



Mobile Handset Distributor Grows on Tally.ERP 9

“We like to control our systems from a remote access as we like to see our balance sheet, Rol, etc. Tally.ERP 9 helps us immensely in that way,” says Dilip Kalra

Delta Prime Marketing Pvt.Ltd. is one of the premium distributors of Spice Mobile across India. The reason being they contribute almost 20% of Spice Mobile business in India. By virtue of its size, Delta is one of the biggest mobile distributors in Rajasthan also.

Based out of Jaipur, Delta started its operation way back in July 2005 as a small multi-brand mobile handsets distributor. But after one year, the company became exclusive partner for Spice Mobile for the entire region (Rajasthan) with a very small number of 5000 units' commitment; but today the company is selling an excess of 1.2 lakh units of handsets. Besides, the company has also expanded this engagement of Spice to Gujarat by opening a branch office in this state in February 2011. Their revenue is expected to touch ` 300 crores this year out of which the state of Rajasthan will contribute ` 250 crores and Gujarat will contribute ` 50 crores.

Mr.Dilip Kalra, MD, Delta Prime Marketing Pvt. Ltd., says, “We are exclusive distributor for Spice Mobile and it is a bigger cake. We started with so many other brands including Tata, Reliance, Bird, Alcatel, Samsung, etc., but it was for a short span. We have a very big channel in Rajasthan. I have 60 micro distributors who are exclusive for me and there is a loyalty and bonding with them.”

In order to manage his business Mr. Kalra had implemented Tally solution from the beginning. It was Tally 7.2 at that point of time. Now, obviously, he has upgraded it to Tally.ERP 9.

“To be very honest, Tally is the ideal solution for accounting purpose. Every beginner entrepreneur should go for Tally. There are so many other soft ware available in India but I think Tally is the easiest solution for the entrepreneurs. A lay man can use it. I suggested all of my channel partners to have Tally in their systems. We like to control our systems from a remote access monitoring our balance sheet, Rol,etc. Tally.ERP 9 helps us immensely in that way,” said, Mr. Kalra.

Recalling his initial experience with Tally software, he added, “When we implemented Tally, I called up Mr. Dhiraj Vijayvargia, Director, Priyam Infosystems, the Master Tally Partner and my good friend, to help us implement. It took us only one week to set up the entire system. I knew he had a good hold on this market. After implementation, from time to time, he supports me and helps me in upgrading the system. For example, I needed personalised solutions. I was facing some problem in inventory management and he gave me solutions i.e. Narration Searching & Smart Tally. He is very particular in supporting me in those areas.”

After opening branch in Gujarat, Delta Prime synchs data every day back and forth from Gujarat BO to Rajasthan HO and Tally is helping them to do so with ease. Mr. Kalra said, “Fortunately with the help of Tally.ERP 9, it is easy to file our returns including VAT, service tax and other Govt. taxes. I am completely satisfied with Tally. My channel partner - Priyam Infosystems -is really helpful. He keeps me updating about the issues and up-grade the system accordingly. He has a very professional team. I really appreciate that.”



**Mr. Dilip Kalra - Managing Director
Delta Prime Marketing Pvt.Ltd.**

Even after implementation, from time to time,
Mr. Dhiraj supports and helps us in upgrading the system.



**Mr. Dhiraj Vijayvargia - Director
Priyam Infosystems Pvt.Ltd.**

Delta Prime Marketing is one of our important customers and it
is a pleasure to support them.