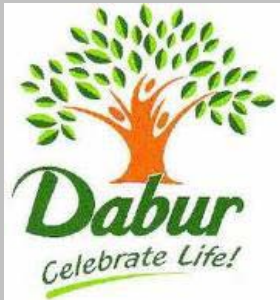


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- Service Architecture



M-Powering Dabur

A Case Study

January 2010

Introduction

Dabur India Limited is the fourth largest FMCG Company in India. Building on a legacy of quality and experience for 125 years, Dabur operates in key consumer product categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care & Food. Brand Dabur has stood for goodness through a natural lifestyle.

Dabur India Limited is undergoing the challenging transition from family management to professional management, while staying true to the legacy and traditions of its founders.

Business Scenario

Dabur India Limited is India's leading FMCG company with revenues of US\$600 million (Rs 2834 Crore) & Market Capitalisation of over US\$ 2.2 billion (Rs 10,000 Crore). Dabur has a history of more than 100 years and the company has 2 major strategic business units (SBU) - Consumer Care Division (CCD) & Consumer Health Division (CHD), and 3 Subsidiary Group companies - Dabur Foods, Dabur Nepal and Dabur International.

Dabur International has 3 step down subsidiaries - Asian Consumer Care in Bangladesh, African Consumer Care in Nigeria and Dabur Egypt.

Business Needs

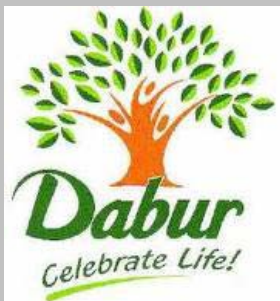
The company owns astounding network of dealers, distributors and sales force across the country. Dabur desired to manage and enhance the communication process with its dealers, distributors, and sales force located at far off places.

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com

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They needed a speedy, cost effective and reliable mode of communication for the diffusion of information with their sales personnel's for sending alerts and regular updates on:

- Targets and Achievements
- New product launch
- Internal communiqué

without any delay.

Solution

In order to ameliorate the communication process at Dabur, ValueFirst proposed its best-in-class application, **ValueFirst VelocityPlus** along with a **Virtual Mobile Number (VMN)**.

ValueFirst VelocityPlus is a Windows based software application that empowers enterprises to send SMS's from a desktop/laptop computer to the mobile phones of their customer, stakeholders and prospects alike and receive incoming messages from mobile phone via Short code/Long code (For example: -56070/ 98XXXXXXXXX). It has been designed and developed, focusing automated messaging needs of enterprise users.

It facilitates updated status of sent/received messages. Besides, it provides multiple options to send messages with predefined conditions. Users can schedule the messages for a future date and time. It empowers users to apply business rules to send the targeted communication to target audience.

The ValueFirst VelocityPlus helped Dabur in enabling a two-way communication between company and its sales personnel.

Virtual Mobile Number (VMN) is a 10-digit Long code which can be configured on Valuefirst servers to send and receive SMS from subscribers of any mobile operator without involving any additional human efforts. The mobile messaging suite, in addition, offered complete automation of various processes of Dabur.

M-Powering Dabur India Limited

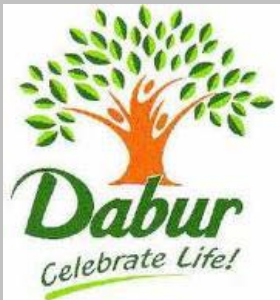
SMS Enabled Processes:

- Reminders could now be sent to the sales force on targets, new product launch and internal communiqué in a more secured and reliable mode using SMS

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- Company is now enabled to manage all resources in sync with specific targets and goals
- The entire sales force of the company is now kept informed time to time regarding their targets and achievements by sending scheduled reminders through SMS
- Any information regarding dispatch and collection of company's products is now easily communicated to the vendors by the mode of SMS. Also, the distributors are timely informed about the launch of new products and services

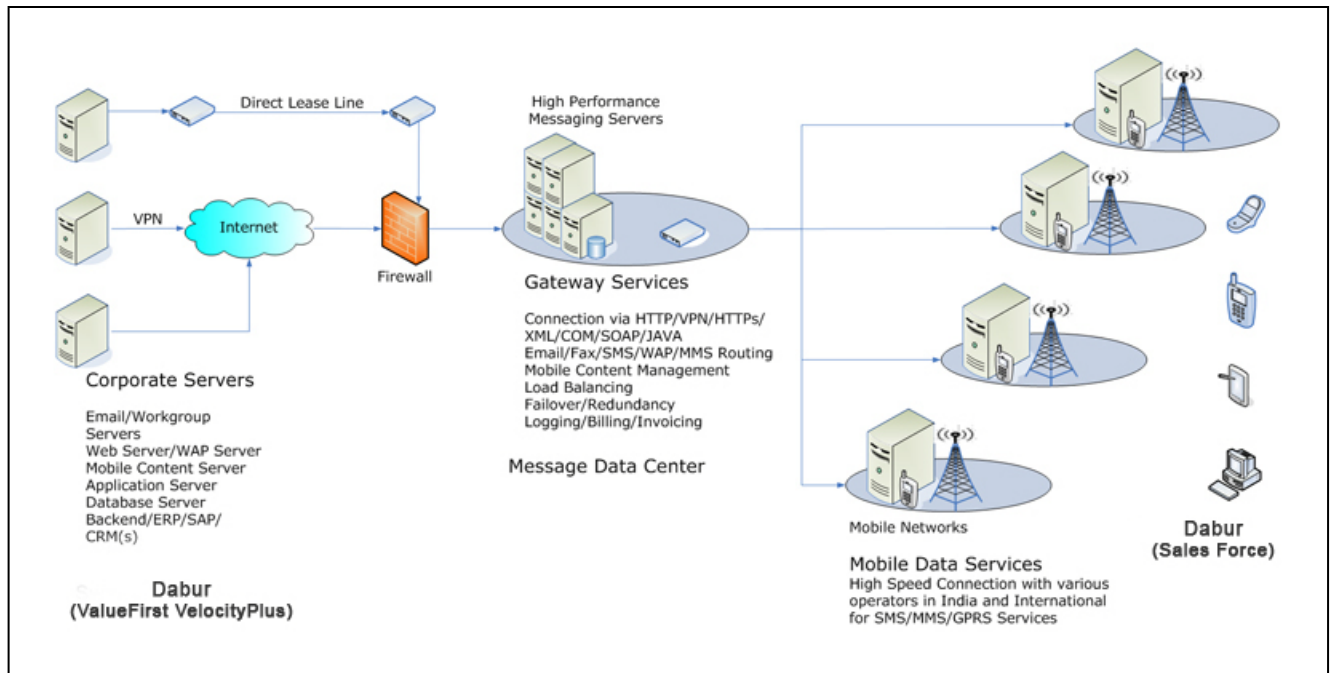
Benefits

- Enabled two-way communication between company and its sales manager, sales personnel and executives located at far off places
- Provide highly reliable and cost effective communication
- Reduced operational cost as it involves less manpower
- Reduction in delivery time of information due to automation
- Enabled Dabur with regular stock updates & competitive market analysis

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

Service Architecture



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