

About Minimalist

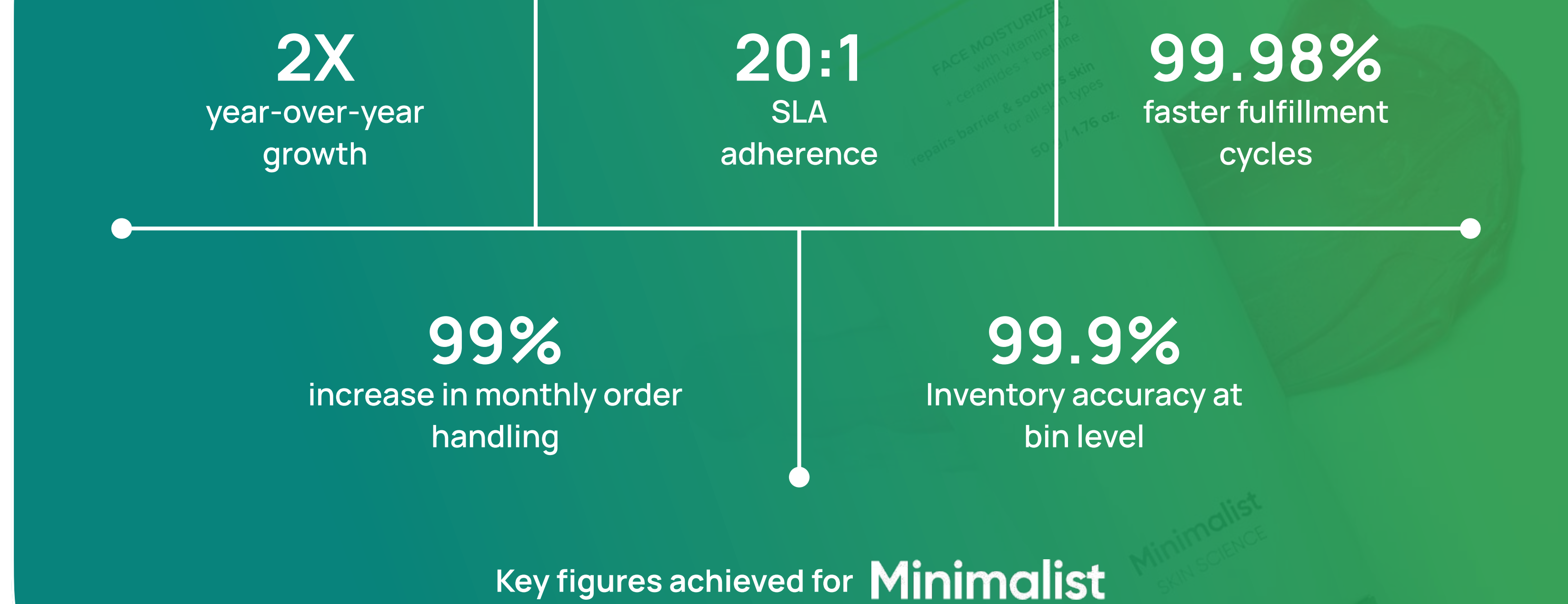
Minimalist is one of India's fastest-growing personal care brands, built on a foundation of ingredient transparency and data-driven formulation. With a commitment to clean science and customer trust, Minimalist has redefined skincare in the digital-first D2C era. Operating across both B2C and B2B segments, the brand has scaled rapidly-driven by operational efficiency, product innovation, and a loyal customer base. Its emphasis on quality control and streamlined fulfillment has positioned it as a benchmark in the beauty and wellness space.

Minimalist Vision

Minimalist has experienced significant growth in the B2B market, which led to scalability challenges that the existing systems could not manage. To support smooth operations and accommodate dynamic business growth, Minimalist sought a **centralized Warehouse Management System (WMS) & Order Management System (OMS) to streamline all business functions.**

Overall Impact

By deploying EasyEcom's unified OMS + WMS stack, Minimalist achieved:



EasyEcom Impact

Significant improvement in managing both B2B and B2C operations, powered by EasyEcom's cutting-edge technology that delivers robust OMS and WMS capabilities—essential for optimizing brand operations at scale

EasyEcom Products Used

-  Order Management System (**OMS**)
-  Warehouse Management System (**WMS**)




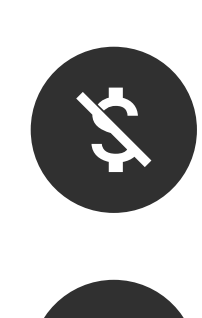



EasyEcom Scope

-  **B2C eCommerce** (D2C & Marketplaces)
-  **B2B** (General Trade, Modern Trade, QuickCommerce)

Previous Challenges vs EasyEcom Impact


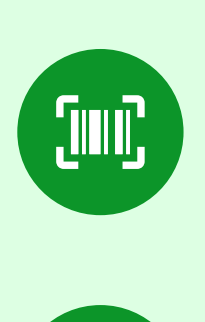
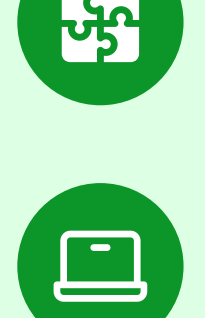

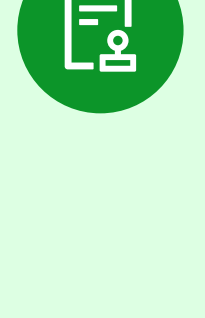


Before EasyEcom, the brand's processes were largely manual, siloed, and prone to delays or inaccuracies. Here's how EasyEcom resolved them:

PREVIOUS CHALLENGE

-  **Manual B2B order processing**
-  **Manual expiry checks for B2B**
-  **Error-prone product inwarding**
-  **Lack of SAP-WMS communication**
-  **Frequent inventory mismatches**
-  **B2B pricing errors**
-  **Complex carton vs unit-based inventory movement**



EASYECOM IMPACT

-  **Complete automation** with rule-based workflows and inventory allocation
-  **UOM + Letdown features** enabled flexibility and accuracy
-  **QR code scanning** at GRN with batch, expiry, UOM, and MRP capture
-  **Customized integration** improved data consistency and workflows
-  **Scan-based movement** and cycle counts increased traceability
-  **Auto-application** of customer-specific pricing schemes
-  **Shelf-life-based allocation** ensured compliance without manual checks

WMS Metrics

This section highlights the tangible improvements in warehouse operations after implementing EasyEcom's WMS. From labor productivity to space optimization and inventory accuracy, the numbers show how automation and smart workflows significantly improved Minimalist's backend efficiency.

- Warehouse Expansion** - Supported **rapid scaling to 5 warehouses** with consistent performance across **40+ cities**
- Picking Productivity** - **95% increase** per person in 30-minute intervals
- Packing Productivity** - **27% increase** per person in 30-minute intervals
- Space Utilization** - **Significantly improved** without additional infrastructure
- Bin-Level Accuracy** - **95.8% accuracy**, even during peak season-with zero buffer inventory
- Inventory Accuracy (Cycle Count Discrepancy %)** - **Improved from 70% to 98.8%**
- Fill Rate %** - **Increased from 88% to 98%**

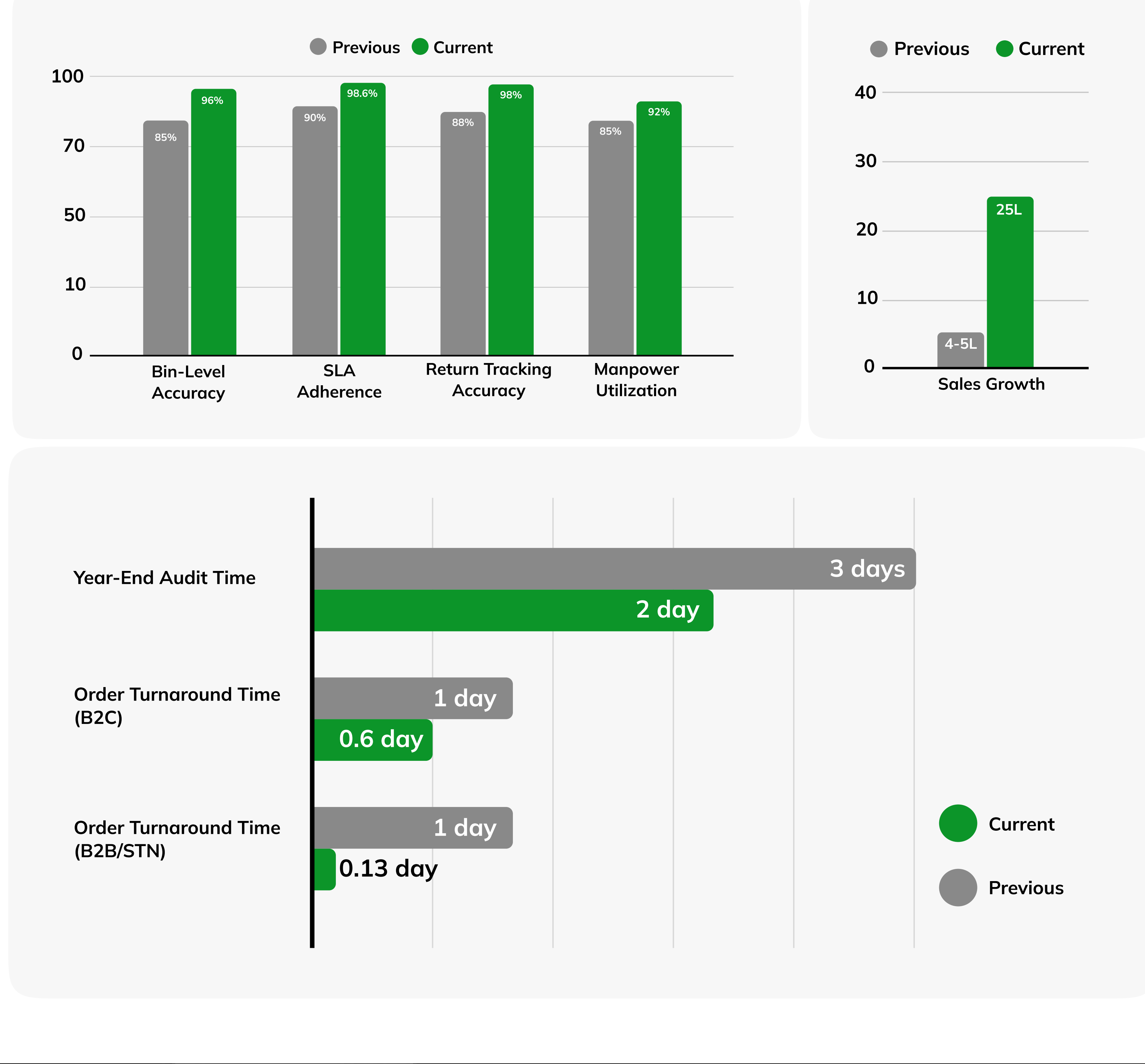
OMS Metrics

Post EasyEcom implementation, Minimalist's order management system transformed into a high-performance engine—powering scale, speed, and precision. This section outlines how key OMS outcomes directly translated into improved customer experience, operational speed, and reduced losses.

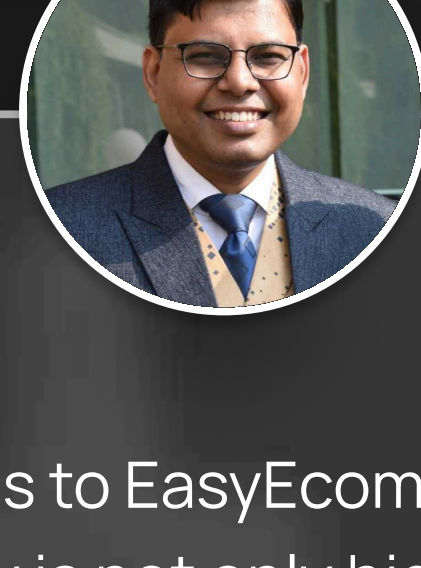
- Peak Season Capacity** - Managed over **25 lakh units/month** seamlessly
- SLA Adherence** - **99.95%** with zero breaches
- Order Processing - Time Reduced by 60%**, down to 12–16 hours
- Dispatch Cycle** - **50% reduction** in dispatch cycles
- Order Cancellations** - Due to Inventory **Reduced to 0.2% from 3%** previously
- B2B SLA Compliance** - **Improved with Unit of Measure (UoM)**-based processing

Performance Tracker

Here's a snapshot of operational KPIs that significantly improved with EasyEcom, leading to higher profitability and operational clarity.



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"Switching our warehousing operations to EasyEcom WMS has been a game-changer for us. The platform's advanced technology is not only highly relevant to our business but also surpasses most other solutions we've explored. What truly stands out is their exceptional service response time, which keeps up effortlessly with our fast-paced environment. We wholeheartedly recommend EasyEcom to any brand seeking a top-tier WMS solution."

Rohit Gupta
Head of Supply Chain Management, Minimalist

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