



# IFS supports BPPL Holdings' global expansion



BPPL (parent company of the Beira Group) is Sri Lanka's largest brush manufacturer and exporter of sanitary maintenance tools for export markets. Manufacturing a range of products for both professional and domestic use, BPPL maintains a commitment to ensure all processes meet international environmental and ethical standards.

BPPL sources from sustainable forests and recycled plastic and paper. It currently employs more than 600 people across five factories, maintaining an extensive inventory and rapid production capacity. BPPL exports products to the UK, US and countries across both Australasia and the Middle East.

## BPPL's challenge of expanding into new markets

BPPL's primary business objective is to grow year-on-year and enter new markets—all while establishing brand presence. To achieve these aims in the global market, BPPL requires scalable systems that can monitor costs while being flexible and agile enough to cope with the rapidly changing demands of customers.

As Vaithilingam Selvaraj, Director of Finance and Group CFO, BPPL Holdings, explains, "In the global market, we have to produce high-quality products in a very cost-controlled manner and have the flexibility to adapt to changes in customer requirements. The high-quality products in question also involved adapting their economic scales and venturing into diversified models."

## About BPPL

Headquartered in Sri Lanka, BPPL is one of the largest manufacturers and exporters of sanitary and maintenance tools in Asia.

With more than 30 years of brushware manufacturing and marketing experience, BPPL creates products for household, professional, commercial and industrial use, including brushes, brooms, dusters and more.

## Benefits

- Productivity improved to 85 percent from 65 percent in 2008
- More agile response to customer demand and better cost-tracking
- User-friendly system provides quick access to data
- Decision-making process has been made quicker
- Staff and the wider business have more time for development and innovation

Another challenge for finance staff was feeding back to top-level management with reports. Using financial data, they were required to generate district reports for all strategic decision-making. However, BPPL's legacy system did not allow staff to check data across all their operations at once.

## IFS enables BPPL to focus on innovation and development

By implementing IFS, BPPL is now able to provide a more flexible service to customers, respond to changes and keep more comprehensive track of costs. Since implementation, BPPL has increased revenue, while productivity has also improved from 65 percent to 85 percent since 2008.

Prior to implementing IFS, BPPL relied on a variety of different disparate systems. Each provided its own report, making data collation a time-consuming process. But with the IFS solution integrated system in place, staff have enjoyed much more time-efficient day-to-day processes.

The user-friendly interface means staff can quickly access data, speeding up the decision-making process at all levels of the organization. Staff can prepare reports that enable them to improve operations across the business, from improving equipment efficiency to reducing wastage. With clear access to data, an integrated platform and less time spent on manual data entry, people within the business have found more time for personal development.

IFS has enabled BPPL to achieve On Time Tracking (OTT) of raw materials to the production floor and also ensured almost 100 percent On Time Full Time Delivery (OTFD) of export orders, helping to drive up customer satisfaction.

The Senior Finance Manager of the group, Ms. Vernee Kularasan explains, "We can extract information very quickly and it gives me more time to concentrate on other tasks than finance. I really enjoy my job because I have more time to learn more things and improve myself."

At a wider organizational level, BPPL has also been able to focus on other key areas of the business such as product innovation. Selvaraj explains, "I think we are in the process of innovating much faster and going towards more renewable eco-friendly products such as recycled hollow synthetic filaments and yarn."

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Over the last eight years with IFS, we have been successful. And for the future, we are going to continue to focus on innovation, our own brand and entering new markets. And we look forward to using IFS to achieve such targets. The future is bright and we are looking to achieve such targets with the support of IFS.

Vaithilingam Selvaraj, Director  
Finance and Group CFO of BPPL  
Holdings

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### Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

