



## Ruchi Soya: Planting New Seeds for Productive and Sustainable Plantation Operations with Agrovate for SAP® ERP

How did Ruchi Soya Industries Limited improve efficiency and visibility across over 169,000 hectares of palm trees, collection centers, and processing mills? First, it teamed with a partner that understands key aspects of the plantation business. Then it deployed the software that makes **dramatic improvements in efficiency and visibility** possible, the SAP® ERP application.

Partner



# Executive overview

## Company

Ruchi Soya Industries Limited

## Headquarters

Indore, India

## Industry

Consumer products – food

## Products and Services

Leading producer of edible oils in India

## Employees

6,400

## Revenue

INR 25,000 Crores  
(US\$ 5 billion)

## Web Site

[www.ruchisoya.com](http://www.ruchisoya.com)

## Partner

I-Novate Technologies  
Limited India

[www.i-novatetech.com](http://www.i-novatetech.com)



## BUSINESS TRANSFORMATION

### The company's top objectives

- Improve efficiency of a plantation operation spanning six Indian states
- Track plant, harvest, and seedling inventories in real time
- Coordinate processes across locations using a single enterprise solution

### The resolution

- Configured the SAP® ERP application specifically for plantation operations
- Deployed unique functionality to manage planted areas, track harvests, process farmer payments, calculate subsidies, and manage nurseries
- Employed handheld devices to track crop yields

### The key benefits

- Real-time management of palm plantations throughout India
- Tight inventory controls from seedlings to harvest
- Reliable performance benchmarking across processes
- Accurate, timely plantation yield forecasts

Read more ►

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“Getting our plantation processes supported by Agrovate for the SAP ERP application gives us the real-time insight we need to optimize inventory levels, improve inventory quality, and lower inventory cost.”

Yateendra Chaturvedi, CIO, Ruchi Soya Industries Limited

## TOP BENEFITS ACHIEVED

>60%

Fewer FTEs for payment processing

>70%

Fewer FTEs for subsidy preparation

50%

Fewer FTEs for seedling tracking

See more metrics ►

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Future plans

# Committing to total product quality from seed to store shelf

Making the ranks of the top five fast-moving consumer goods players in India is no small feat, but Ruchi Soya Industries Limited has gotten there through a strict adherence to quality and continuous innovation. Today, Ruchi is India's leading edible oil company. Its two strongest brands include Nutrela, India's most respected soya oil and food brand, and Ruchi Gold, India's leading palm oil.

One reason for Ruchi's success is that it closely monitors the seedlings, crops, and harvest that go into its final products. In fact, to create the highest quality palm oil, the company contracts directly with an extensive network of palm plantations across India. It's part of Ruchi's land bank totaling 169,000 hectares, and is supported by 15 nursery operations and a milling capacity of 60 tons per hour.

Because of the sheer size and complexity of its plantation operation, Ruchi wanted better insight into its short-term and long-term performance. It needed to centrally manage its vast plant inventory in real



**169,000**  
Total hectares managed

time to improve quality and reduce cost. By closely monitoring the quality and progress of its seedlings in each nursery, Ruchi could better track the actual and estimated yields of each plantation. Improving coordination between its head office and its multiple locations across India was another priority for Ruchi. And it was critical that all these objectives be met with a single enterprise software solution.



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# Teaming up with a plantation-savvy partner to deploy SAP® ERP

Cutting through the complexity of its plantation-to-palm-oil operation was a big order for Ruchi, but the company has a long history of meeting challenges through innovative approaches. So when it selected the SAP® ERP application, Ruchi wanted an implementation partner with the know-how to configure SAP ERP for plantation operations. That's why it teamed up with I-Novate Technologies Limited India.

I-Novate's implementation of Agrovate for SAP ERP includes unique functionality for land and nursery management, farm forestry, and more. The solution gives decision makers critical details about land surveys, planted areas, and yield estimates. They can accurately forecast per hectare seed and plant requirements, and instantly track seedlings by batch, development stage, and mortality.

To collect and transmit incoming harvests to SAP ERP in real time, the partner configured handheld devices to be used at harvest collection centers. The partner also configured SAP ERP to calculate precise subsidy amounts in real time by accurately tracking the consumption of seedlings, pesticides, and fertilizer.

A team of I-Novate consultants and key business users at Ruchi successfully deployed SAP ERP across six Indian states including Andhra Pradesh, Tamil Nadu, Mizoram, Gujarat, Karnataka, and Orissa.

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“I-Novate's insight into the plantation business was critical. Combining its know-how with the process integration and standardization functionality of SAP ERP was the right formula for success.”

Yateendra Chaturvedi, CIO, Ruchi Soya Industries Limited



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# Harvesting the fruits of innovative thinking

I-Novate's pioneering configuration of Agrovate for SAP ERP is tightening inventory control, recouping agricultural subsidies faster, speeding farmer payments, and boosting the overall efficiency of Ruchi's palm oil operation. Ruchi analysts now have the tools they need to manage thousands of hectares of palm plantations in real time.

Previously, Ruchi could not track farmers' harvests at various collection centers throughout India. Today, staff members use handheld devices to upload inventory quantity and quality details to SAP ERP in real time. They can instantly track inventory and pay farmers on the spot instead of weeks later. Planners can now assess the health and viability of all seedlings at each development stage, and track all causes of seedling mortality.

## KEY BENEFITS

>60%

Fewer FTEs for payment processing

>70%

Fewer FTEs for subsidy preparation

50%

Fewer FTEs for seedling tracking

100%

Tracking of seedling mortality causes

100%

Visibility of seedlings by stage

100%

Elimination of duplicate transaction entries



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# Following an SAP road map to highly productive plantations

Like its palm trees, innovation continues to grow at Ruchi Soya. With SAP ERP firmly in place as a single, scalable, and integrated solution for the company's vast plantation operation, Ruchi is looking to expand the reach of the application. The company wants to take advantage of I-Novate's unique industry insight to use additional functionality and solutions in SAP ERP to support irrigation, fertilization, harvesting, and research and development. Ruchi's ultimate mission is to increase the productivity of its palm plantations, and it anticipates that SAP will play a critical role in achieving that mission.

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"Agrovate for SAP ERP has cut our maintenance cost and effort. But what's really remarkable is the efficiency we've achieved, and we know that it's only the beginning."

Yateendra Chaturvedi, CIO, Ruchi Soya Industries Limited

