



## Piramyd Retail to implement Dynamics Vertical Solution's LS Retail

**Mumbai, April 2007:** Piramyd Retail Limited, one of India's fast-growing retailer and a part of the Ashok Piramal Group {Life Style Retail department stores: Brand - Piramyd Megastore & Food and Grocery Stores: Brand - TruMart} has signed a deal with Dynamic Vertical Solutions (DVS) for implementation of LS Retail. The deal is about 100 stores & 500 Point of Sale (POS) by April 2007, which is a win against JDA for TruMart.

Dynamics Vertical Solution (DVS) is the technology and market leader in providing integrated software and business solutions to bring the best practices to Indian retail and hospitality industry. DVS has added on Piramyd Retail Ltd to its list of clients. The implementation is being done by Dynamic Vertical Solution's partner V-Serve Consultants Pvt. Ltd. LS Retail is a product of Landsteinar Strengur, a leading international developer of retail and hospitality solutions. LS Retail is built on Microsoft Dynamics platform and features a MS software look and feel, making it user-friendly. It helps integrate data across organization divisions to analyze trends.

*Speaking on the deal announcement with Piramyd Retail Limited, Ms Rakhee Nagpal, Managing Director, Dynamic Vertical Solutions, said, "We strive to provide Indian retailers with latest solutions to enhance their operational excellence and improves their bottom line. The LS Retail solution will help Piramyd Retail in optimizing their business systems, to align supply chain management and enhance customer experience across in store. Our aim is to help Piramyd better prepare to seize the market opportunity faster while being cost effective".*

Aimed at retail and hospitality sectors, the solution covers POS, back office and head office in a single application, allowing easy integration with retail management, financials, sales, purchase, inventory, human resource, payroll, CRM and production functionalities, with the option to buy only the set of functionalities required, and scale up with growth.

Piramyd is currently using custom developed POS and competition was from big players like JDA. LS Retail suite of solution fulfils more than 85% fitment to the client's requirements and ease of use and fully integrated environment. LS Retail is an end-to-end retail solution that covers everything from POS to back office and head office. The setup can range from a single store with one POS to a complex, multistore environment that integrates with your overall business operation.

Highlight	
Customer Benefits	Company Benefits
Faster check out	Optimizing the inventory
Easily tracking of Loyalty point (CRM)	Help in improving the product sales cycle
	Central controlled procurements
	Centrally online availability of sales and stock information
	One solution end to end, this will avoid data delicacy, integration problem etc.

DVS continuously keeps delivering the solutions that enhance the business excellence of respective players. It is used in more than 13000 stores across 140 countries in 30 languages, with prominent international customers that include IKEA, Adidas, Esso, Shell, Pizza Hut, Booths supermarket and more....Piramyd Retail Ltd has also joined the bandwagon.



### About Dynamic Vertical Solutions:

Dynamic Vertical Solutions (DVS) is a market and technology leader in end-to-end integrated and adaptable business management applications providing comprehensive solutions for organizations of all sizes and all Industry sector. DVS is the exclusive distribution partner of the LS Retail suite of solutions for the Indian market. Headquartered at Gurgaon, New Delhi, the team at Dynamic Vertical Solutions interacts with various industries and delivers solutions requiring research, analysis, product designing and market innovation ([www.dynamicverticals.com](http://www.dynamicverticals.com)).

As of today, DVS has already signed up with customers to work on 600+ stores in India. The major clients are from Food & Groceries, Jewellery, Fashion & Hospitality market. With clients like US Pizzas, Linc Retail, Albeli Fashions, Fucom Retail, Eicher Good earth, Seasons Furnishings, Fabmall (Trinethra Super Retail), MK Retail, Body Care International, Disney Artists Stores, Door Steps(Vidkris India), Lilliput and many others.

### About Piramyd Retail:

Piramyd Retail Ltd (PRL) is a part of diversified Ashok Piramal Group. The group presence is in Real Estate, Textiles, and Engineering and Auto parts apart from the booming Retail Sector. Piramyd Retail operates two formats under the brand name of Piramyd Megastore and TruMart.

Piramyd Megastore's basic model is of the departmental store and it envisions becoming one of the top three players in the departmental store segment. As a leading player in organized retail, the company currently runs 7 Piramyd Lifestyle stores, which is a fashion and lifestyle chain having a pan India presence with stores in 6 cities. Piramyd Lifestyle offers a wide range of latest & trendy merchandise in Men, Ladies, Kids, Home and Accessories and a relaxed shopping experience coupled with excellent customer service. Around the year, there is constant excitement in the stores with innovative promotions; exciting offers and in-store buzz events. "Piramyd Power Club" Piramyd Lifestyle's Loyalty program for its esteemed customers offers a host of benefits to make your shopping more rewarding.

Piramyd Megastore is a lifestyle departmental store where as TruMart a much-upgraded *Kirana store* is positioned as a dependable neighbourhood store offering genuine value with a predominant presence in Western India. The company currently runs 25 TruMart stores, which offer genuine value to customers coupled with convenience and high service. It attracts smart and informed customers mainly women segment for their Food, Home and Personal care needs. The brand promise is stated as "Fresh & More" and attracts customer loyalty through the "Trusmart Program". The management has chalked out aggressive rollout plans to expand TruMart presence.

### For further information please contact:

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