VIBGYOR Paints

Vibgyor Paints India Limited is the third largest paint manufacturing company in the country. They manufacture paint for both interior and exterior use. They have earned a reputation for innovation with new products such as exterior paints designed to reflect heat, anti-bacterial, water resistant paint etc. **Vibgyor Paints** has a consistent track record of being one of the fastest growing paint companies, quarter-on-quarter, for the past three years.

From an annual sales turnover of Rs 25 Lakhs, 3 years ago, their business revenues are in excess of Rs 2000 crores today. Sensing a significant growth potential, they have come up with rapid expansion plan across the Tier 1 cities of the country. Until today, they have operated in a B2B segment with a dealer and agent base of 25000 plus. However to achieve their ambitious growth plans, they believe that adding end customer connect will bring in a significant source of revenue.

Their current IT solution caters for the B2B segment enabling them to manage their dealers and agents. This has not been one of the best solutions, fraught with unfriendly interfaces and cumbersome processes. The software is outdated and the vendor is no longer willing to support the existing product. Hence **Vibgyor Paints** are looking for a new IT partner to help them create a user friendly solution to address the needs of both the B2B and the new B2C segments effectively

They want to provide their end customers with the ability to select the best suited products customized to their needs, from the comfort of their homes.

The customers should be able to locate the nearest store, select from the catalogue of products- readymade themes, stencils, color shades, textures etc, get an estimate on the cost associated to paint their homes and place order online.

Vibgyor also has consultants who could visit homes of prospective customers and advise them on choice of colors and provide a cost estimate.

They want to provide an opportunity for satisfied customers to upload pictures of their finished work and also give testimonials on social media. This will surely act as a positive reinforcement of the quality of their product and workmanship.

While the focus has been greatly on the end customer, **Vibgyor** also wants to use the same platform to automate the workflow with the thousands of their agents and dealers to increase efficiency and ensure on-time delivery leading to profitability.

Operating in a very competitive market, they are looking for a quick roll out of this solution to enable them to gain significant market share.

Note to customer to align features to capabilities:

Our aim is allow every campus mind to pick 1 user story and implement end to end to get an exposure to all layers UI, Business layer, service layer and DB.

Please ensure the following are addressed in the features they implement:

- Ensure CRUD (Create-Retrieve-Update-Delete) operations are covered as a basic minimum.
- Admin and end user operations to be considered throughout.
- Login
- Search
- Personalization
- Time box 1 could be more on MVP and Time box 2 on personalization.