

MK Ahmed Supermarket

MK says 'OK' for TVS~E POS Products



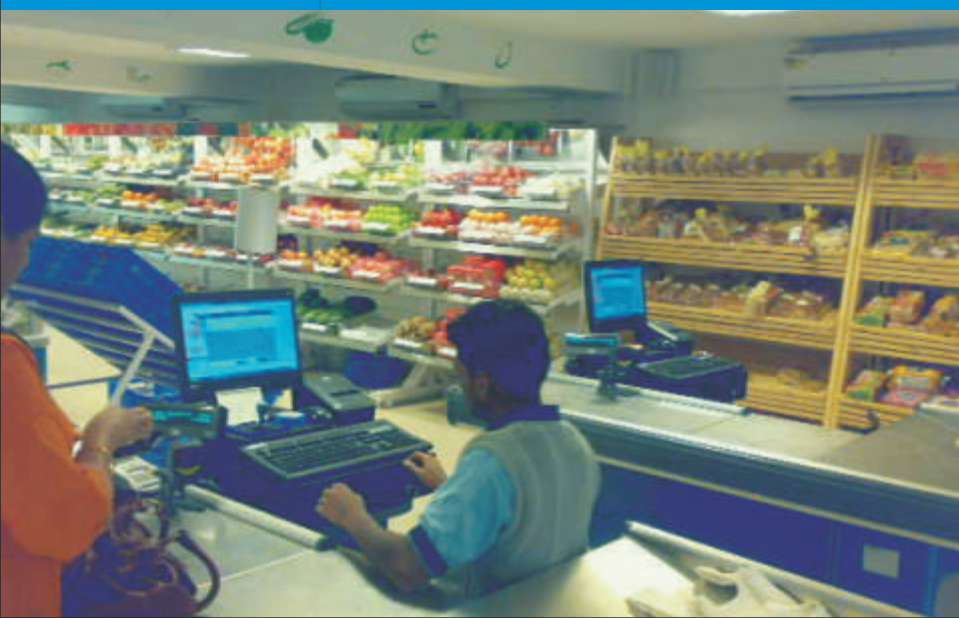
MK Ahmed Group was founded by M.K. Ahmed & Sons in 1927. M K Ahmed Supermarket (part of MK Ahmed & Sons group) is one of the leading Retail Supermarkets in Bengaluru. Established by Mr. Abdul Rahman, they have over 11 stores spread across Bengaluru and several other stores overseas. MK Ahmed Supermarket is one of the largest retail supermarket chains with ambitious expansion plans PAN India.

The Need:

MK Ahmed supermarket realized that though the customer likes spending long hours shopping, he expects quick check outs. During the peak hours, all the counters are occupied with a queue of 5~10 customers per counter. Also, an average bill has a minimum of 10 items. Hence billing counters efficiency & quick billing are extremely crucial. With a large number of customers visiting the store per day, maintaining customer records (for customer loyalty programs), system networking and prompt service also becomes equally important.

With such demanding customer needs, it was important for MK Ahmed supermarket to choose

- A brand that was reliable, that provided efficient systems and quick billing
- A brand that could provide a complete solution to enhance smooth operations & easy maintenance unlike his current situation where every peripheral was from a different company which made vendor management cumbersome
- A brand that would provide service 24X7



The Solution:

TVS-E customized a solution especially for MK Ahmed Supermarket to address all their pain points. The solution included an ATOM processor based Modular POS system with Thermal Printers (RP-3150 that can print over 48 bills per minute), Omni-directional Scanners (BSL-301 Gold with a scan speed of over 1,400 scans per second), TVS-E Mouse & Gold keyboard (the most selling keyboard of India), a 15" TFT screen (for wide viewing and transparent operations), Customer Displays (PD-220 VFD to display the current discount offers) and other peripherals like cash drawers for security. With this complete range of products and comprehensive service offering – ALL UNDER ONE ROOF, TVS-E became the 'one stop solution' provider to MK Ahmed Supermarket.



TVS Gold Keyboards



TVS-E Optical Mouse



RP-3150



BSL-301 Platina-HS



Customer Display



The Benefits:

Long queues of customers were taken care off by implementation of the latest technology and systems that were user friendly, hassle-free and extremely efficient.

The solution to multiple vendor management was resolved with the entire POS billing system being provided by TVS-E. This ensured smooth operations in contrast to their earlier problem of maintaining multiple companies' products.

With TVS-E's 400+ Service network, Hardware support and 24X7 maintenance was never a problem again for MK Ahmed Supermarket.

Happy Customer

"We are very happy with TVS-E Products and Services. TVS-E has always been known for their service excellence and they have truly lived up to the expectations set. We plan to open more stores in the months to come and TVS-E is our preferred choice for POS systems and POS peripherals."



Mr. EK NASIR
Director, M.K. Ahmed Super Market

