

Case Study



Now it all adds up for Havells India Ltd.

Leading fast-moving electrical goods manufacturer and distributor improves operational efficiency by gaining control over promotion, rebate, and dealer incentive programs.



Highlights



Automated the settlement process, accelerated turnaround times and enhanced dealer confidence.



Established governance and real-time visibility across trade promotions, enabled precise targeting and optimized budget allocation.



“Vistex brought a new level of accuracy, control, and governance to our promotions and dealer incentive programs. By automating complex deal scenarios and settlements, we have eliminated calculation errors, significantly reduced manual effort, and gained complete transparency into our trade expenditure. This transformation has strengthened our financial controls and enhanced partner confidence.”

Devendra Choubey

General Manager – IT, Havells India Limited

Overview

Running a high volume of promotional campaigns across regions, product lines, and distribution channels, **Havells** sought out an enterprise software solution that could automate, validate, and scale complex incentive scenarios while providing internal teams and channel partners with confidence-building, centralized visibility into the data.



Solution

To automate and manage its highly complex promotion, pricing, rebate, and incentive programs, Havells engaged with Vistex to evaluate if the company's enterprise software could support address key business issues, including:

- Complex deal scenarios
- Calculation of dealer incentives
- Validation of dealer claims

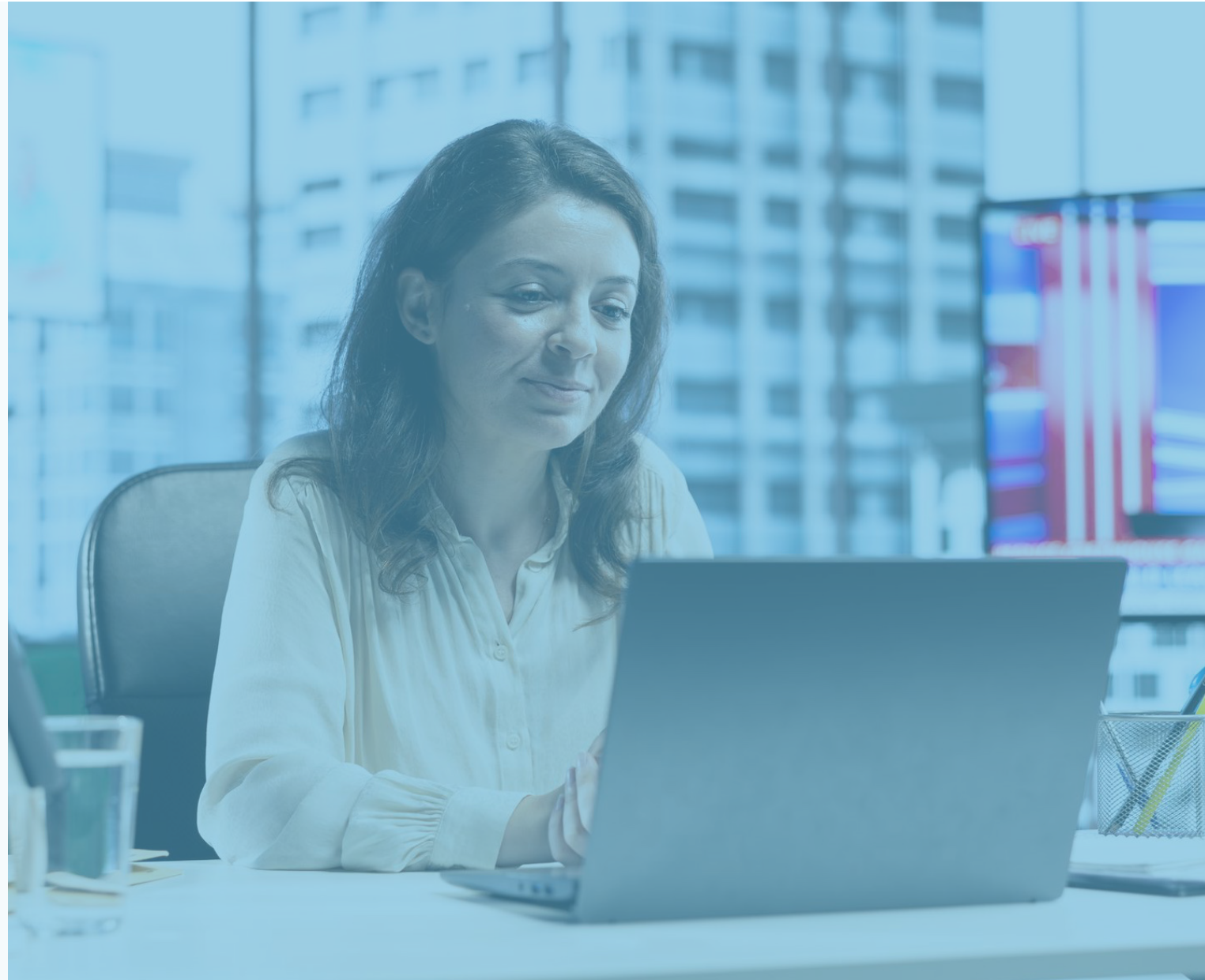
Havells selected SAP margin optimization solutions by Vistex, the AI-driven enterprise software solution, for its ability to handle real-world, complex trade scenarios at scale without the need for manual validation was a key factor in the selection process.

Operating natively inside SAP, Vistex's solutions support high transaction volumes and multi-region program deployment, offering critical scalability with full transparency across sales, finance, and channel teams as Havells dealer ecosystem expands. Performance dashboards and predictive modeling ensure Havells enjoys efficient trade spend and optimized investment.



Results

Vistex solutions streamlined channel operations across regions with a single, scalable system allowing Havells to launch, monitor, and settle promotions with consistent execution across India. Processes that previously took weeks are now completed in days, dramatically improving partner satisfaction. Transparent, fast incentive settlements enhanced dealer confidence and strengthened relationships.



Headquarters: Noida, India

Industry: Consumer products, electronics and appliances

Products: Fans, lighting, switches, home appliances, switch gears

Revenue: \$223B USD

Locations: 15 manufacturing plants in 8 cities and over 1,000 brand stores in India

Employees: Approximately 6,800 working across 48 offices

Solutions implemented:

SAP margin optimization solutions by Vistex

- SAP Incentive Administration by Vistex
- SAP Data Maintenance by Vistex, pricing option

Let's Connect

About Havells India Limited

Havells India Limited is a leading fast-moving electrical goods company manufacturing a wide range of electrical products for residential, commercial, and industrial use. Operating six distinct brands, Havells manufactures 90% of finished products in-house and runs over 1,000 brand stores.