



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
CHENNAI BRANCH

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Cordially invite you to the Monthly Meeting

Topic on
"Self-Ordering material flow system"
by

Mr. D. Rajasekar
Fellowship in SCM Research and
Manager - American Axle & Manufacturing
India corp. Pvt Ltd, Chennai



Topic on
"ERP is not a software but a HMI
(Human-Machine-Interface) tool"
by

Mr. K.R. Natarajan
CEO, tara ERP, Chennai

Day & Date : Saturday, 19th October 2019

Presentation Time : 6.30 P.M. Hi-tea : 6.00 P.M.

Venue : **Hotel Quality Inn Sabari Grand**
29, Thirumalai Road,
T. Nagar, Chennai - 600 017

J Ravishankar
Branch Chairman

Sethu Venkataraman
Hony. Secretary

D Ramesh
Chairman
Monthly Meetings

taraERP

Event Sponsored by

tara ERP

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Charter member - IFPSM, UK
The International Federation of Purchasing and Supply Management



Mr. K.R. Natarajan

CEO, Tara ERP

Metallurgical Engineer by profession, has completed PGDMM from IIMM Bangalore, Inter in ICWAI and diplomas in production technology, SQC & OR, French etc.

With more than two decades of Industrial experience in TAFE, L&T Bangalore, Texmaco Indonesia, managing quality control, production, materials management, international procurement and systems, changed the career

towards general management consultancy.

Got experience into ERP implementation with SAP R3, CINCOM, Coda financials, apart from managing American Macola ERP sales and implementation in India.

While marketing ERP product, observed that manufacturing companies, who want to implement a ERP system, could neither develop their own nor afford a western ERP product. The business model of ERP implementation also involved gap analysis , customisation, implementation etc., which required ERP proficient manpower to understand and use, which was not possible.

A disruptive model was thought in the business of ERP, - design and sell a ready-made ERP, ie a product with zero customisation and zero implementation efforts.

This required a design to meet all process flow of manufacturing and it should work from day one.

The same product was given to more than 300 customers and their requirements were incorporated in the same application. Thus, making it a wholesome product fulfilling minute features which are close to users in manufacturing domain of various verticals.

To make the product pricing competitive, the deployment/ support expenses needed to be reduced for both our customers and us. So, the product was migrated to latest technology - Oracle apex and TARA ERP was deployed in cloud. This has resulted in zero infrastructure investment by our customers. Self-implementation and support video tutorials are provided ensuring continuous product usage and reduced re-training investment.

With affordable monthly subscription, TARA ERP is an ideal solution for all manufacturing companies. The product has dashboards, email alerts, link with tally, barcoding and even most of the Industry 4.0 feature compliant

Truly, TARA ERP is not a software but a human – machine – Interface tool.



Mr. D. Rajasekar

**Fellowship in SCM Research. CRIM, IIMM
Manager - American Axle & Manufacturing
India corp. Pvt ltd,**

- 🔗 Ph.D. - Doctor of Philosophy in SCM (Registered on year 2019) undergoing.
- 🔗 FRSCM- Fellowship in Research SCM (Project studied & implemented on Continuous material flow system) from IIMM jointly setup by Centre for Research in Materials management, Kolkata.

🔗 PGDMM- P.G.Diploma in Materials management. MBA- Master of Business administration (General management) and BE- Bachelor of Engineering (Industrial)

Currently working in American axle & manufacturing India corp. Pvt ltd, 8 Years

Roles assigned: Procurement, Material resource planning, Production planning & control, Material handling, Store management, Inventory management, Inbound & Outbound Logistics management, ERP Implementation functional support etc. Previously worked with Hyundai motor India ltd, 4 Years and Delphi-TVS diesel systems ltd, 3 years



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