



Technology for sales point



The growth of Indian retail sector and organised retail in particular is a very promising sign for our business. With this growth come

new challenges for retailer POS. Our more than 10 years of experience in building innovative solutions for retailer POS puts us in the best position to benefit from this growth.

Lokvir Kapoor, CEO, Pine Labs



We are very satisfied with Pine Labs' diligent effort to make it happen for Sangeetha.

Subhash Chandra
Managing Director, Sangeetha Mobiles

Pine Labs is a leading innovator in Point Of Sale (POS) transaction technology. Pine Labs' solutions drive new footfalls for retailers, create incremental revenue, accelerate the check-out, and streamline operations. With presence at over 20,000 POS, we are rightly proud of the long-term partnerships we build with our clients.

Pine Labs' Plutus ePOS platform powers credit/debit card acceptance, promotions, loyalty and gift card programmes on the Point of Sale.

Plutus integrates with the existing billing software on the POS, automating credit/ debit card transactions by directly talking to acquiring banks through any public internet connectivity. Plutus technology is PCI-PADSS certified and approved, and supported by all leading acquiring banks in India.

In addition, Plutus has built-in capabilities to enable rule-based POS promotions on the charge slip, integration with Pine Labs' proprietary NOVA loyalty and gift card platform, and access to Onedesk, Pine Labs' mobile recharge and ticketing payment platform. Plutus also comes with a transaction reconciliation management system that allows automated tracking and reconciliation of all card transactions on the POS.

Incorporated in 1998, Pine Labs serves leading supermarkets, apparel retailers, entertainment and hospitality companies, electronics chain and many more. Its valued customers include Shoppers Stop, Future Group, Barista, Aircel, Samsung, Fame, Swanston Cinemas, Planet M and many more.

With annual turnover of Rs 30 crore and YoY growth of 25 per cent,

the company is planning to expand its customer base aggressively in the mid-market segment. Its cost-effective SaaS delivery model enables even mid-sized merchants to avail themselves the same solutions that power leading national chains.

CASE STUDY

Sangeetha Mobiles Pvt Ltd, one of the largest mobile handsets retail chains in India, recently launched Plutus payment solution at its retail outlets. This implementation marks another milestone for Plutus Hub, the enterprise server edition of Plutus already running for multi-store merchants like Future Group and Cafe Coffee Day.

For integration, Plutus uses virtualisation architecture to interface with a central Citrix server and its web-browser application on the POS. Plutus supports various peripherals at the POS – card swiper, receipt printer, pin pads, enabling acceptance of Maestro debit and EMV cards.

Benefits received

"We are very satisfied with Pine Labs' diligent effort to make it happen for Sangeetha" said Mr Subhash Chandra, MD at Sangeetha Mobiles. With this architecture, Sangeetha is experiencing a transaction time of less than four seconds, leading to a very satisfied card customer.

Sangeetha will also benefit from Plutus's integrated EMI solution. Using instant EMI, Sangeetha can make a 0% financing offer to its customers' right at the POS, sponsored by the handset manufacturer. Customers can avail free financing and the convenience of EMI transactions with a single swipe.