



EMPOWERING EFFICIENCY

**The Indian Garage Co.
Scales to Fashion Heights
with Increff WMS**





From Humble Beginnings to Fashion Powerhouse

The Indian Garage Co. (TIGC), a trendsetting force in India's D2C fashion scene, has captivated fashion enthusiasts with its vibrant apparel and footwear since its launch in 2011. Experiencing a phenomenal 6X growth surge in just three years, TIGC has become a major player, commanding a significant market share through its website & leading e-commerce platforms.

Scaling Up Brings Challenges

This phenomenal rise, however, presented its own set of hurdles. In 2011, TIGC began by managing a manageable 3,000 daily orders. Today, that number has skyrocketed to a staggering 30,000 daily orders. To keep pace with this exponential growth, TIGC realized they needed a robust Warehouse Management System (WMS) to tackle supply chain and inventory management challenges.

Their goals were clear:

- **Enhance order processing speed**
- **Improve inventory accuracy**
- **Increase marketplace visibility (critical for sustained sales and growth)**
- **Ensure zero manual intervention to avoid human errors**

Limited technical expertise in setting up a scalable warehouse operation led TIGC to Increff, a leading provider of intelligent e-commerce solutions.



The Increff Advantage

Increff implemented its Gartner-recognized, cloud-hosted WMS solution, transforming TIGC's warehouse operations. Here's how Increff orchestrated TIGC's success:

- **Building a Warehousing Powerhouse:** Increff helped established one of India's largest e-commerce warehouses for TIGC, spanning a massive 60,000 square feet.
- **Process Optimization:** Increff's team guided TIGC in implementing efficient processes and deployed personnel on-site to ensure seamless operations.

Key Features

- Pinpoint Accuracy with Serialized Inventory
- Less than 10 seconds Inventory & order sync for peak efficiency
- Sell live inventory even during partial GRN completion, maximizing sales potential
- Sell 100% of inventory across all channels simultaneously without excess safety stock
- Prioritize B2C orders effectively with dynamic picklists, ensuring timely deliveries and SLA adherence
- Efficient B2C picking through consolidated multi-channel operations
- Effortless B2C order sorting and consolidation for large-scale e-commerce operations
- Streamlined SPF claims process with video capture for returns and easy management of item-level returns
- 100% scan-based operations, eliminating human error and manual decision-making
- Comprehensive audit logs for complete operational transparency
- Uninterrupted cycle counts without disrupting daily operations



Impacts Delivered

By implementing Increff's WMS, TIGC achieved complete visibility and control over warehouse operations, enabling strategic decision-making. This resulted in a significant transformation:



25,000-30,000
shipments seamlessly
managed daily



100%
digitization to reduced training
time and boosted



<48 hours
order fulfillment



99.99%
bin-level accuracy for
complete stock confidence



100%
marketplace visibility, driving
significant sales growth



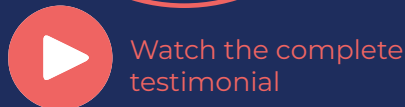
100%
reduction in human
intervention



"Transforming our retail operations was no small feat, but with Increff's partnership, The Indian Garage Co. achieved significant growth. Their guidance helped us expand into a massive 60,000-square-foot e-commerce warehouse, one of India's largest. Daily shipments skyrocketed from 3,000 to an impressive 25,000-30,000, a testament to Increff's impact. Increff's team provided constant support, promptly addressing any obstacles we faced. They are a true asset to our success."

Anant Tanted

Founder and CEO, The Indian Garage Co.



Watch the complete
testimonial

About Increff

Increff is a retail SaaS company solving complex inventory management and supply chain challenges. Over **700** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.



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