

## Consumer products and retail

# Jyothy Laboratories

Fast-moving consumer goods firm uses NX to reduce product development time by more than 50 percent

### Product

NX

### Business challenges

- Shorten design cycle and time-to-market
- Integrate CAD and CAM processes
- Reduce development costs
- Reduce manufacturing defects

### Keys to success

- Use NX for CAD, mold design and CAM
- Leverage excellent training and support of Siemens PLM Software partner DesignTech
- Optimize manufacturing process

### Results

- Reduced product development time by more than 50 percent
- Achieved a 50 percent cost savings in design
- Improved productivity by 35 percent
- Improved quality and reduced errors by 75 percent
- Realized faster time-to-market, larger market share and produced higher-quality products



## Siemens PLM Software solutions enable Jyothy Laboratories to improve product quality and reduce errors by 75 percent

### Realizing enhanced production efficiency

Jyothy Laboratories Limited (Jyothy) is a fast-moving consumer goods company founded in 1983 and located in Mumbai, India. The company has 21 manufacturing units in 14 locations across the country, including six business divisions: fabric care, household insecticides, utensil cleaners, fragrances, personal care and fabric care service.

Some of the company's brands include Ujala, Maxo, Exo, Jeeva and Maya. Ujala is a liquid fabric whitener and is the biggest brand in the company portfolio. Fabric care contributed 44 percent to company revenues in 2014. The company is the largest player in the fabric whitener space in India, with a market share of 72 percent.

To retain its competitive edge as a leading, fast-moving consumer goods company in India, Jyothy wanted to improve time-to-market for its new products. To meet this goal and achieve enhanced production efficiency, the company chose a trio of NX™ software products from product life-cycle management (PLM) specialist Siemens PLM Software: NX CAD for computer-aided design (CAD), NX Mold Design for automated mold design and NX CAM for computer-aided manufacturing (CAM).



Jyothy found it was much easier to design with NX CAD. By combining the advantages of NX CAD with NX Mold Design and integrating them with NX CAM for the production process, they were able to reduce new product development time by more than 50 percent with these Siemens PLM Software solutions.

“NX enabled us to substantially improve our productivity, which helped us add new products to our portfolio,” says G. Viswanathan, assistant manager of CAD/CAM at Jyothy.

#### **Cutting development time**

Prior to deploying NX, Jyothy performed product design with 2D CAD software that featured a manual approach and inevitably led to a significant amount of testing by trial and error. These software products were just not able to adequately address all areas of product design and development. As a result, it took Jyothy six to seven months to develop a new product design.

#### **Reducing errors**

In addition to seeking to reduce time-to-market, Jyothy also wanted to cut development time and costs as well as decrease design and manufacturing errors and defects. This had been an issue in the past because they had inadequate methods for tooling and production, so they often needed to do a lot of rework in tool design.

“There’s no question that the integrated solutions of NX CAD, NX Mold Design and NX CAM helped us realize faster time-to-market, gain a larger market share and produce better-quality products.”

G. Viswanathan  
Assistant Manager, CAD/CAM  
Jyothy Laboratories

Jyothy conducted product design in NX CAD, used NX Mold Design to perform mold analysis and mold design, and generated tool paths using NX CAM.

By integrating 3D modeling with CAM, Jyothy found that they could more quickly introduce new, robust products with fewer design and manufacturing errors, and leverage a faster and shorter development cycle that required far less tooling rework.

DesignTech, a Siemens PLM Software partner, also helped Jyothy get the most out of their NX products by providing training to designers so they could learn and implement the required skills. DesignTech also provided consistently strong support.

“Proactive and timely support from Siemens PLM Software partner DesignTech helped bring us up to speed and gain proficiency with the NX products so we could make best use of them,” says Viswanathan.

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G. Viswanathan  
Assistant Manager, CAD/CAM  
Jyothy Laboratories



### Solutions/Services

NX CAD

[www.siemens.com/plm/nxcad](http://www.siemens.com/plm/nxcad)

NX Mold Design

[www.plm.automation.siemens.com/en\\_us/products/nx/for-manufacturing/tooling-fixture-design/mold-design.shtml](http://www.plm.automation.siemens.com/en_us/products/nx/for-manufacturing/tooling-fixture-design/mold-design.shtml)

NX CAM

[www.siemens.com/plm/nxcam](http://www.siemens.com/plm/nxcam)



### Customer's primary business

Jyothy Laboratories Limited is a fast-moving consumer goods company founded in 1983 with 21 manufacturing units at 14 locations across India. It has six business divisions, including fabric care, household insecticides, utensil cleaners, fragrances, personal care and fabric care service. [www.jyothylaboratories.com](http://www.jyothylaboratories.com)

### Customer location

Mumbai  
India

### Partner

DesignTech Systems Limited

### Gaining market share

Jyothy found that NX had helped them achieve the following accomplishments:

- Reduced costs associated with design by 50 percent
- Enhanced productivity by 35 percent
- Improved product quality by 75 percent and significantly reduced errors

"There's no question that the integrated solutions of NX CAD, NX Mold Design and NX CAM helped us realize faster time-to-market, gain a larger market share and produce better quality products," says Viswanathan.

**"NX enabled us to realize a substantial enhancement in productivity, which helped us add new products to our portfolio."**

G. Viswanathan  
Assistant Manager, CAD/CAM  
Jyothy Laboratories

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