

Catalogix automates the Cataloging process for Bewakoof.in saving them 70% of time and a whole lot of effort.



Bewakoof®

Founded in 2012, Bewakoof is a lifestyle fashion brand for the trendy, contemporary Indian. Bewakoof was created on the principle of creating impact through innovation. Their innovation focus extends to operations as well. They are vertically integrated; manufacture their own products and they sell selective vendor products as well on their site.



CHALLENGE

Bewakoof has 100's of sellers uploading products in a specified format. This content is prone to errors and requires many levels of QC to deliver the user experience that Bewakoof wishes to offer. This is a tedious process that requires a large team of stylists to manually verify data accuracy, leading to delays in go to market for sellers. They also have private labels that they need to be cataloged and listed on their site and other marketplaces. The data comes from different sources from within the company and they needed to normalize the data and catalog the products efficiently.

OPPORTUNITY

It is offered as an end-to-end managed solution that ensures products are successfully listed on brand's sites and other marketplaces.

ABOUT THE TECHNOLOGY

AI Studio and Classifiers

150 + data points added per product using fine-grained classifiers trained in AI studio, our fashion optimized AutoML platform

AI to Human Handover

No AI is 100% accurate so there is a human QC to ensure data is accurate

Self-learning system

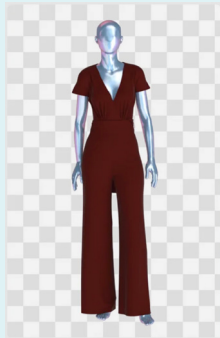
The more data we process the more accurate are our predictions.

Auto conversion to Marketplaces

With our taxonomy as the source of truth, other taxonomies are a subset and it is a simple matter of mapping

CATALOGIX'S TASK

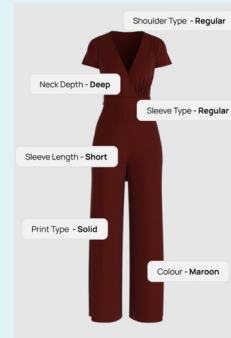
Get the feed and images from disparate sources, normalize the data and translate it into multiple marketplace formats for Bewakoof owned brands and to ensure that the data of Brands listing on Bewakoof, is accurate.



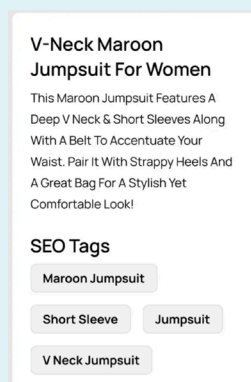
Photoshoot



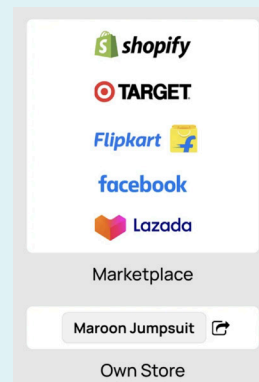
Image Studio



Cataloging



Content & SEO



Syndication

SUPPORTED MARKETPLACES



RESULTS

Catalogix manages the process end to end. They even do the upload and rejection management for all marketplaces. So, clients can focus on their core business.

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DAYS

10

NO. OF MARKETPLACES

7x

SAVING IN TIME

100%

ACCURACY

3x

SAVING IN COSTS

Jeevan Rekha,
Bewakoof

"We move fast and we wanted a partner who could keep pace with us. The automations in the cataloging process built by Streamoid are very robust. We are very happy with Catalogix."