

TATA 1mg

Case Study

Empowering Retail
Intelligence: How Tata 1mg
Transformed Store
Operations with
Tata Communications MOVE™
Video Analytics



Smart Stores start with Smarter Insights

In the age of omnichannel retail, the success of a physical store is no longer measured by footfall alone—it's measured by what you do with that footfall. Understanding how customers move, when they visit, and how long they stay can be the difference between a smooth experience and a lost sale. With evolving customer expectations and rising operational costs, intelligent staff planning and real-time store insights have become non-negotiables. For a customer-first brand like Tata 1mg—where operational efficiency and high-quality service are essential to building trust and delivering critical health outcomes—embracing advanced video analytics isn't just an enhancement, it's a strategic priority.

Meet the IoT Fabric

As businesses embrace a more connected and data-driven future, having the right digital foundation is key. Tata Communications' IoT Fabric enables real-time decision-making through AI/ML-powered insights and seamless connectivity. It includes technologies such as Video Analytics, Connected Worker solutions, Smart City applications, Private Networks, and Industrial IoT—brought together into a single, scalable ecosystem. With robust device integration, multi-network connectivity, and a centralised orchestration layer presented via a Single Pane of Glass, it simplifies control and boosts operational visibility.

From smart retail and warehouse optimisation to industrial automation and connected infrastructure, the IoT Fabric enables a wide range of business use cases that deliver measurable value.

Another aspect of the IoT Fabric is the Tata Communications MOVE™ platform, which extends secure, flexible global mobility through its eSIM Hub and Connectivity Management Platform. These solutions enable over-the-air activation and seamless connectivity across 600+ mobile networks in over 190 countries—helping enterprises connect devices globally and enabling MVNOs to deliver reliable mobile services to their customers.

Fragmented Visibility in a Fast-Growing Retail Network

Tata 1mg, India's premier digital health platform, is no stranger to rapid growth. While it built its name in online healthcare, its brick-and-mortar stores became a key touchpoint for dispensing prescriptions, offering over-the-counter products, and enabling quick commerce services.

However, the in-store operations team faced a fundamental question—*how many people are walking into our stores, and how many are we actually serving?*

Without a reliable way to measure footfall or conversion (fill) rates, store planning became a guessing game. Traditional tracking methods like manual counting and Excel-based estimates were time-consuming and often inaccurate. Add to this the dynamic in-store environment, frequent delivery rider movement, and limited visibility from existing CCTV setups—the need for an intelligent, scalable solution became clear.

We needed real data—how many customers we were attracting, how long they stayed, and whether we were adequately staffed to serve them.

Baljeet Banga,
City Lead, Gurgaon, Tata 1mg

About Tata 1mg

Tata 1mg is one of India's leading digital healthcare platforms, dedicated to making healthcare accessible, affordable, and understandable. Offering services such as e-pharmacy, diagnostics, e-consultations, and health content, Tata 1mg ensures seamless healthcare experiences for millions across the country. With medicine delivery available in over 1,800 cities, the platform combines cutting-edge technology with a customer-first approach to redefine healthcare delivery in India.

Smart Video Analytics Powered by Tata Communications IoT Fabric



TATA COMMUNICATIONS
move™ Video Analytics

To address these gaps, Tata 1mg leveraged Tata Communications' IoT Fabric to deploy the MOVE Video Analytics platform—an AI-powered solution implemented in select stores that extracts actionable insights from existing CCTV infrastructure.

Unlike generic camera-based systems, MOVE Video Analytics offered a more intelligent and accurate approach to tracking footfall, in-store engagement, and staff movement—all while maintaining data privacy and regulatory compliance.

Key features of the deployment included:



High Accuracy Tracking: Using mature AI models, the system achieved 96-97% accuracy in counting customer footfall, even in small and densely packed retail settings.



Real-Time Operational Insights: A centralised dashboard allowed store managers to view peak traffic hours, average time spent per customer, and historical trends across locations.



Manpower Planning: By aligning staff shifts with actual customer flow data, Tata 1mg was able to reduce wait times and improve service efficiency at high-footfall locations.

A Thoughtful Rollout with Real Impact

As the MOVE Video Analytics solution was deployed across stores in a phased rollout, Tata Communications provided end-to-end support—from initial site visits and installation to user training and analytics integration.

The solution improved overall visibility and enabled more informed decision-making across various aspects of store operations—contributing to a stronger in-store experience.

The UI was intuitive, the dashboards made sense from day one, and the accuracy really gave us confidence in our planning.

Rohit Dhapola,
City Lead, Noida & Delhi, Tata 1mg

The Tata Communications team has been extremely responsive and supportive. They walked us through every step of the process, ensured clarity across teams, and were always available to address our concerns. It's been a smooth, collaborative experience throughout.

Baljeet Banga,
City Lead, Gurgaon, Tata 1mg

Enhancing the In-Store Experience—For Customers and Staff alike

Building on this enhanced visibility, the platform has enabled store managers to make timely, data-driven decisions that directly improve customer service. By accurately identifying peak hours, they can ensure pharmacies are appropriately staffed during high-traffic periods—thereby reducing wait times and minimising missed service opportunities.

The benefits for employees are equally significant. With clearer expectations and more balanced workloads, staff are better positioned to focus on delivering high-quality service rather than reacting to unexpected surges in footfall. Additionally, the ability to analyse the time spent per customer allows store leads to identify and address potential bottlenecks in the service process. Ultimately, the solution empowers store teams to operate more efficiently and effectively—leading to improved satisfaction for both employees and customers.

When Insight Meets Execution

While direct revenue attribution can be complex in a dynamic retail environment, the platform has clearly contributed to improving in-store execution. Stores with better-aligned staffing during peak hours have reported smoother customer experiences, reduced wait times, and fewer service gaps.



Looking Ahead: From Tracking Footfall to Understanding Customers

As Tata 1mg continues to expand its retail footprint, the role of data is evolving from operational support to strategic enablement. The team is now exploring how MOVE Video Analytics can go beyond footfall measurement to deliver deeper customer insights—such as demographic segmentation, dwell time analysis, and behavioural patterns. These capabilities can unlock more personalised service strategies and smarter merchandising decisions.

Extending the IoT Fabric to Warehouse Operations

Beyond retail operations, Tata 1mg has expanded its use of Tata Communications' IoT Fabric to enhance warehouse infrastructure through the integration of IoT-enabled temperature and humidity sensors. The IoT Fabric brought the speed and agility needed for rapid IoT scale-up. These sensors provide continuous monitoring of environmental conditions, early warning alerts, and automated data logging—supporting audit readiness and regulatory compliance.

We want to move beyond tracking footfall—we want to understand who our customers are, what they need, and how we can serve them better.

Manasvi Rudra,
Business Strategy Manager, Tata 1mg



The IoT Fabric enables seamless integration of camera infrastructure, intelligent data flow, and advanced analytics—transforming raw footage into real-time insights that drive faster, smarter decision-making. Working with a forward-thinking brand like Tata 1mg has been both collaborative and rewarding. Together we're not just tackling today's operational challenges—we're shaping a smarter, more agile retail model powered by intelligence and built for the future.

Jayant Singh,
General Manager, Strategic Engagements - IoT & Private Networks,
Tata Communications

Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

Follow us on:

