

Zimson Times Private Limited

EXECUTIVE SUMMARY

Zimson Times Private Limited is a prominent, professionally managed retail corporation specializing in luxury watches and jewellery from various international and national brands. Founded as a family enterprise in 1948, the company has grown into a major multi-brand retailer, centrally headquartered in **Coimbatore, Tamil Nadu**. Its governance is overseen by a dedicated Board of Directors, including key management figures such as Waseem Jameel Nawaz, Asim Jameel, and Sharjeel.

THE BUSINESS CHALLENGE: Scaling Operations and Digital Transformation

With an expanding footprint of **over 50 showrooms** across multiple Indian cities, Zimson was positioned for accelerated growth. However, this expansion necessitated a critical operational overhaul to maintain efficiency and control. The primary challenge was the need to **streamline management processes and undergo digital transformation** to support its status as a leading multi-brand retailer of imported watches.

To address this, Zimson prioritized the digitization of its financial controls, beginning with the implementation of a robust **Expense Management System** designed to:

- Effectively monitor and control corporate expenses.
- Provide a seamless, automated platform for the entire expense lifecycle.

IMPLEMENTATION & RESULTS: Adopting Zoho Expense

The company selected **Zoho Expense** as the optimal solution. The implementation was preceded by a comprehensive study of Zimson's existing expense management workflows, ensuring the new system was perfectly aligned with corporate policy.

Key implementation milestones included:

- Policy and Workflow Setup: Defining and configuring expense forms, detailed categorization, and corporate policy rules.
- Hierarchical Approval Structure: Establishing a seamless approval matrix spanning six distinct levels of management hierarchy to ensure accountability and control.
- Reporting: Configuring exhaustive default reports and developing several customized reports to provide granular financial visibility and actionable insights.

FEEDBACK

The successful deployment of Zoho Expense has significantly optimized Zimson's internal expense processes. Coupled with **multiple levels of targeted user training**, the project achieved strong user adoption across the organization. This digital upgrade has resulted in **enhanced financial control, increased operational efficiency, and strengthened internal customer satisfaction** by simplifying the reimbursement and approval cycles.