 8%.**

Timely deliveries had to be ensured for different products across various locations and Bizongo ensured a hassle free procurement. The manager in-charge of all the deliveries could also find the real-time status of each and every delivery without difficulty and in an orderly manner.

# Testimonial



## **Gautam Duppala**

*Order fulfillment, Strategy and Planning*



With TataCliq's strong brand network throughout the country which means we have our own set of procurement &

logistical challenges that need to be tackled. When Bizongo proposed their unique technological solution, rightly named "Procure Live", it was the perfect solution to our problem statement.

The solution helped us create personalized catalogs for our varied product base and helped in digitally managing everything, from Purchase orders to Invoicing. On the Logistics front, Bizongo equally maintained its reputation through timely deliveries, alongwith real-time tracking and transparency in shipment status. Also, one of the biggest advantages of using Bizongo services is they handle and solve a plethora of distribution and coordination related issues, without impacting the merchant's business.

We are truly glad to have chosen Bizongo.





# Thank You

**Digitize Your Packaging Procurement  
with Procure Live**

[Get in touch!](#)

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