Madura Fashion & Lifestyle: Weaving HCM and Growth Together

Madura Fashion & Lifestyle (MFL), a division of Aditya Birla Nuvo Ltd, is one of India's fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, MFL introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashion wear and accessories within the country.

Market leadership is a stance that requires constant attention and MFL faced a need to sustain its position. The company required streamlining of their recruitment process, effective handling of employee training and performance, and management of their logistical processes and life events.

Challenges Faced

- Existing legacy system was not addressing the retail business requirements
- Inflexible and incapable of quickly changing to meet new business needs
- Customization was not cost effective and rendered the system unstable
- Diverse brands with different business rules in Talent Management

How Ramco Helped Set Things Right

Among the multitude of options in the market, including niche service providers, bespoke software and subscription-based Talent Management solutions, Ramco HCM stood out on two important factors – flexibility and attention to detail.

Some highlights of implementing Ramco HCM included:

- Retail-specific recruitment solution to address walk-in, bulk requirement & corporate initiatives
- Monthly performance appraisal for employees, which is consolidated into annual appraisal for both permanent and contract employees
- Workforce planning to plan personnel requirement by brand, based on the outlets

Business Benefits

- Planning and execution of the recruitment process in a streamlined manner
- Reducing recruitment costs, while acquiring the best talent
- Enabling automation of Performance Management and Assessment processes
- Performing comprehensive and systematic employee Records Management
- Auditing of the performance rating by external auditor
- Managing and developing talent pool through proactive suggestions of training programmes
- Proactive planning to address the workforce requirement for brand/outlet

How Ramco HCM Differs from the Rest

- HCM on Cloud with in-built Analytics
- Available on the go, supports multiple devices
- Easy to integrate with third-party systems
- New UI with alerts, notifications, role-specific workspaces
- Enables engagement of all stakeholders
- Comprehensive Talent Management
- Algorithm-based intuitive application

Want Ramco to Help You Too?

To find out more on how Ramco can answer your needs, just drop in a mail to contact@ramco.com or visit us at www.ramco.com/hcm