

Nulab Solutions Pvt. Ltd

INTRODUCTION - Nulab Solutions Pvt. Ltd., an ISO-certified company, is dedicated to transforming laboratories through innovative scientific solutions. By enhancing efficiency and safety, the company empowers analysts worldwide to push boundaries in their research.

Its principals are proud members of SEFA (Scientific Equipment & Furniture Association) and adhere to EN Standards and EGNATON (The European Society for Sustainable Laboratory Technologies), ensuring that all products meet the highest global standards of quality and safety.

Nulab Solutions serves laboratories in pharmaceuticals, academia, and private organizations across India, consistently delivering solutions that exceed expectations and promote a safer, more efficient R&D environment.

THE BUSINESS - The business processes are unique to the industry as they import all their products and custom design it to the needs of their customers in India. With international suppliers and domestic customers their business lines are well set for growth

THE CHALLENGE - With branches in more than 7 cities in India managing customer relations and product inventory was an obvious challenge. There was no standard process in place to up sell and cross sell.

FINDING A SOLUTION - Products that are included for the implementation are • Zoho CRM • Zoho Inventory which will help them seamlessly integrate their existing zoho books.

IMPLEMENTATION & RESULTS - Zoho CRM and Zoho inventory were implemented in totality and with special emphasis on buying in foreign currency and selling in INR and foreign currencies. Inventory for their needs had to be fine-tuned and customised to perfection. Regular hand holding & training has ensured customer satisfaction.