Managing **US$500 million** in global spend to bring health and well-being to India

Founded on a mission to provide effective and affordable medicine to ordinary people in rural villages, Dabur India Limited has grown into a household name. From hair and body care to nonprescription remedies, Dabur produces more than 250 natural, Ayurvedic products across 14 plants over 100 countries. That means a lot of direct and indirect spend – from herbs and spices to machinery and services. But the company had no way to control maverick spending or track market-to-market performance and negotiation benchmarks. To get the best value on every purchase, Dabur needed an **integrated sourcing solution**.
Unified sourcing gives Dabur access to more suppliers and buying options, so consumers get the world’s best ingredients.

Since working with Accenture to deploy the SAP® Ariba® Sourcing solution, Dabur is managing more than 350 sourcing events per year – covering 100% of its addressable spend – and is benefiting from:

- Average savings of 6% to 8% in the first few years, mostly achieved through incumbent vendors
- Centralized process management – from vendor onboarding to requests, proposals, allotment, contracting, and delivery – helping consolidate spend management and minimize maverick spending
- Simple onboarding, helping bring on new suppliers, increase vendor agility, and speed response times
- Ability to source ingredients across multiple countries, languages, and currencies – increasing competition and savings opportunities
- Integration of buying and negotiation processes, helping realize more-advantageous contracts
- Faster negotiation process – from two to three days to one hour
- Greater transparency and simpler compliance and audit management
- More time for sourcing teams to work on strategic tasks, such as price forecasting
- Success that promotes an overall culture of e-sourcing, leading to better resource and cost management

“SAP Ariba Sourcing is very straightforward and easy to use. It is a simple tool that allows buyers and suppliers to work independently without much assistance. And with the whole process managed in one place, we have greater spend control and transparency.”

Sumit Mukherjee, Vice President of Central Procurement and Planning, Dabur India Limited