Himalaya Wellness

By Himalaya Wellness (Team Himalaya) | Posted on June 8, 2017
Client: Himalaya Wellness
Industry: Footwear & Sports
Product: Wondersoft shopaid
Platform: Android & iOS
Deployment: 720+ Stores in 300+ Cities in India

ABOUT THE BRAND: HIMALAYA WELLNESS

With a presence in 150+ countries and a product portfolio spanning personal care, baby care, pharmaceuticals, and wellness, Himalaya Wellness is more than just a brand--it's a legacy of trust and nature-backed science. In India, Himalaya's retail footprint covers 723 stores across 314 cities, making it one of the most expansive herbal wellness retailers in the country. With formats like Full Range Stores and Exclusive Baby Stores, operating under both COCO (Company Owned, Company Operated) and FOCO (Franchisee Owned, Company Operated) models, the brand's retail ecosystem is diverse and complex. Himalaya's brand ethos revolves around: Personalized guidance Herbal expertise Sustainable choices Health consultations Experiential, customizable shopping

THE STRATEGIC CHALLENGE: WHEN GROWTH OUTPACES SYSTEMS

By 2018, Himalaya Wellness had momentum--but not the modern retail infrastructure to keep up with its aspirations. Delivering the rich brand promise in the offline retail space at scale, was becoming increasingly difficult. Its legacy POS system, once adequate, was starting to crack under pressure: Innovation bottlenecks made omnichannel experiences nearly impossible. Scalability challenges restricted international COCO expansions. Disconnected operations meant inventory wasn't real-time, and frontline responsiveness lagged. When a brand stands for wellness, delays at the billing counter or mismatched inventory data aren't just glitches; they impact customer experience. Himalaya didn't just want a digital upgrade. It wanted a future-ready retail transformation.

The Turning Point: Choosing Wondersoft as a Strategic Ally

- The search began for a tech partner--not just a vendor. Wondersoft eShopaid stood out for all the right reasons:
- Deep understanding of Indian and international retail landscapes
- Native SAP S4 HANA integration--a must for Himalaya's global ERP backbone
- Agile deployment models, from offline-first to full-cloud systems
- Ability to support multiple store types and channels: in-store, D2C, and marketplace

THE TRANSFORMATION: POWERED BY WONDERSOFT ESHOPAID

Phase 1 : Laying the Groundwork Himalaya onboarded its first 350 stores onto a thin offline POS model. This wasn't a temporary fix--it was a strategic move. Many retail locations had unreliable internet. A cloud-only solution would've crumbled. So, resilience took center stage. Even in the most remote corners of the country, the POS worked. Sales didn't stop. And for the first time, store data could sync reliably, even in low-bandwidth conditions. Phase 2: Scaling with Agility Next, the team

experimented with a new format--hospital kiosks. Wondersoft's flexible architecture made it easy to roll out tablet-based POS systems for these smaller footprint locations. These kiosks bridged retail with care delivery, and they needed quick and flexible tech. Wondersoft delivered--again. Phase 3: Embracing the Cloud As connectivity improved nationwide, Himalaya made its boldest move yet: a transition to cloud-based POS across most stores This unified retail system: Enabled real-time inventory tracking Allowed centralized promotions and discounts Offered seamless analytics and reporting Streamlined international operations from India to the Cayman Islands Across India, Dubai, and the Cayman Islands, Himalaya's COCO and franchise stores (180+ locations) were unified under one robust retail system.

A Mobile POS built for the modern retail floor

Scan -> Discover -> Sell -> Bill

Using the mobile camera as a scanner, associates could scan an article and instantly access:

- Product information
- Stock availability
- Product pricing
- Applicable discounts
- Order details

The associate could then continue through the order and billing process without being tied to a fixed POS terminal.

WONDERSOFT BEHIND THE SCENES: WHAT MADE THE TECH WORK

Wondersoft wasn't just running Himalaya's POS--it was powering its retail brain.

Key capabilities included:

Real-time inventory management across geographies -- Promotion & discount engine that adapted to campaign needs Employee discount controls with automated budget capping Gift card & CRM integration to boost customer loyalty Support for multi-mode payments (UPI, wallets, cards, and more) Omnichannel fulfillment, enabling D2C and store pick-ups Seamless SAP integration for master data, inventory, and sales sync

THE IMPACT: FROM COMPLEX CHAOS TO RETAIL HARMONY

The Wondersoft POS system is positioned as a key enabler for Retail stores growth story. Today, the numbers speak for themselves: 723+ stores 3 countries One powerful retail system But the real story lies in how it feels: Customers are happier. Billing is much faster. Scale is no longer scary. Adding a store in a new geography is as simple as plug-and-play. Teams are empowered. Store managers make data-backed decisions daily. Experimentation is easy. The retail team launches new SKUs, loyalty experiments, or store formats with agility--because they trust the system.

BUSINESS IMPACT

Faster Customer Turnaround -- By removing unnecessary trips to fixed billing counters, associates could complete transactions faster and spend more time engaging with customers.

More Time for Customer Engagement -- Sales associates could focus on helping customers rather than being restricted to a traditional cash counter.

Better Store Experience -- The mobile-first approach created a more flexible and convenient shopping experience for both customers and store teams.

Optimized Store Space -- Reducing dependency on multiple fixed cash points helped maximize valuable selling space in high-traffic stores.

Scalable Retail Operations -- The solution was rolled out across multiple stores, with plans for further expansion alongside the existing desktop POS network.

THE RESULT

Puma transformed the traditional POS experience from a fixed checkout point into a mobile selling experience. With Wondersoft shopaid, store associates could engage customers, access product information, manage orders, and support billing directly from the shop floor. The result: less time at the counter, more time with customers.

KEY TAKEAWAYS

Mobile-first selling -- Give associates the tools they need wherever the customer is.

Faster checkout -- Reduce unnecessary movement between the sales floor and billing counter.

Better customer engagement -- Free sales associates to focus on customers instead of transactions.

Connected retail experience -- Maintain a consistent experience across mobile and desktop POS.

Scalable technology -- Build a solution capable of expanding across a large retail network.

TECHNOLOGY

eShopaid • Mobile POS • Android • iOS • Barcode Scanning • Order Management • Billing • Mobile Device Management

QUOTE

"Wondersoft has been more than a tech provider - they’ve been a strategic partner in our retail journey"

Team Himalaya

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