

# Success story



## Delivering perfect timing for Daniel Wellington Watches

### Background

#### Sleek and stylish Swedish watch brand

Daniel Wellington is a Swedish watch brand known for its sleek, stylish, and minimalistic designs. JFT Trading is the subsidiary of Daniel Wellington watches in India. The brand sees India as an emerging and vibrant market with huge potential. It aims to accelerate its global expansion and reinforce its commitment to growing business in India.

### Challenge

#### Access to data anytime, anywhere

With pan-India operations, the company was looking at an integrated payments solution that would provide not only a seamless and superior payments experience to customers but also help them access real-time data anytime, anywhere.

## **Solution**

### **Integrated payments solution with live transaction data**

The company moved to our payments platform and ever since the POS terminals have been running smoothly without any downtime. Earlier, tracking all the transaction data was a time-consuming and cumbersome task. Now the company can now access live transaction data. Considering its pan-India operations, the myPlutus App helps access data anytime from anywhere and saves significant man-hours.

"The Pine Labs' team is always ready to help. In case there is any concern, we know we can rest assured that it will be addressed well in time. The team walks that extra mile to help us when we face any challenge from the bank's end. They are simply the best in the business," says Faruq Shaikh, India Head - Retail Operations Daniel Wellington Watches.

## **Result**

### **Accelerating market share and store openings**

Daniel Wellington has grown its market share in India and accelerated its store openings. Along this growth journey, we have partnered the company for its complete payment needs delivering a superior and seamless payment experience and integrated reporting interface.