

1958
EBC acquires Melrose
premises & expands
Commercial Office in
CBD, Lucknow.



Seven-decade Old Book Company Turns a Page in Inventory Accuracy with Tally.ERP 9

“Tally.ERP 9 has brought in a great deal of accuracy and simplicity to our working” says Mr. Raghunandan Malik, Sr. Manager

Customer Overview

In the 1940s, two brothers—the Late Mr. C.L. Malik and his younger brother, the Late Mr. P.L. Malik, launched into a career selling law books in Lucknow. Today, the resultant group of companies under the banner of Eastern Book Company(EBC) - is respected worldwide for its contribution to legal literature.

EBC publishes a wide range of legal commentaries, student texts, law reports and digests, both in the print and electronic medium. Over 550 authoritative titles cater to professionals, the industry, law students, students of professional courses like C.A., C.S., I.C.W.A.,etc.

The law report ‘Supreme Court Cases™’, started in 1969 and now running into over 260 volumes, is the leading law report of India with a very wide circulation, and is cited in all courts in India and in all standard works of law. The work comprehensively covers the judgments delivered by the Supreme Court since its inception.

Additionally, EBC publishes many law journals viz., ‘Current Central Legislation’, ‘Lucknow Law Times’, ‘The Edict’, ‘The Practical Lawyer’, which provides insights to various facets of law.

Managed today by the family’s second and third generation, and a team of professionals from the top business and law schools from across the world, EBC deploys its 450+ personnel across its head office in Lucknow, and branch offices in New Delhi, Bangalore, Mumbai and Allahabad.

Business Challenge

EBC started using customised software for billing. Since Tally software was being used for accounting, a re-entry of billing data was necessary for the very critical processing of accounts of every party’s ledger.

With depleting services and a lack of compatibility with newer operating systems, EBC’s DOS-based software was quickly becoming less attractive. Further, data inaccuracies crept in and maintenance costs went through the roof. A plan to integrate the billing and accounts germinated and the company started looking for an alternative.

The Solution

EBC was aware that Tally had shifted into the ERP mode. It approached Suyog System & Software—Master Tally Partner in Lucknow—to help with the implementation.

Mr. Raghunandan Malik says, “We covered the complete ledger maintenance including outstandings, cheques, all Banking transactions ...everything except payroll. Tally made our duplicate entry system redundant.”

By successfully adopting Tally, the company is extremely happy with almost 100% accuracy in all the billing and inventory functions. Holding a large inventory of books at any point of time is standard in the legal publishing industry. Because of redundancy, new editions are released with high frequency resulting in 2000-3000 new books added to the

inventory annually at Eastern Book Company. A requirement to hold even 1-2 copies each of outdated books leaves the Company's inventory bulging at 10,000+.

For EBC to provide quantity discounts to its customers, customisation of the billing section and some reports have been carried out.

"I think Suyog System are a very professional organisation. Their staff are helpful. Being a completely new concept for both us and them, the one or two initial stumbling blocks were hardly a surprise. However, in a strong testimonial to the diligence of the team, they were overcome. It took a bit of time in that sense; now nearly everything is on track and I am so glad," Mr. Raghunandan enthused.

Mr. Mukesh Khanna, Director, Suyog System echoed Mr. Raghunandan's statement, "Our team, including the Director Mr. Mukesh Singh, was able to quickly and precisely understand the company's business operations and requirements and designed a solution that was practical and easy to use".

By successfully adopting Tally, the company is extremely happy with almost 100% accuracy in all the billing and inventory functions.

Mr. Raghunandan Malik happily expressed, "Ultimately, this made real time inventory possible in our systems".

EBC has synchronised all its offices, allowing its executives to monitor and extensively utilise 'live' data effectively.

The company has commissioned multiple security levels, especially voucher security which EBC feels is a very important feature.

With dispersed staff, the company needs to allow or disallow certain kinds of vouchers. For example, the person in the godown who is receiving stock should not be able to send out stock. Or the person who is preparing the sales bill should not be allowed to receive stock. Possible misuse of the system is thus avoided, which otherwise could lead to complications.



Mukesh Khanna
Suyog System & Software

When asked how he felt about Tally, Mr. Raghunandan Malik exclaimed "I am absolutely delighted with Tally! It is very simple to use and also very easy to use. Its rapid progress in the last few years is very reassuring and has helped us a great deal."

*Published in
SME CHANNELS - November 2011*

BENEFITS

- Simplicity
- Accuracy
- Effective synchronisation
- Desired level of security
- Real time inventory