



## Bulbul

Bulbul is India's first-ever live streaming & video shopping app. On Bulbul users watch product videos and also interact live with the hosts to know more about the products. It sells items like gadgets, home, kitchen, apparel, cosmetics, fitness, health, beauty, and jewellery. Their live streaming commerce platform allows consumers to connect with the hosts and ask questions about the products during live sessions.

Bulbul is founded by Sachin Bhatia (ex-CMO & Co-founder MakeMyTrip & TrulyMadly), Atit Jain (ex-CEO & Founder Pluss) and Sichen (Sianna) Liu (ex-CPO & Co-Founder Hava).



Supply Chain Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management

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# CHALLENGES FACED

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*The startup, launched in March 2019, targets a specific audience and delivered more than **100,000 orders** in December with a Net Merchandise Value of **Rs. 4 crores***

*Given BulBuls focus on Tier II & III cities it was increasingly important to work with a robust and scalable Warehouse Management Solution*

*A growing platform required a scalable solution that could reconcile their backend operations completely using a unified panel.*

*Overcoming these challenges through technology later became important for Bulbul to grow amidst constantly evolving customer expectations .*



Multiple Vendor Management



Order Processing & Fulfillment



Order Cancellations & Return Management



Well-organized Warehouse Operations



Visibility for Sales and Inventory



Comprehensive Dashboards and Analytics

# COLLABORATION WITH UNICOMMERCE

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Bulbul is the first company to evangelize live commerce over the Internet and being a unique platform, their challenges were also uncommon. The brand was in search for a system that could understand their exclusive ever-growing venture and after evaluating multiple products the brand lastly zeroed in and [collaborated](#) with Unicommerce

01

## UNIFIED VENDOR MANAGEMENT

Unicommerce's technologically advanced yet easy to use vendor panels, enabled Bulbul to manage their ever growing vendor panel base with ease.

02

## FAST & FRICTIONLESS DROP-SHIPPING SOLUTION

Unicommerce dropship fulfillment solution enabled Bulbul vendors to ship their product directly to the consumers. The solution provides hassle free order fulfillment, improving customer experience and adding more value to the business.

03

## COMPLETE ORDER & RETURN MANAGEMENT

Unicommerce automated processing of large order volumes, returns and cancellations across different vendors from a unified panel, thus enhancing productivity. Cost of operation and logistics was minimized to a great extent

04

## STREAMLINED WAREHOUSE & INVENTORY MANAGEMENT

Unicommerce's strong product infrastructure provided a well organized warehouse management solution with a centralized inventory management helping Bulbul team to keep track of their complete inventory flow thus helping them to oversee the entire Warehouse inward and outward operations with ease

05

## CUSTOMIZED REPORTS & DASHBOARDS

Unicommerce's customized and comprehensive reports and dashboards helped Bulbul quickly set up and analyse efficiency across most of their back-end processes centrally via unified panel

# CLIENT IMPACT

Unicommerce gave Bulbul a powerful platform to turbocharge their Dropship and Warehouse Management capabilities, drive peak selling performance, achieve complete control over their business to hit phenomenal revenue numbers

## MANAGING 1L ORDERS AND 20 K+ PRODUCT LISTINGS EVERY MONTH

With Unicommerce on board, Bulbul effectively processed more than a Lakh orders and managed 20,000 product listing every month . From order and inventory management to e-fulfillment and returns, the solution by Unicommerce made the entire order lifecycle for 200+ vendors easy as a pie!

## SIMPLIFIED SELLING ACROSS 200+ VENDORS

Seamlessly managing various operations across multiple vendors via Unicommerce's scalable vendor panel, enabling ease of transactions across their warehouse and vendors, helped increase efficiency and centralize inventory visibility for the vendors

## FULLY AUTOMATED BUSINESS OPERATIONS

Automation across multiple operations was one of the major challenge for Bulbul. With Unicommerce the bar was raised and Bulbul started working on a highly automated system to manage their day to day inward and outward warehouse operations.



*With a robust and scalable solution like Unicommerce as our Warehouse Management and Vendor Panel Solution partner, we have been able to manage our supply chain operations much more seamlessly.*

*And this has helped us be better prepared for our next phase of exponential growth.*




Atit Jain  
CEO & Co-Founder  
(Bulbul)


# ARE YOU LOOKING FOR A VENDOR/WAREHOUSE MANAGEMENT SOLUTION?

DRIVE HIGHER SALES | LOWER OPERATING COSTS

[Request a Free Demo](#)

Get Started, Talk to us Today!

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