

BLACKBERRYS
Every day feel trendy with us

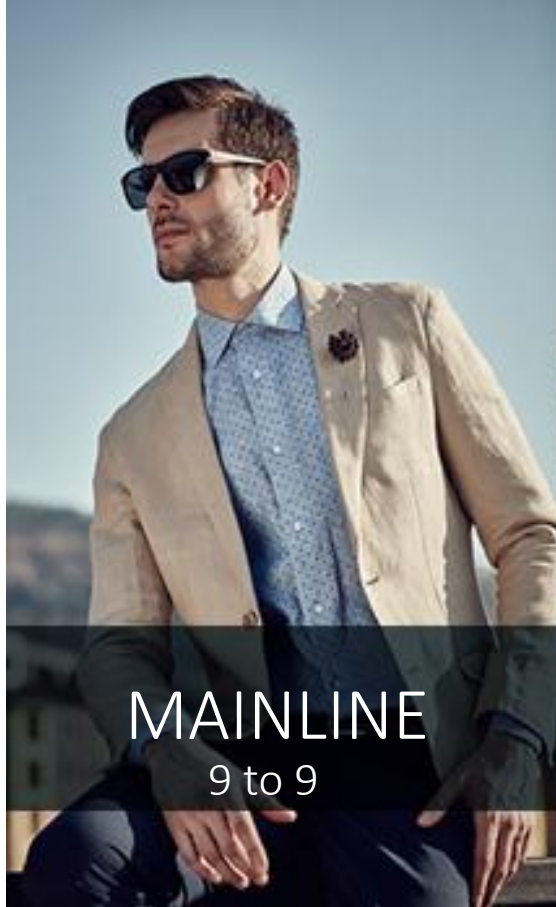


Presenting:

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CFO & Head Commercial, Legal & Secretarial

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MAINLINE
9 to 9



URBAN
Quirky casuals



CASUAL
Smart Business Casual

Blackberrys is one of India's leading premium menswear fashion brand, It was established in 1991 & mainly caters to men. The brand has grown from a wholesale to retail over time, and now to a leading fashion company.

BlackBerrys became one of the few brands to introduce Dress Line Trousers – impeccable & neat formal trousers for men who wanted to dress sharp at work.

US \$100 M Annual Spend, 217 Exclusive Stores, Present in 115 Cities

Our Sourcing Transformation Journey



“Cost cutting is no Longer the solution to sustainable Profitability, the key to success is finding creative ways to Optimize it”

Blackberry Sourcing Prior to 2016



- Manual Processing
- Low spend visibility
- Challenge in tracking contract renewals
- Lack of transparency and visibility



Blackberry Sourcing 2016, 2017, 2018

- Automated Processing
- Lower Risk & Increase Efficiency
- Hassle free tracking and renewals of contracts
- Improved Control & Transparency
- Faster TAT

US \$29.3 M Annual Spend, 12% savings



Key Learnings

Collaboration is key

Resistance to change is normal!

100% commitment from leadership. Strong champion

Challenge status quo!

Attempt and fail rather than not try (for example raw materials)

Identified -> Realized Savings!

Imperative to follow through post sourcing processes.

Make it a lifestyle!

eSourcing is not just about saving cost but cost avoidance & transparency, compliance

Optimizing Value

Introduction Year 2016



Spend Category	Historical Spend	Ivalua Spend	Savings
New Store Projects	\$2.1 M	\$1.8 M	14%
Packaging	\$1.6 M	\$1.3 M	19%
Gifting & Events	\$1.1 M	\$1.0 M	9%
Visual Merchandise	\$1.3 M	\$1.0 M	23%
Contract Labor & IT Infra	\$1.9 M	\$1.7 M	10%
Trade Purchases	\$1.8 M	\$1.6 M	11%

US \$9.8 M Annual Spend (FY 2016-17), 14.3% Savings Achieved

Optimizing Value

2nd Year, 2017



Spend Category	Historical Spend	Ivalua Spend	Savings
Continual Savings from Past	\$9.0 M	\$8.0 M	11%
Packaging	\$1.0 M	\$0.9 M	10%
Gifting & Events	\$1.4 M	\$1.3 M	7%
Trade Purchases	\$6.2 M	\$5.5 M	11%
New Office Infra	\$1.9 M	\$1.7 M	10%

US \$19.5 M Annual Spend (FY 2017-18), 10.8% Savings Achieved