

eMACH.ai Retail 6DX's Future-Ready Technology Overhaul for Kalyan, Kerala's Premier Hypermarket Chain



The Challenge

Kalyan aimed to adapt to a cloud-native POS solution and customer engagement tools to underpin their long-term expansion strategy. The key challenges included:



Operating without a cloud-native solution led to a **20% annual increase in IT operational expenses**, along with significant delays in system-wide updates.



Updating individual POS terminals took an average of **three hours per terminal**, consuming valuable manpower and causing major operational disruptions across multiple locations.



A **scalable and consistent** solution was needed to ensure seamless operations across all locations while supporting future expansion.



Kalyan aimed to develop a **future-ready strategy** to drive long-term customer loyalty.



The company also sought to implement a **robust promotion engine** to enhance customer engagement.

About Kalyan Hypermarket

Kalyan Hypermarket is Kerala's leading food and grocery chain, offering a vast selection of over 60,000 products across 2,000+ brands to meet the diverse needs of its customers. As a one-stop destination for grocery shopping, Kalyan is committed to delivering exceptional convenience, ensuring timely deliveries, and upholding the highest quality standards. With an unwavering commitment to customer satisfaction, the brand strives to provide a seamless, reliable, and enriching shopping experience.



The Solution

Kalyan chose eMACH.ai Retail 6DX for its advanced integration capabilities, top-notch user interface, and cloud-native API-first architecture. Built on the MACH framework (Microservices, API-First, Cloud-Native, and Headless), eMACH.ai Retail 6DX seamlessly integrates with any third-party technology ecosystem, ensuring agility and scalability.

Kalyan greatly benefitted from the 6DX suite of solutions:

- **The eMACH.ai Retail 6DX POS**, operating in a fully cloud-native environment, optimised billing operations by enabling automated system updates across all terminals.
- **The eMACH.ai Retail 6DX mPOS** (mobile point-of-sale) empowered staff with **real-time insights** on sales and inventory, reducing customer wait times and enhancing the overall shopping experience.
- **The eMACH.ai Retail 6DX promotion engine** unlocked **200+ promotion combinations**, allowing Kalyan to create tailored offers and campaigns that align with their unique business needs.
- **The eMACH.ai Retail 6DX Inventory Management** feature provided **real-time inventory visibility**, ensuring optimal stock levels and eliminating shortages.
- **With eMACH.ai Retail 6DX**, Kalyan could set up new **checkout terminals within 15–45 minutes**, significantly improving operational efficiency.

- **eMACH.ai Retail 6DX** developed a **white-label app, "Star Koins,"** exclusively for Kalyan's customers, available on iOS and Android. This app enabled users to **manage loyalty points, access exclusive offers, review purchase history, and locate stores**. As a result, Kalyan achieved a **140% increase in its customer base over five years**.

Solution Overview: eMACH.ai Retail 6DX's Impactful Implementation

- 1 **Deployed 55+ POS counters across 8 outlets**, enhancing transaction efficiency.
- 2 **Enabled 200+ promotion combinations**, significantly boosting customer engagement.
- 3 **Improved maintenance speed by 80%**, ensuring seamless operational efficiency.
- 4 Achieved an **8X increase in daily transactions within a year**.
- 5 **Automated system updates within 30 minutes**, optimising performance and reducing downtime.
- 6 **Introduced a tablet POS solution for faster checkouts**, effectively minimising wait times.
- 7 Launched **"Star Koins," a white-label app**, elevating the customer experience **and driving a 140% increase in the customer base over five years**.

eMACH.ai
Retail 6DX

Corporate Office
Intellect Digital Technology for Commerce (iDTC)
249, Udyog Vihar, Phase-IV, Gurgram, Haryana, India.
Tel: +91-124-3099700

To connect with our Global Sales Head,
Mr. Tasleem Arif,
tasleem.arif@intellectdesign.com

