



Tally.ERP 9 is CAPEX Friendly

“Though we initially used Tally as an accounting tool, later we utilised all the features of Tally- statutory requirements, service tax, TDS etc.,”

The Atria Convergence Technology Pvt. Ltd, now known as ACT Television, is a Bangalore headquartered leading cable service provider. It has its presence in towns in Karnataka and other states like Andhra Pradesh and Madhya Pradesh. Its founder, Mr. Sunder Raju, has rich experience in this field and is one of the most respected persons in the Indian Cable Industry.

ACT has arguably the best senior management team in the Indian Cable Industry and operates through reputed technology partners including Cisco, MroTech, Oracle and Verismo. Its product portfolio includes Digital TV2, Cable TV3, IPTV4 and Broadband.

As the company grew larger since 2007, it needed a complete bouquet of IT products and services. Tally happened to be its natural choice. “Initially we only used Tally as an accounting tool. We came in touch with IT Catalyst – Master Tally Partner in 2010. Our idea was to utilise all the existing features of Tally like statutory requirements, service tax (input and output), TDS, etc.,” R. Chandrashekhar, Manager – Finance at ACT, Bangalore, said.

“Purchases, Addition, Disposal and calculation of depreciation are main areas that we use Tally for. We are a capital sensitive company and use CAPEX (capital expenditure) i.e., we have a fixed budget to track our purchase, balance and credits, allowing the user not to spend more than the allocated budget,” he said.

Sangamesh from IT Catalyst said, “Our knowledge of CAPEX was lacking and we got a good exposure through them. ACT is

different from other businesses like trading, IT, etc., Because though it functions as a corporate, it is structured as a subsidiary.”

“Even though they were using Tally from the beginning, they were not aware of the other features of Tally like maintaining statutory records, service and TDS reports. These services were not captured earlier,” he added.

“On Customisation – Fixed Asset Accounting which is not a standard feature of Tally but was an add-on. This feature, by click of a button, does the depreciation entries into P&L (financial),” Sangamesh said.

“ACT is into various branches of services, earlier all data from these services were pooled into one ledger. Now, we have separate ledger for each category, thus increasing our efficiency,” Chandrashekhar added.

“Another feature that we adopted was in the invoice section. We made provision to provide an open balance to the vendor and also to indicate the previous outstanding balance if any; each invoice will confirm the vendor balance,” he said.

“Utilisation at branch level: we have on one side revenue generating branches (branches that are source of income) and on other capital utilising branches (branches that consume capital). Tally has helped us to club and consolidate the input and output capital utilisation from these branches,” he said, adding, “Advantage: Tally comes with multiple tools with very flexible accounting functions.”



Y Sangamesh, I T Catalyst

“Though Tally was being used from the beginning, the features like maintaining statutory records, service and TDS reports were captured in due course of time” - Y Sangamesh