

# iD Fresh Food (India) Pvt. Ltd.

Solving the perishable foods puzzle



## The Result

Sales within a month of implementation



₹ INR 25 Million



+ 15%

Forecast demand and optimize production

Sales Returns



- 15%

Real time credit and collection



Reduction in Unplanned discounts



## The Problem

### Supply Chain Issue

- ▶ High returns due to perishable nature of the products

### Collections

- ▶ Delay in sales and sales return cash collection
- ▶ Too much credit being given by SEs

### Operations

- ▶ Too many and too much discount was being given

## The Solution



### 1. Loadout in Van

Loadout in Van from warehouse

### 2. Take orders thru app

Takes order which is captured in real-time enabling forecasting



### 3. Providing Discount

Provides Merchandizing material/pops



### 4. Delivery to outlet

Instantly delivers to Outlet



### 5. Stock Returns

Takes return of expired stock

