

myTVS drives business performance with Oracle Fusion Cloud Applications

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India's largest automotive aftermarket digital platform consolidates finance and supply chain processes in the cloud

[myTVS](#), India's largest automotive aftermarket digital platform, and part of the US\$2 billion TVS Mobility group, that operates manufacturing, automobile dealerships, distribution, supply chain solutions, and sales, service and automotive components, has selected [Oracle Fusion Cloud Applications](#) to unify operations and improve business efficiency. With Oracle Fusion Applications for finance and supply chain, myTVS can integrate and digitalize processes, enhance business insights, and improve decision making to support future expansion.

myTVS' finance and operations data was dispersed across multiple siloed on-premises applications. It has selected Oracle Fusion Applications to improve financial insights and better match inventory with customer demand.

*"myTVS is a leading digital aftermarket AI platform that provides a unique business model by decoupling customer value chain and delivers digital services to 3 million customers, 20,000 retailers and 25,000 garages across the country. We needed to integrate data across all our brick & mortar stores, and digital platforms to improve real-time insights, optimize business processes, and reduce costs. With Oracle Fusion Applications, we can standardize processes and create a single source of truth to improve the speed and quality of decisions and enable our organization to quickly respond to changes in supply and demand," said **G. Srinivasa Raghavan, Managing Director for myTVS.***

With [Oracle Fusion Cloud Enterprise Resource Planning \(ERP\)](#), myTVS will be able to increase productivity, reduce costs, and improve controls, while [Oracle Fusion Cloud Enterprise Performance Management \(EPM\)](#) will help to improve speed and accuracy in reporting, reduce the time to close the books, and help senior leaders make better decisions. [Oracle Fusion Cloud Supply Chain & Manufacturing \(SCM\)](#) will give its supply chain leaders real-time visibility into inventory across various distribution centres and in transit, streamline the procurement process, and significantly reduce the ordering cycle time.

“As an industry leader in the world’s fastest growing automotive market, myTVS is in a strong position to capitalize on growing demand for aftermarket services. With the depth and breadth of Oracle Fusion Applications and continuous quarterly updates, myTVS will be able to increase efficiency and reduce costs as it scales up operations to meet demand,” said **Adrian Johnston, Senior Vice President, Cloud Applications, Japan & Asia Pacific Oracle.**

Oracle Fusion Applications helps organizations take advantage of the cloud to break down organizational silos, standardize processes, and manage financial, supply chain, HR, and customer experience data on a single integrated cloud platform. With quarterly update cycles, Oracle Fusion Applications gives customers access to continuous innovation, as new features are added every 90 days, without downtime or business disruption.

The project was implemented by PricewaterhouseCoopers, a long-time [Oracle PartnerNetwork \(OPN\)](#) member. *“myTVS is a digital business model. Our focus and endeavour has been to ensure that we digitalize the business processes and offer complete transformation leveraging Oracle Fusion Applications for myTVS to continue delivering on-demand services at every customer touch point. At the same time, the platform has to integrate the large online-to-offline ecosystem to ensure all stakeholders benefit from it,”* said **Hirak Kayal, Partner Technology Consulting, PricewaterhouseCoopers Private Limited.**

About myTVS

myTVS is India's largest integrated multi-brand vehicle service (2 wheelers & 4 wheelers) provider, and part of ki Mobility Solutions, the largest player in independent automobile aftermarket business. myTVS aims at providing an innovative, technology based global service & parts delivery model to help manufacturers connect with customers, garages and retailers directly. Currently myTVS serves more than 3 million customers through its 1000 plus network across India.

For more details, please visit www.mytvs.in

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