
Bhima Jewellers partners with Mphasis to enhance operational efficiency with RFID online tracking solution

Bangalore, 24 March 2009: Mphasis, an EDS company, today announced its partnership with Bhima & Brothers Jewellers, Mysore (B&BJ), a leading Jewellery retail chain of stores in south India. Mphasis has successfully implemented a state-of-the-art RFID solution to enhance B&BJ's operational efficiency throughout its branches. B&BJ's unique format of Jewellery retail has faced challenges in dealing with the need for quick and efficient daily stock management, which had previously been done manually.

As technology partner to B&BJ, Mphasis has devised a unique solution that caters to the manually-intensive Jewellery retail business. The Mphasis RFID solution comprehensively addresses the needs of speed, billing accuracy, shrinkage prevention and near-real time stock accounting. This also enables the product information to be available on handheld PDA readers and point-of-sale billing mechanisms that automate the billing activity. The solution works with specially configured hardware from e-Xseed Technologies & Devices Pvt. Ltd, the hardware partner to Mphasis on this solution.

"The Mphasis RFID solution has been most beneficial with its features designed specifically for our industry. Moreover, the solution was integrated with the existing Jewellery system without major changes ensuring minimal disruption. Successful implementation of this solution has led to an 83 percent effort reduction in stock reconciliation activities with 100 percent accuracy. By partnering with Mphasis, we have addressed our operational challenges and maximized efficiencies," said Mr. N. Gopalakrishnan, MD, Bhima & Brothers Jewellers, Mysore.

"The Mphasis RFID solution is specifically designed for retail needs with a simple, user-friendly interface that can be operated with little or no formal technical training. This highly componentized RFID solution is flexible, scalable and can be quickly adopted to address issues across the Indian retail industry for product tracking across the supply chain and for gaining real-time insight into demand fluctuations," said Sundaresan Swaminathan, head of Consumer Industry and Retail, Mphasis, an EDS company.

"The Indian retail industry has grown significantly in the past few years. Retailers are looking for technology that will help them scale and maintain efficiencies with minimal disruptions in existing systems. The Mphasis RFID solution has been developed to cater specifically to the Indian market and can be implemented across businesses and retail formats," added Raj Patil, chief sales and client services officer, Mphasis, an EDS company

About Bhima and Brothers Jewellers (B& BJ)

B&BJ is a leading Jewellery chain based out of Mysore with stores across southern India. B&BJ has been in the business for more than five decades, serving its patrons with a wide range of ethnic and trendy gold and silver Jewellery and accessories.

About Mphasis

Mphasis, an EDS company, is a leading Applications Services, Remote Infrastructure Services, BPO and KPO services provider. We deliver real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently over 28,000 people on the roles, we service clients in Financial Services, Healthcare, Communications, Transportation, Consumer & Retail industries and to Governments around the world. To know more, please visit <http://www.mphasis.com>.

About EDS

EDS, an HP company, is a leading global technology services provider, delivering business solutions to its clients. EDS founded the information technology outsourcing industry more than 46 years ago. Today, EDS delivers a broad portfolio of information technology, applications and business process outsourcing services to clients in the manufacturing, financial services, healthcare, communications, energy, transportation, and consumer and retail industries, and to governments around the world.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPO) is available at <http://www.hp.com>.

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