

How Emazing reduced their customer complaints by 73% and achieved same-day handover at scale with Fynd WMS

Meta title: Emazing case study | How Fynd WMS transformed FMCG fulfillment accuracy

Meta description: See how Fynd WMS helped Emazing eliminate manual errors, manage batch expiry for FMCG brands, and scale JioMart operations with confidence.



Impact in numbers

73% reduction in order error complaints

8.8% expired product complaints now preventable

20% improvement in packing efficiency

100% batch and expiry visibility across warehouse

"Fynd WMS gave us the control we needed over batch, expiry, and accuracy. For FMCG there's no room for error and now we have a system that ensures there isn't any."

Mohd Suhel Ansari

Chief Operating Officer,
Emazing Deals Limited

The box looked perfect, until the customer opened it...

Every day, thousands of FMCG orders leave a warehouse.

Each order looks simple on paper.

But when the customer opens it days later, finds a wrong variant or incorrect quantity, or worse, a product that is about to expire!

Because behind the scenes, it's much more complicated. It is a race against **expiry dates, MRPs, accuracy checks, and marketplace SLAs**.

For Emazing, a 3PL partner fulfilling orders on **JioMart**, this wasn't an occasional challenge. It was the daily reality of handling **high-velocity, expiry-sensitive categories** like baby food, chocolates, wellness, and personal care. Where one wrong batch, one missed label, or one expired item could mean complaints, penalties, or worse, loss of trust. The process relied on people catching mistakes that systems should have prevented.

The volume was growing.

But the systems weren't built for this kind of precision.

When you rely on manual processes to meet high-velocity FMCG fulfillment

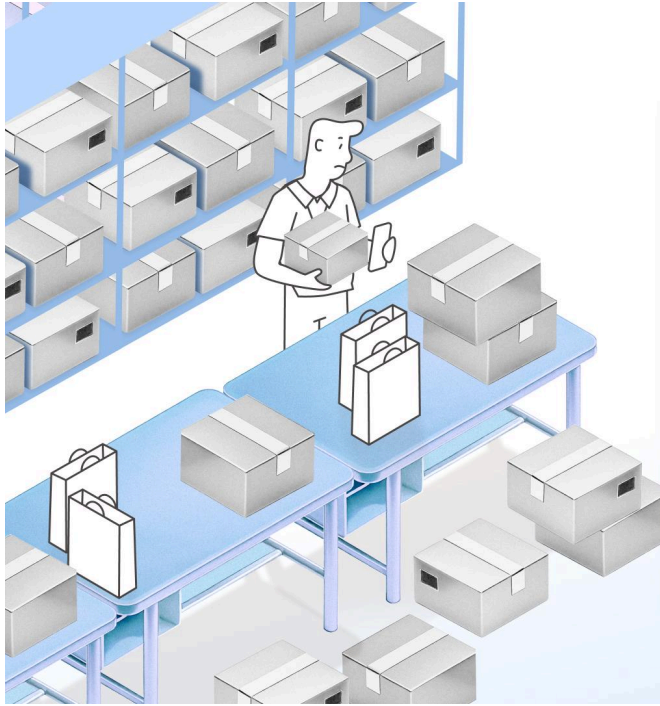
Too many manual steps, too many order errors

1. Bulk printing of invoices and labels

Invoices and shipping labels were often **bulk-printed**.

Packers had to manually match the right label with the right order. Mix-ups were inevitable.

In fact, **73% of customer complaints** stemmed from incorrect or missing items.



At the packing station :

- Packers manually read invoices line by line
- Matched SKUs and quantities visually
- Verified MRPs on paper

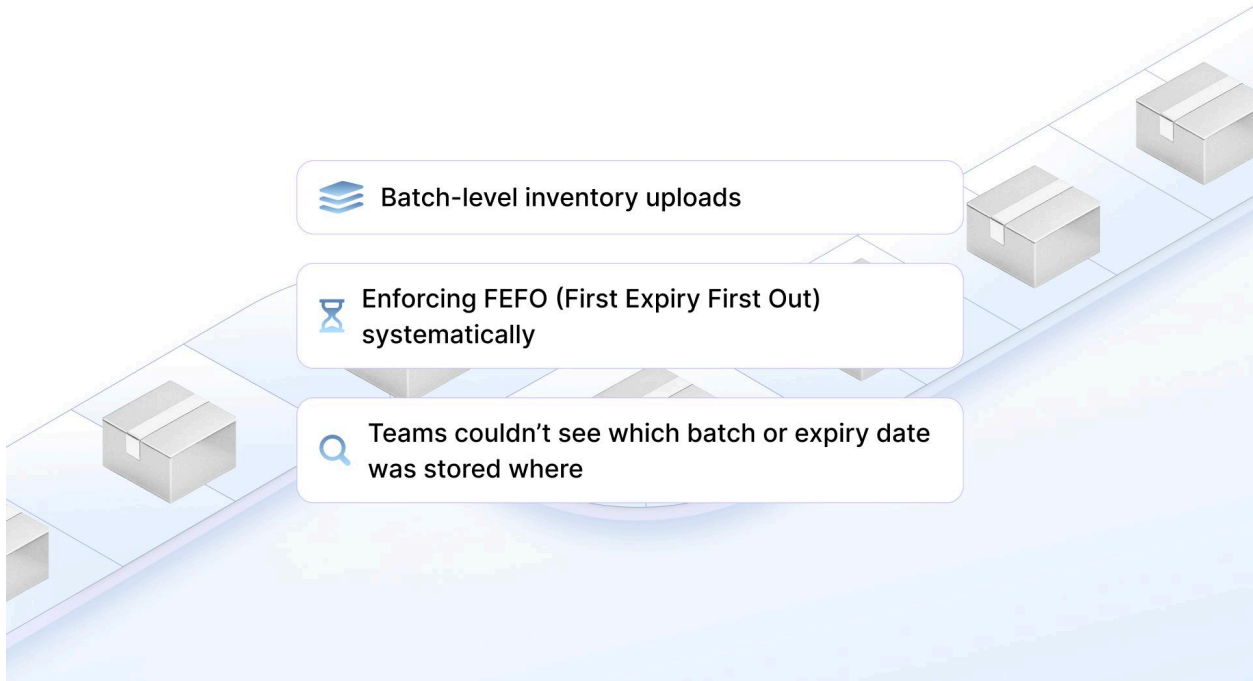
With high order volumes, this led to :

- Wrong items or quantities packed
- Incorrect or missing labels
- Invoice-shipment mismatches

2. Batch and expiry dates weren't tracked

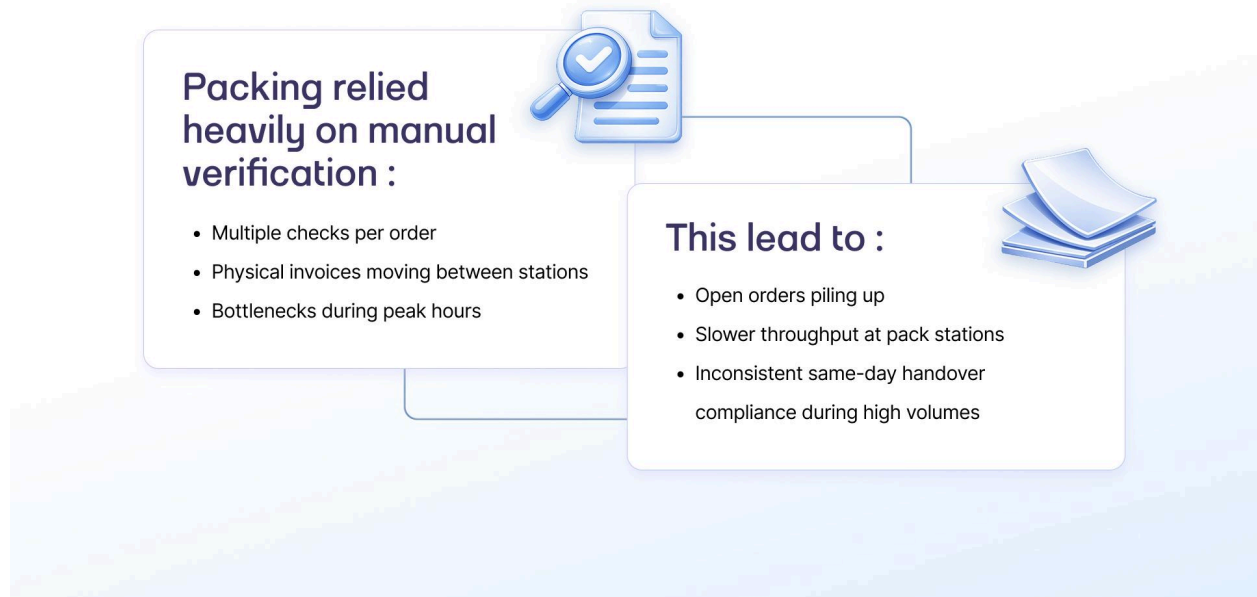
The warehouse knew they had stock, but not which batches were where, or which ones were expiring soon. When a customer received a product nearing expiry, there was no way to trace it back or prevent it from happening again. For categories like baby food and chocolates, this was a serious operational risk.

The earlier warehouse setup didn't support **batch-level inventory uploads**.



3. Slow scan-and-pack, weaker same-day handovers

Packing was a manual marathon. Every order meant reading invoices line by line, matching items by hand, verifying quantities on paper. During peak hours, the queue grew. Mistakes crept in. Same-day handovers became a struggle.



Emazing needed a system that could handle **accuracy at scale**, not just volume.

Sounds familiar?
Our team can help
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The solution: From manual checks to system-driven control

Emazing partnered with Fynd to re-architect their warehouse operations. They implemented **Fynd WMS** as the central system to manage **inbound, storage, and JioMart order fulfilment**. Now instead of managing inventory on spreadsheets and juggling between SKUs in their heads, the team got a WMS built for exactly the kind of complexity they were dealing with.



How Fynd WMS solved these problems

1. Automated scan-and-pack process → Improvement in fulfillment speed and accuracy

Pack station redesigned into a guided workflow:

Scan → Validate → Print → Ship

Instead of reading invoices, packers now **scan products** and follow on-screen prompts; no back-and-forth.

Single screen for order validation, invoicing, label printing, and handover. Picked orders flow directly into a dedicated packing queue. Packing cannot be completed if:

- an item is missing
- extra / wrong SKU is scanned
- label is not generated for the shipment

Once everything matches, invoice and shipping label are auto-printed from WMS.

Emazing reduced invoice–shipment mix-ups at the packing station, cut down complaints caused by incorrect or missing items and wrong quantities, and improved the fulfillment accuracy rate and a better experience for JioMart customers.

2. Full batch & expiry management → Freshness & planning control

- Batch number, MFD, and expiry captured at GRN
- Inventory tracked at **SKU + batch + location** level
- FEFO or expiry-based inventory allocation rules ensure earliest-expiring stock is picked first
- Dashboards provide:
 - Expiry-bucket visibility (0–30, 30–60, 60–90 days)
 - Near-expiry and expired stock alerts to enable discounting, returns, or liquidation.

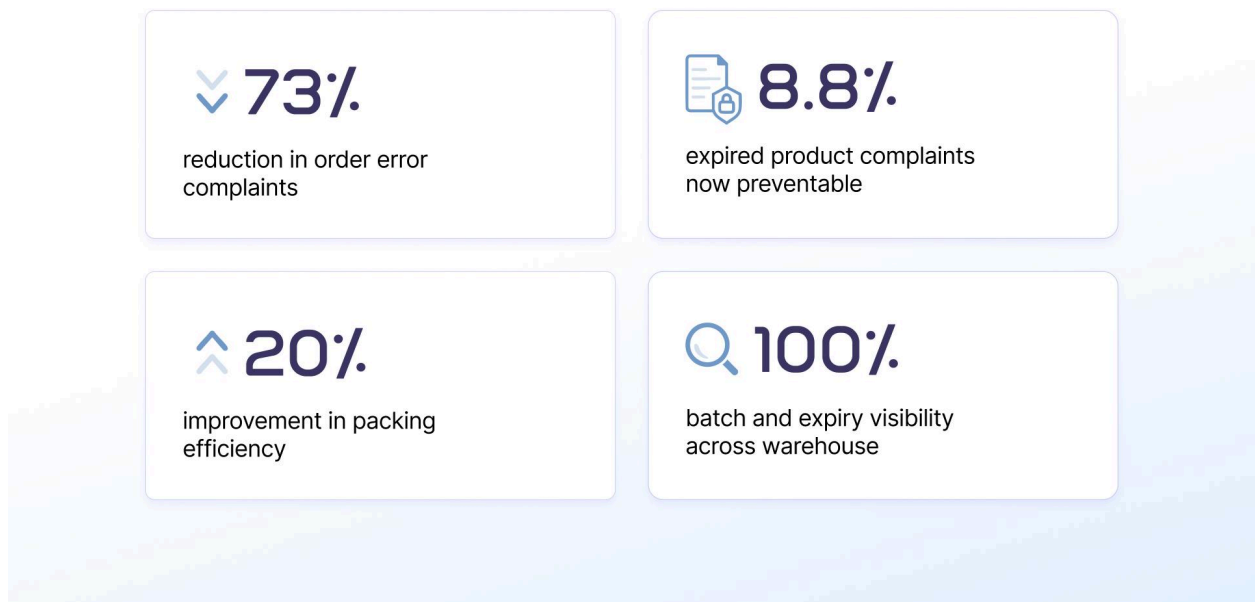
This eliminated the lack of batch-level visibility and expiry-related complaints. Emazing regained full control over freshness that is super critical for categories like baby food, chocolates, wellness, and personal care.

Does your warehousing need the same solutions?

Our team can help

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The impact



The shift from manual processes to automated precision changed how Emazing operates.

Fewer errors, better customer experience

Customers on JioMart receive exactly what they ordered, fresh and correct, building trust in both Emazing and the marketplace.

Compliance without compromise

Meeting JioMart's strict SLAs isn't a daily challenge anymore, it's built into the workflow.

Operational control

The team can see their inventory clearly, plan proactively, and scale confidently without adding complexity.

A competitive edge

In a crowded 3PL market, accuracy and speed set Emazing apart.

Warehouse teams moved from **reactive problem-solving** to **predictable, controlled execution**.

Fynd WMS can help you get there too!

[Get in touch](#)

Ready to eliminate errors from your warehouse?

If you handle **FMCG** or **expiry-sensitive products**, Fynd WMS is built to deliver accuracy at scale, without slowing operations down.

[Talk to us today!](#)