



Project Name: Tul Palav Ptd Ltd

Introduction:

Tulpalav Private Limited is a private limited company incorporated in December 2022 and registered in Jammu & Kashmir, India. The company operates as a non-government entity with a focus on services related to personal clothing brand, positioning itself as a growing player in its segment.

Founded in 2015 by Iqra, Tul Palav is a dream to revive the forgotten threads of Kashmiri tradition and culture. What began as a vision has grown into a brand that blends heritage with elegance. Iqra, recognized as a cultural pioneer and revivalist, started her journey when women entrepreneurs were rare in Kashmir. With the unwavering support of her life partner, who left his corporate career in the US to join her mission, Iqra has reshaped Kashmir's fashion scene, reaching far beyond the valley.

Tulpalav Pvt. Ltd. aiming to establish efficient business processes, streamline operations, and build a scalable model for long-term sustainability. With a structured management team and defined operational roles, the company is focused on improving workflow efficiency, enhancing customer handling processes, and ensuring better coordination between departments.

Business Name

Tul Palav Pvt Ltd

Company Profile

- 1.Industry:** Luxury Kashmiri Traditional Tilla Outfits
- 2.Operations:** Retail Outlet + Online Sales (Website)
- 3.Location:** Srinagar, Jammu & Kashmir, India
- 4. Website :** <https://tulpalav.com/>

Tul Palav | تُولِ پَلَو | तुल पलव



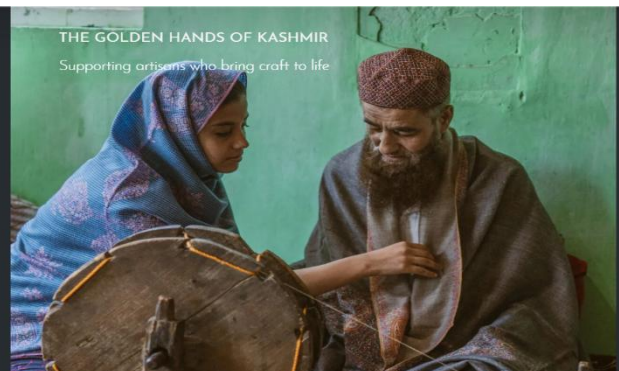
The Golden Hands of Kashmir

A Craft Revival Initiative by Tul Palav aims to preserve and promote the region's extraordinary craft traditions while supporting the artisans who bring them to life.



PROJECT MATAMAAL

Breathing new life into heirloom garments



THE GOLDEN HANDS OF KASHMIR

Supporting artisans who bring craft to life

Problem Statement

- ❖ **Unstructured Order Management** :No centralized system to track in-store, website, and WhatsApp orders, leading to order delays, duplicate entries, and customer complaints. This leads to order delays, missing orders, and customer complaints.

- ❖ **Manual Inventory Management** : Stock levels are not updated in real-time, causing overstocking or shortages of embroidery materials, fabrics, and accessories.
- ❖ **Lack of Financial Visibility**: Revenue data from multiple sales channels is scattered, making profitability analysis difficult. It also results in difficulty to track profitability per product category.
- ❖ **No Automated Procurement**: Purchase Orders(POs) are raised manually, often leading to delays in replenishing stock.
- ❖ **Limited Customer Engagement & Order Tracking**: Customer inquiries regarding order status, tracking, and returns require manual responses, increasing workload.

Selection Criteria:

Zoho Creator

Zoho POS

Solutions Offered

❖ Zoho Creator

Designed and implemented a comprehensive Zoho Creator-based business management system that digitized the organization's complete operational workflow, ensuring seamless coordination between sales, production, quality control, delivery, and payroll processes.

Key Modules Developed

Enquiry

- Developed a centralized Customer Enquiry Form to capture all incoming customer enquiries.
- Enabled structured tracking of leads and customer requirements from the initial enquiry stage.

Sales Order Management

- Created a Sales Order module linked directly to customer enquiries.
- Implemented order lifecycle tracking with statuses such as:

Order Workflow

- Requested
- Approved
- In Progress
- Delivered
- Completed/Closed

Work Order & Production Management

- Built a detailed Work Order module for production execution.
- Managed multiple production stages including:

Production Stages

- Cutting
- Stitching
- Dyeing
- Scalping
- Embroidery

Quality Check

Integrated Quality Check (QC) functionality for each work order item to ensure production quality before completion.

Delivery Status Tracking

- Implemented delivery status updates once production was completed.
- Enabled end-to-end visibility from order to final delivery.

Automated Salary Module

- Developed a customized salary module integrated with production activities.
- Automatically generated salaries for workers based on completed tasks in stages such as Embroidery, Cutting, Stitching, Dying, and Scalping.
- Reduced manual payroll calculations and improved compensation accuracy.

❖ Zakya POS Deployment

Zakya – Modern Point of Sale (POS)

Implemented Zakya to streamline retail operations.

Key outcomes:

- Simplified billing operations.
- Enabled real-time inventory management.
- Provided better visibility into sales performance.
- Improved operational efficiency across retail activities.

Automated Procurement System

Procurement Automation

Implemented an automated procurement workflow to eliminate manual dependency in vendor selection and pricing.

Benefits achieved:

- Faster vendor evaluation and approval.
- Improved pricing comparison.
- Better cost control.

- Enhanced transparency in procurement activities.

❖ **Dashboards & Custom Reporting**

Built interactive dashboards and custom reports that provided real-time business insights.

Reports covered:

- Sales performance
- Production status
- Work order tracking
- Delivery monitoring
- Payroll summaries
- Procurement analytics
- Quality check report

Customer Feedback :

Tul Palav

17 Jun



We recently implemented Zoho Creator and Zoho POS. We had a great experience with the entire process. A special thanks to Apurva and the team for their exceptional support, professionalism, and prompt assistance throughout the implementation. They took the time to understand our business requirements, guided us through the setup, and ensured a smooth transition.

The team was always responsive, patient, and proactive in resolving our queries, making the entire experience seamless and efficient. We truly appreciate their dedication and commitment to customer success. Highly recommended for businesses looking to streamline their operations with Zoho Creator and Zoho POS.

CRM Sparrow



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