

CASE STUDY • INDUSTRIAL TOOLING

TGR INTERNATIONAL

Replacing Tally and manual Excel tracking with a single, scalable web-based CRM platform.

TYPE OF BUSINESS Industrial Tooling Solutions

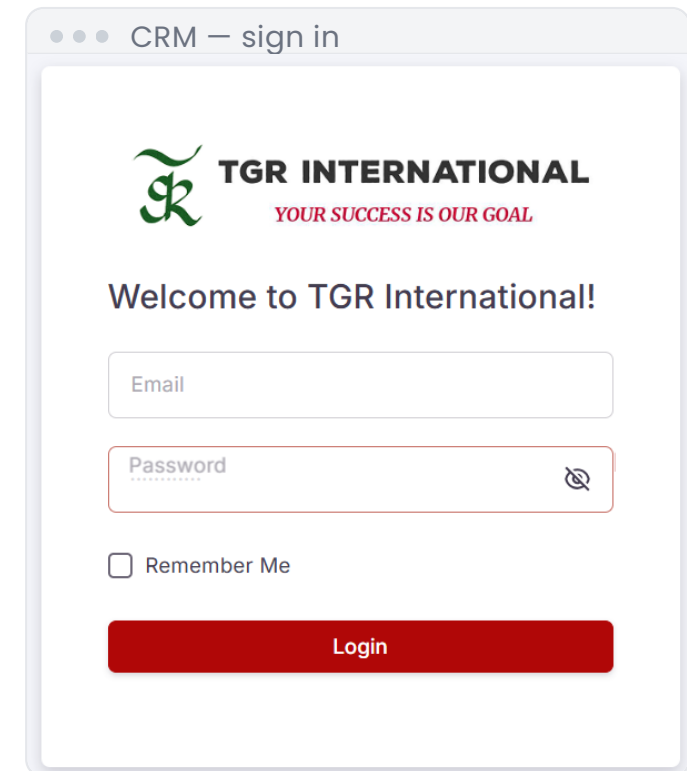
TYPE OF DOCUMENT Case Study

SCOPE OF WORK IT Services, Application Development & Maintenance

DELIVERABLE Custom Web-Based CRM Application

TECH STACK PHP | Laravel | MySQL

Please note that certain screenshots in this case study are presented with dummy data for illustrative purposes. The information depicted is not real, but serves to demonstrate the functionality of the application.

A screenshot of a web browser window titled 'CRM — sign in'. The page displays the TGR International logo and tagline at the top. Below this, it says 'Welcome to TGR International!'. There are two input fields: 'Email' and 'Password'. The 'Password' field has a red border and a toggle icon on the right. Below the fields is a checkbox labeled 'Remember Me'. At the bottom is a red 'Login' button.

The delivered platform, carrying TGR International's own visual identity.

ABOUT THE CLIENT COMPANY

TGR International

TGR International is a provider of industrial tooling and machining solutions. The company supplies high-quality products from globally recognised brands.

It serves industries such as automotive, aerospace, oil & gas and general engineering, focusing on improving manufacturing efficiency, precision and productivity.



TGR INTERNATIONAL

YOUR SUCCESS IS OUR GOAL

AT A GLANCE

- Head office in Coimbatore, Tamil Nadu
- Supplies globally recognised tooling brands
- Focus on efficiency, precision, productivity

FIND THEM AT

www.tgrinternational.in

SUPPLIES FROM

**Globally
recognised
brands**



**TGR
INTERNATIONAL**
tooling & machining

SERVES

Automotive

Aerospace

Oil & Gas

General engineering

CLIENT NEEDS

The starting position

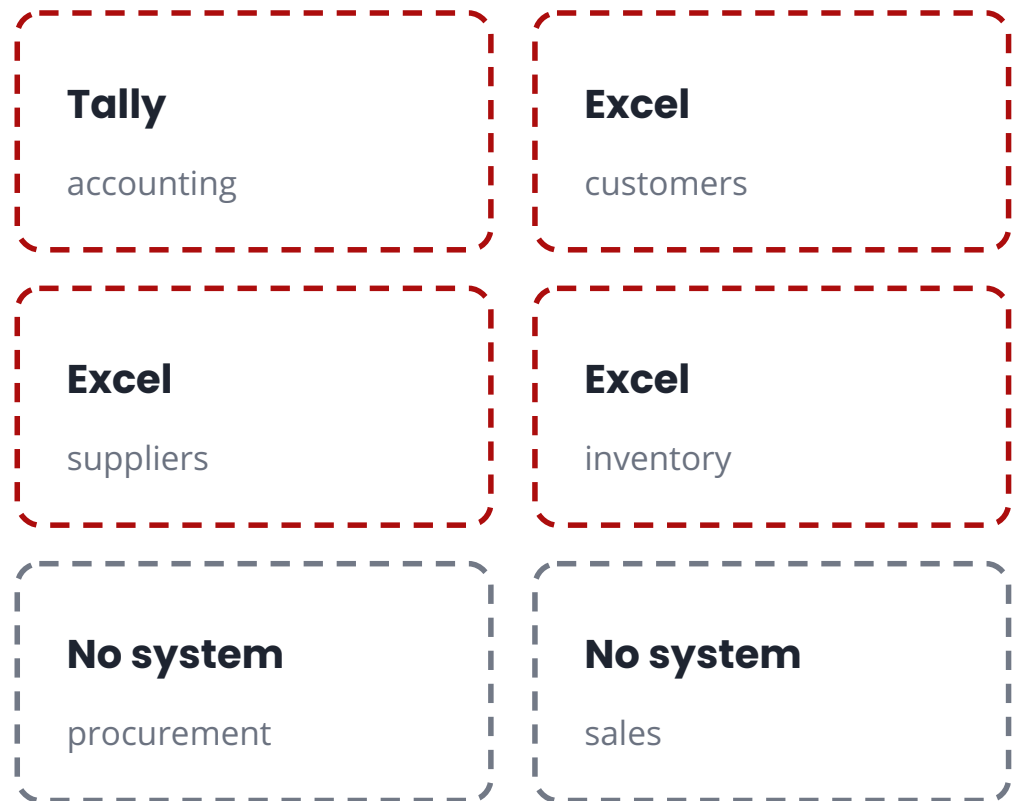
WHAT THE CLIENT ASKED FOR

To replace its legacy accounting system, Tally, with a customised CRM application that incorporated all the essential Tally functionality along with additional features to streamline business operations.

BUSINESS CHALLENGES

The existing setup relied on a limited legacy application that could not scale with the business, supplemented by manual Excel tracking for customers, suppliers and inventory. There was no unified system to manage procurement, sales, or accounting and payroll — leading to fragmented data, poor visibility and inefficient day-to-day operations.

SIX DISCONNECTED SOURCES OF TRUTH



no unified system across procurement,
sales, accounting or payroll

THE SOLUTION

One integrated business platform

Techno Tackle developed a customised web-based CRM application — a scalable, integrated business platform bringing sales, procurement, inventory, accounting, payroll and customer and supplier management into a single system. The platform is organised into six core areas.

FIVE OPERATIONAL MODULES

**Business
Management**

**Procurement
Management**

**Inventory
Management**

**Sales
Management**

**Accounting
& Payroll**

Integrated Business Platform

one modular, scalable base — every department works from the same data

Employee Access Management

accounts, credentials and module-level permissions applied across every module above

CORE AREA 01

Integrated Business Platform

CHALLENGE

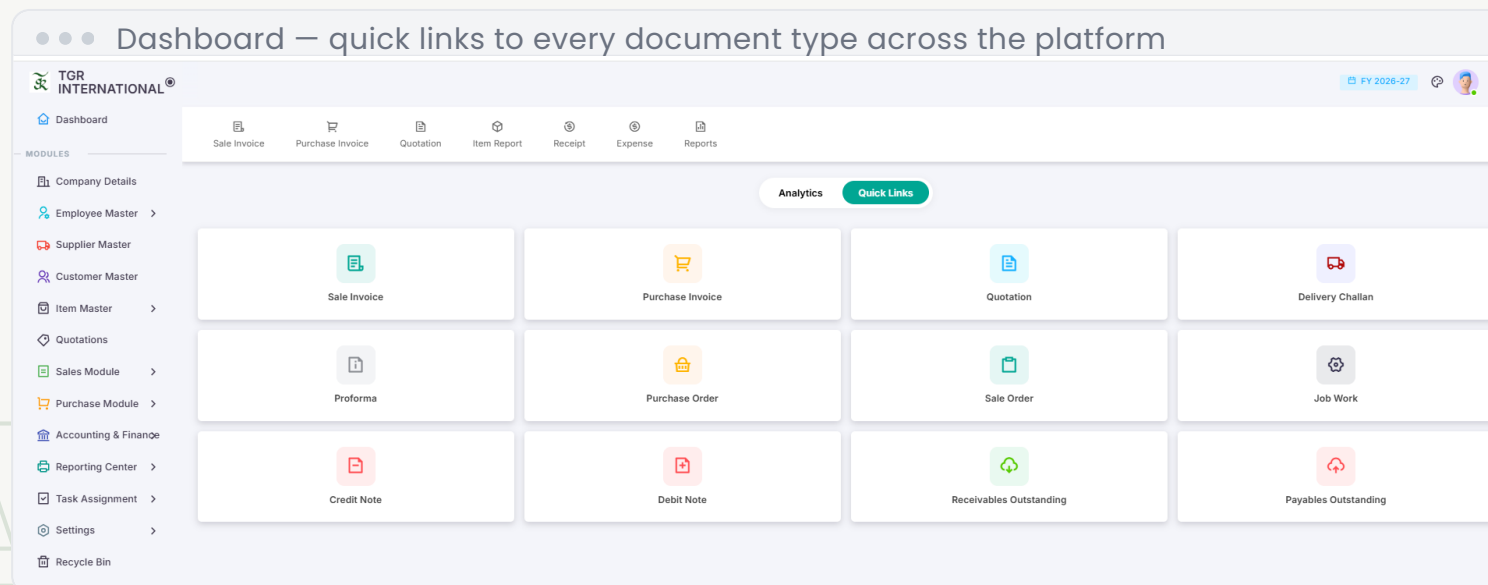
The old application had limited features and could not keep up with the client's growing business.

SOLUTION

We replaced the legacy system with a new web-based platform built to grow with the business. Its modular design means new features, workflows or user roles can be added later without disrupting day-to-day work.

WHY IT MATTERS

- Base for the sales, procurement, inventory and accounting modules
- Every department works from the same data
- New features and roles added without disruption



CORE AREA 02

Business Management

CHALLENGE

Customer and supplier records were managed manually in Excel, leading to inefficient data management.

SOLUTION

This module brings all company, employee, customer and supplier information into one place that every other module can use. The sales, procurement and accounting teams now work from the same up-to-date records.

Customer Master — customer list

Customer List

Show 10 entries

Search: Export

S.NO	CODE	COMPANY NAME	CONTACT PERSON	TYPE	GSTIN	CREDIT LIMIT	SALESPERSON	STATUS	ACTIONS
1	TGR-CUST-0002	Vortex Automotive Ltd	Falguni Rashid Dani	Registered	33MNNNJ8307J1Z5	₹1,000,000.00	-		
2	TGR-CUST-0012	Universal Machine Shop	Drishti Bumb	Registered	24QGEKD999Z1Z5	₹6,000,000.00	-		
3	TGR-CUST-0001	Titan Manufacturing Corp	Eddie Suresh Dhallwai	Registered	33KYGCN6780F1Z5	₹500,000.00	-		
4	TGR-CUST-0005	Supreme Plastics Pvt Ltd	Chirag Kumar Baria	Registered	24KYPOO5412K1Z5	₹2,500,000.00	-		
5	TGR-CUST-0006	Standard Castings Inc	Abdul Prabhat Nath	Registered	33TOHFD8840U1Z5	₹3,000,000.00	-		
6	TGR-CUST-0008	Rapid Subcontractors	Vaishali Ajinkya Loke	Registered	27NRQKY4340B1Z5	₹4,000,000.00	-		
7	TGR-CUST-0014	Prestige Auto Spares	Monica Sirish Nagy	Registered	20BNKGQ0302J1Z5	₹7,000,000.00	-		
8	TGR-CUST-0013	Pioneer Fabrication	Mridula Krishnamurthy	Registered	03CNLAV2670F1Z5	₹6,500,000.00	-		
9	TGR-CUST-0003	Nova Engineering Works	Uday Atul Thomas	Registered	29DSEHC7149J1Z5	₹1,500,000.00	-		
10	TGR-CUST-0009	Mega Motors Division	Hrishikesh Dayal	Registered	06XUKVM2308X1Z5	₹4,500,000.00	-		

Showing 1 to 10 of 15 entries

THIS HELPS REDUCE

- Duplicate or mismatched data
- Time spent searching for or fixing customer and supplier details
- Extra work when adding new customers or suppliers, since their information is entered once and used everywhere

Customer records with code, company, contact, type, GSTIN, credit limit and assigned salesperson — entered once and used everywhere.

CORE AREA 03

Procurement Management

CHALLENGE

There was no single system to track purchase requests, suppliers and procurement activities.

SOLUTION

Digitises the full procurement lifecycle from request to fulfilment, giving the team a structured, auditable trail for every purchase.

Purchase Order Master — order register

Purchase Order Master + Add PO

From Date: dd-mm-yyyy To Date: dd-mm-yyyy Employee: All Employees Customer: All Customers Filter Reset Export

Show: 10 entries Columns Excel PDF Search Orders...

S.NO	PO NUMBER	DATE	SUPPLIER	TOTAL AMOUNT	STATUS	ACTIONS
1	TGR-PO-0015-26-27	31-Jul-2026	Core Machining Tools	₹146,860.00	Confirmed	🔍 ✎ 🗑️ 🔄
2	TGR-PO-0014-26-27	26-Jul-2026	Electro Spares Pvt Ltd	₹249,760.00	Confirmed	🔍 ✎ 🗑️ 🔄
3	TGR-PO-0013-26-27	21-Jul-2026	Techno Welds Ltd	₹220,500.00	Confirmed	🔍 ✎ 🗑️ 🔄
4	TGR-PO-0012-26-27	16-Jul-2026	Dynamic Materials Co	₹219,380.00	Confirmed	🔍 ✎ 🗑️ 🔄
5	TGR-PO-0011-26-27	11-Jul-2026	SafeGuard Industrial	₹215,600.00	Confirmed	🔍 ✎ 🗑️ 🔄
6	TGR-PO-0010-26-27	06-Jul-2026	Super Power Tools Corp	₹185,360.00	Confirmed	🔍 ✎ 🗑️ 🔄
7	TGR-PO-0009-26-27	01-Jul-2026	Pioneer Hand Tools	₹159,740.00	Confirmed	🔍 ✎ 🗑️ 🔄
8	TGR-PO-0008-26-27	26-Jun-2026	Indo Fasteners Ltd	₹154,140.00	Confirmed	🔍 ✎ 🗑️ 🔄
9	TGR-PO-0007-26-27	21-Jun-2026	Machine Spares Consortium	₹146,720.00	Confirmed	🔍 ✎ 🗑️ 🔄
10	TGR-PO-0006-26-27	16-Jun-2026	Precision Collets Inc	₹120,960.00	Confirmed	🔍 ✎ 🗑️ 🔄

WHAT IT COVERS

- **Purchase requests** raised, reviewed and approved within the system
- **Purchase entries and orders** generated from approved requests
- **Supplier management** with contact, pricing and order history
- **Status tracking** across pending, ordered and completed

Purchase orders with number, date, supplier and status — filterable and exportable.

CORE AREA 04

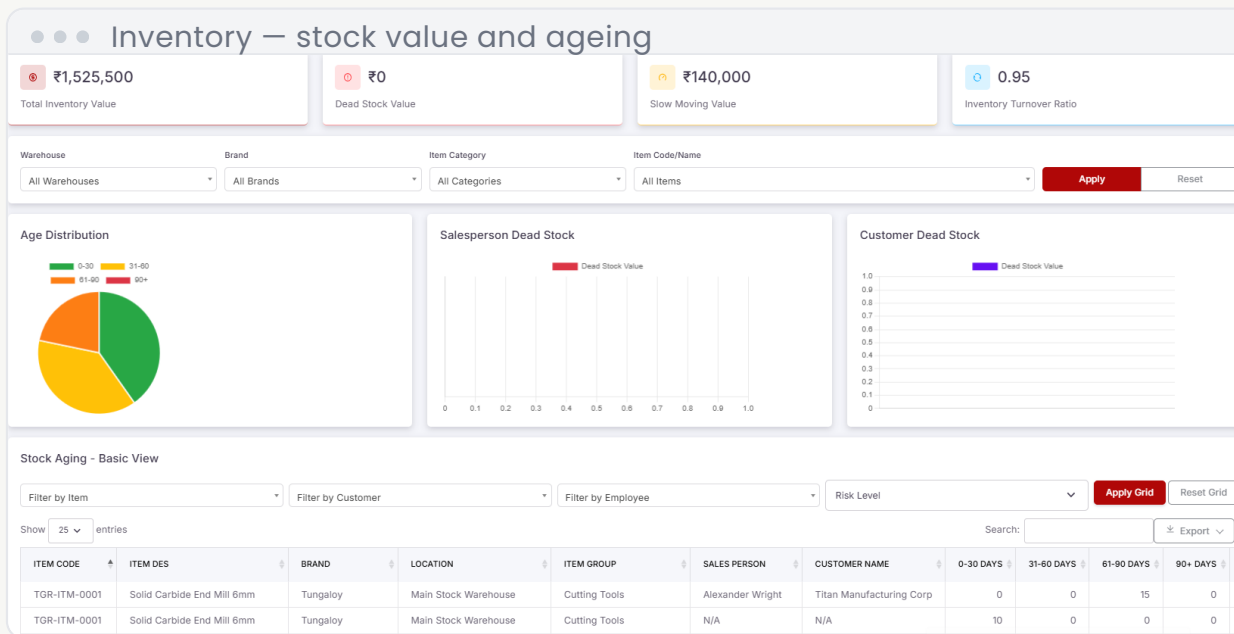
Inventory Management

CHALLENGE

Stock and inventory were tracked in Excel, resulting in poor visibility and inventory control.

SOLUTION

Replaces manual stock sheets with a live, centralised system that updates automatically as goods move through purchase, sales and delivery workflows.



WHAT IT DELIVERS

- **Real-time stock levels** without manual reconciliation
- **Item-level tracking** of stock-in, stock-out and quantities
- **Better control** over overstocking and stockouts
- **Cross-module visibility** into sales and procurement

Total inventory value, dead stock, slow-moving value and turnover ratio.

CORE AREA 05

Sales Management

CHALLENGE

There was no single system to manage sales activities, quotations, proforma invoices, sales orders, deliveries and invoicing.

SOLUTION

Covers the entire sales cycle in one connected workflow, so a deal moves from first quote to final payment without switching tools.

Quotations Master — quotation register

Quotations Master + New Quotation

From Date: dd-mm-yyyy To Date: dd-mm-yyyy Customer: All Customers

Filter Reset Export

Show: 10 entries Columns Excel PDF Search Quotations:

S.NO	QUOTATION NO	DATE	CUSTOMER	SALESMAN	GRAND TOTAL	STATUS	ACTIONS
▶ 1	TGR-QT-0015-26-27	21-07-2026	Bharat Electronics Unit	Mason Anderson	₹ 52,450.00	Accepted	   
▶ 2	TGR-QT-0014-26-27	16-07-2026	Prestige Auto Spares	Charlotte Martinez	₹ 89,200.00	Accepted	   
▶ 3	TGR-QT-0013-26-27	11-07-2026	Pioneer Fabrication	Lucas Wilson	₹ 78,750.00	Accepted	   
▶ 4	TGR-QT-0012-26-27	06-07-2026	Universal Machine Shop	Mia Rodríguez	₹ 78,350.00	Accepted	   
▶ 5	TGR-QT-0011-26-27	01-07-2026	Fine Die & Mold	Benjamin Garcia	₹ 77,000.00	Accepted	   
▶ 6	TGR-QT-0010-26-27	26-06-2026	Hindustan Aviation Ltd	Ava Davis	₹ 66,200.00	Accepted	
▶ 7	TGR-QT-0009-26-27	21-06-2026	Mega Motors Division	James Miller	₹ 57,050.00	Accepted	
▶ 8	TGR-QT-0008-26-27	16-06-2026	Rapid Subcontractors	Emma Jones	₹ 55,050.00	Accepted	
▶ 9	TGR-QT-0007-26-27	11-06-2026	Apex Precision CNC	Noah Brown	₹ 52,400.00	Accepted	

THE DOCUMENT FLOW

- **Quotations and proforma invoices** created from customer records
- **Sales orders and delivery challans** generated from confirmed quotes
- **Invoicing and receipts** tied back to the original order

Quotations with number, date, customer, salesman, grand total and status — created and sent directly from customer records.

CORE AREA 05 — CONTINUED

Commercial control on every order

● ● ● Sales Order Master — order register

Sales Order Master + New Sales Order

From Date: dd-mm-yyyy To Date: dd-mm-yyyy Customer: All Customers + Filter Reset Export

Show 10 entries Columns Excel PDF Search Sales Orders:

S.NO	ORDER NUMBER	DATE	CUSTOMER	BRANCH	TOTAL AMOUNT	MARGIN	STATUS	ACTIONS
▶ 1	TOR-SO-0001-26-27	14-May-2026	Titan Manufacturing Corp	Coimbatore HQ Branch	₹13,650.00	₹3,750.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 2	TOR-SO-0002-26-27	19-May-2026	Vortex Automotive Ltd	Coimbatore HQ Branch	₹20,200.00	₹5,250.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 3	TOR-SO-0003-26-27	24-May-2026	Nova Engineering Works	Coimbatore HQ Branch	₹27,800.00	₹6,750.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 4	TOR-SO-0004-26-27	29-May-2026	Egis Infrastructure Ltd	Coimbatore HQ Branch	₹31,750.00	₹8,250.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 5	TOR-SO-0005-26-27	03-Jun-2026	Supreme Plastics Pvt Ltd	Coimbatore HQ Branch	₹35,350.00	₹9,250.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 6	TOR-SO-0006-26-27	08-Jun-2026	Standard Castings Inc	Coimbatore HQ Branch	₹43,200.00	₹11,250.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 7	TOR-SO-0007-26-27	13-Jun-2026	Apex Precision CNC	Coimbatore HQ Branch	₹52,400.00	₹12,750.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 8	TOR-SO-0008-26-27	18-Jun-2026	Rapid Subcontractors	Coimbatore HQ Branch	₹55,050.00	₹14,250.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 9	TOR-SO-0009-26-27	23-Jun-2026	Mega Motors Division	Coimbatore HQ Branch	₹57,050.00	₹15,750.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
▶ 10	TOR-SO-0010-26-27	28-Jun-2026	Hindustan Aviation Ltd	Coimbatore HQ Branch	₹68,200.00	₹17,250.00 30.00%	Confirmed	ⓘ Ⓜ Ⓟ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ

Confirmed orders carrying the customer, value and status through to delivery.

● ● ● Create Sales Invoice — invoice entry

Create Sales Invoice Back To List

Branch: Coimbatore HQ Branch

Customer: Fine Die & Mold OS: 7,766 Available Dispatch from Warehouse: Main Stock Warehouse Reference Type: Direct Invoice Invoice Number: SAL-0001-26-27

Invoice Date: 10-08-2026 ⓘ Payment Terms (Days): 30 Is Service Invoice?

Invoice Items

BRAND	ITEM / CODE	REF QTY	BILLED	QTY	STATUS	FAILURE REASON	UNIT	RATE	DISC%	GST (C/S/I)	TOTAL	ACTION
Walter Tools	TOR-PKG-0014 Standard Tooling Kit 14	1	1	100	Success		Tube	4500	0	8 9.00 % 80000.00	\$31000.00	ⓘ

+ Add Item Row

Additional Charges

Freight: 0.00 Picking: 0.00 Insurance: 0.00

Loading: 0.00 Unloading: 0.00 Handling: 0.00

GST Rate on Other Charges: 0% GST Amount on Other Charges: 0.00

Transport & E-Way Details

Transporter Name: E-Way Bill Number:

E-Way Bill is REQUIRED for the current transaction value.

Sub Total (Gross): 4,50,000.00

Total Discount: 0.00

Additional Charges: ₹40,500.00

GST 9%: ₹40,500.00

SGST 9%: ₹40,500.00

Total Tax: ₹81,000.00

Round Off: ☒ No Round Off ☐ Round Off (+) ☐ Round Off (-)

GRAND TOTAL: ₹ 5,31,000.00

Save & Print Invoice

Invoice raised against the order, with items, taxes and totals carried forward.

CREDIT-LIMIT CHECKS

Flags orders that would exceed a customer's approved credit, reducing collection risk.

PAYMENT TERMS TRACKING

Keeps due dates and terms visible at every stage of the order.

EXPECTED MARGIN

Surfaces profitability per order before it is finalised, not after.

PURCHASE-PLANNING TRIGGERS

Links sales demand to procurement, so stock is replenished proactively.

CORE AREA 06

Accounting & Payroll

CHALLENGE

The client needed an integrated solution to manage accounting and employee payroll.

SOLUTION

Brings financial operations and payroll into the same platform as sales and procurement, so transactions flow into the books automatically rather than requiring separate entry.

● ● ● Reports — Balance Sheet

Balance Sheet ⓘ

From Date: 01-04-2026 To Date: 31-03-2027

Q Search ○ Reset

± Export Condensed View As on 31-Mar-2027

Liabilities		Assets	
PARTICULARS	AMOUNT (RS)	PARTICULARS	AMOUNT (RS)
Capital Account	0.00	Investments	0.00
Loans (Liability)	0.00	Difference in opening balances	15,35,400.00
Current Liabilities	2,58,496.00		
Duties & Taxes	-1,77,408.00		
Provisions	0.00		
Sundry Creditors	4,35,904.00		
Fixed Assets	12,750.00		
Plant & Machinery	12,750.00		
Current Assets	10,15,004.00		
Bank Accounts	10,70,384.00		
Cash-in-hand	22,460.00		
Loans & Advances (Asset)	0.00		
Sundry Debtors	-77,840.00		
Suspense A/c	0.00		
Profit & Loss A/c (Net Profit)	2,49,150.00		
Income	21,42,900.00		
Sales Accounts	6,07,500.00		
Expenses	18,93,750.00		
Opening Stock	0.00		
Indirect Expenses	1,92,750.00		
Purchase Accounts	17,01,000.00		
TOTAL LIABILITIES	15,35,400.00	TOTAL ASSETS	15,35,400.00

WHAT IT COVERS

- **Voucher management** for receipts, payments and journals
- **Ledger management** with real-time account balances
- **Financial reporting** including Balance Sheet and Profit & Loss
- **Payroll processing** for salary computation and disbursement

Balance sheet generated on demand for any chosen date.

ADDITIONAL FEATURES

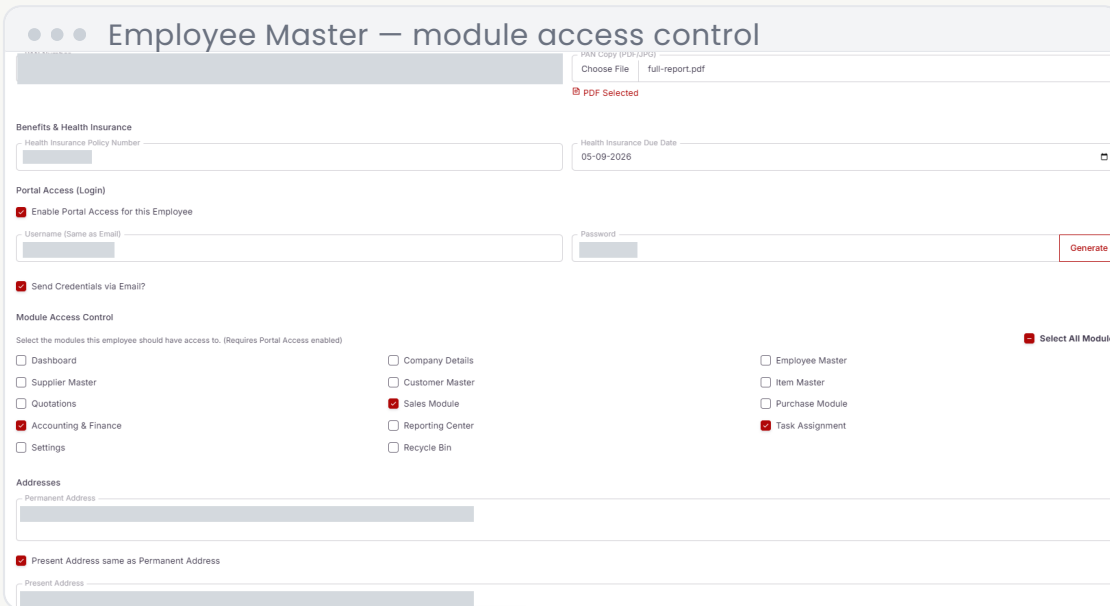
Access control, approach and stack

EMPLOYEE ACCESS MANAGEMENT

While Business Management stores core employee details, this feature controls how employees interact with the system itself: account creation, unique login credentials, module-level permissions and role-based control, so employees see only the functions relevant to their responsibilities.

DEVELOPMENT APPROACH

Developed using a structured SDLC process with AI-assisted development practices, maintaining quality and reliability.



TECHNOLOGIES USED

- **Frontend** — HTML5, CSS3, JavaScript
- **Backend** — PHP, Laravel
- **Database** — MySQL
- **Architecture** — MVC
- **Project management** — Techno Tackle PMS

Module-level permissions per employee. Identifiers and credentials redacted.

THE CONCLUSION

What was delivered

The customised CRM application enabled TGR International to digitise and unify its core business operations, replacing the legacy Tally system and manual Excel-based tracking with a single, scalable platform.

DELIVERED

- Replaced legacy Tally and manual Excel workflows with one unified system
- Brought sales, procurement, inventory, accounting and payroll under a common platform
- Centralised customer and supplier data, reducing reliance on scattered spreadsheets
- Gave the business a structured, auditable process across procurement and sales
- Established a scalable foundation that can support future growth and additional features

Built on — HTML5, CSS3 and JavaScript on the front end, PHP and Laravel with MySQL behind it, on an MVC architecture, managed through Techno Tackle PMS.

LET'S TALK ABOUT YOUR PLATFORM

Have a project in mind? Let's discuss how we can help.

LET'S CONNECT

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Clutch 4.8 ★★★★★ [8 reviews](#)

Google 4.8 ★★★★★ [120+ ratings](#)



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and look forward to collaborating with you.

