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RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

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Karviyam Family Mart Unifies Retail Operations and Customer Engagement with Fynd



Chennai, 31 Oct 2026: Fynd, an AI-native retail technology company, today announced that Karviyam Family Mart has adopted Fynd's commerce solutions to connect its warehouse and store operations with checkout and customer engagement. The deployment brings together Fynd StoreOS, warehouse management, loyalty and in-store promotions, taking technology beyond the billing counter and into day-to-day running of the business.

With merchandise personally sourced by its founder from across India, Karviyam was building its assortment alongside the store itself. Each product needed a digital record covering pricing, tax information, vendor details, labels and inventory.

The requirement was not simply to install a checkout system, but to establish the processes that would take merchan dise from procurement to the warehouse, onto store shelves and through to sale.

Fynd StoreOS handles point-of-sale billing and store operations, while Fynd WMS supports stock receipt, quality checks, storage and inventory movement. Alongside the technology deployment, Fynd worked with Karviyam on catalogue preparation, operational workflows, staff training and test ing across warehouse and checkout processes, helping the retailer prepare its teams and systems for opening day.

"For a new retailer, getting the business ready means much more than installing a billing system. Mer chandise, inventory, store teams and customer engagement need to work together from the outset. With Karviyam, our focus was on connect ing these priorities and supporting the team as it built the business, so that the attention given to selecting merchan dise could carry through to the shopp ing experience," said Ragini Varma, Chief Business Officer – India, Fynd.

The customer-facing deployment extends beyond checkout. A Fynd-powered loyalty programme gives Karviyam a foundation to recog nise customers and build relationships beyond individual purchases. Digital signage supports communica tion inside the store, while game-led offer campaigns allow shoppers to inter act with promotions rather than simply view them on display.