



**Mahalakshmi Kundan Meena  
Diamond Jewellers Pvt Ltd**  
Jaipur



**LP-44**  
Desktop  
Label Printer



**RP 3200**  
Thermal  
Bill Printer



**BS-L301  
Platina**  
Omni-Directional  
Laser Scanner

## TVS-E AIDC SOLUTIONS ENHANCES THE EFFICIENCY OF MAHALAKSHMI JEWELLERS

### Customer

**Mahalakshmi Kundan Meena Diamond Jewellers Pvt Ltd** is a leading jewellery retail merchant in Jaipur. The shop enjoys high reputation among the customers and has been in business for the past 45 years.

**Retail** jewellery business is in the upswing now. Jewellery shops understand the need to gear up to the demands of new age customers and offer them wonderful shopping experience besides offering endless range of ultra-modern jewellery.

Mahalakshmi Kundan Meena Diamond Jewellers wanted to offer their customers the same shopping experience and efficient transactions similar to what they get in metros and other big cities.

Jewellery shops normally feature huge number of SKUs. Hence tracing & tracking of the smallest item is usually a cause of concern. The current process of manual tracking was quite tedious and thus the customer wanted a simple solution.

Moreover, none of the jewellers in that area had a sophisticated billing infrastructure. In order to gain an edge, Mahalakshmi Kundan Meena Diamond Jewellers needed an efficient billing and tracking system which would not only help improve their operational efficiency but would also provide them a simple solution and help serve their customers better.



# Case Study



## Key Customer Challenges

- Every evaluation counter had to be supported by a printer that could print the estimates in quick successions. The output at the same time has to be crisp and clear
- Every SKU of the store had to be TAGGED for tracking. Hence there was a requirement for a printer that could print TAGS of various sizes to suit the size of the SKUs (from small rings to necklaces)
- A reader to scan the TAGS was equally important. This would capture barcodes instantly thrown at it from varying degrees
- Above all, apart from high performance, this infrastructure should be rugged enough to handle the continuous flow of customers



## Solution

After an in-depth study, we found that the customer would print 50 to 70 bills on normal days & up to 200 bills during weekends and auspicious days. The customer had two billing counters and two estimation counters (mainly for exchange of old gold or for customization of ready made designs)

Based on customer requirements, we recommended RP3200 (thermal printer) to print gold estimations, LP-44 (thermal transfer label printer) for printing jewellery tags and BS-L301 Platina (omni-directional laser scanner) for decoding barcodes.

### RP 3200 is highly suitable here as it has

- **Faster print speed** (200 mm/sec) - Ideal for busy outlet
- **Auto-cutting facility** - Easy to tear
- **Zero maintenance** - Nil worries about maintenance
- **Rugged** - Tailor made to perform in any condition

### LP-44 is perfect for customer requirements because-

- **Prints on wide media** - Can print on varied label widths of 1" to 4", ideal for accommodating small to large sized tags of different sized ornaments
- **Non-stop printing** - With a high ribbon capacity of 300 meters, it can print non-stop without frequent ribbon changes
- **No printer jams** - The unique dual motor system ensures one motor is used for ribbon management and the other for labels. Thus assuring no label jams even after long hours of continuous printing

### BS-L301 Platina suits the customer requirements because-

- **Powerful scanning performance** - with 20 line omni-directional pattern and 1200 scans per second, it has unbeatable 1<sup>st</sup> read success rate of any kind of barcode
- **Flexibility** - The scanner head can be tilted to 30°, hence can be adjusted to the user's convenience, reducing user fatigue
- **Elegant looks** - This scanner looks elite and is just the right fit for the opulent jewellery ambience

## Key Customer Value

The product offering addressed every pain point of the customer. This comprehensive solution ensured -

- Quicker billing
- Simple method of tracking and tracing their items
- Flawless performance during peak hours
- Enhanced customer service
- Improved operational efficiency

## Customer Testimonial

"I got a complete solution from TVS-E. Now the customer experience in my shop is on par with a metro based jewellery shop."



- Mr. Vivek Agarwal,  
**Director**

Mahalakshmi Kundan Meena  
Diamond Jewellers Pvt Ltd.

Reported by: Gurpreet Hundal - POS Sales Team, Rajasthan

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