

## Manohar Traders

Shop no. J 28/30,  
Koyambedu Vegetable Market, Chennai



**RP 45**

Dot Matrix  
Bill Printer

## TVS-E PRINTER ADDS A NEW DIMENSION TO THE BUSINESS OF A VEGETABLE VENDOR!

### Customer

**Manohar Traders** is one of the vegetable wholesalers operating in Koyambedu Vegetable Market. He is the wholesale supplier of Onions and Potatoes. He supplies them in bulk to sub-wholesalers, retailers, hotel chains and many others. His peak business happens between 4am and 9am in the early hours of the day.

There is absolute dynamism in the way retail business is run in India. Retailers are forced to keep pace with the changing face of retail business. Change or perish; that is the order of the day.

Retailers across all segments are coming forward to improve their transaction efficiency.

In this context, a vegetable vendor in Koyambedu Vegetable Market in Chennai was keen to have an efficient system to maintain his transactions accurately. His peak business happens between early morning 4am to 9am and he would be extremely busy with the crowd thronging his shop during the early hours of the day, which made it difficult for him to maintain the details of his transactions in a ledger. Since he was not comfortable using a PC, he was working with an Electronic Cash Register (ECR). He wanted a printer that could print to a maximum width with more details in his bill and could work with his existing ECR in issuing bills to his customers for every transaction. Since this market is mostly unclean and one of the most polluted places in Chennai, he wanted the printer to be a rugged one to work in such an environment.





## Solution

Through our discussion with the client, we found that he would require 70 to 80 bills including duplicate, (that means 160 bills a day) and he had only one counter.

So we recommended RP 45 for

- **Faster print speed** – Ideal for his busy early morning trading
- **Easy to operate** – Essential for a vegetable vendor
- **Zero maintenance** – No servicing costs and nil downtime
- **Rugged** – Considering the working conditions the product should withstand the dust and pollution
- **Compatible** – RP 45 is widely compatible with 3 interfaces for connectivity and can be easily connected with an Electronic Cash Register

## Key Customer Challenges

- As the place is both dusty and over crowded, the printer should work in such an environment continuously
- The life and clarity of the receipt should be long as most of his transactions are high in value and based on credit
- The quality of the print output should be clear and sharp specially since transactions take place early in the morning under poor lighting conditions

## Key Customer Value

RP 45 found to be an ideal fit for his requirement. The client was able to generate bills quickly without any break. The product never let him down during his peak business hours and performed without any break in the dusty environment.

RP 45 continues to deliver to the customer's expectation.



## Customer Testimonial

*"It is the most rugged bill printer. Works in any condition, non-AC, dusty & it is extremely user-friendly. I am very happy with the printer. Thanks to TVS-E for suggesting me such an extraordinary printer".*

**-Mr. Manohar**

Owner of Manohar Traders, Koyambedu Vegetable Market.

Reported by: **Jaya Kota** (POS Product Management)

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