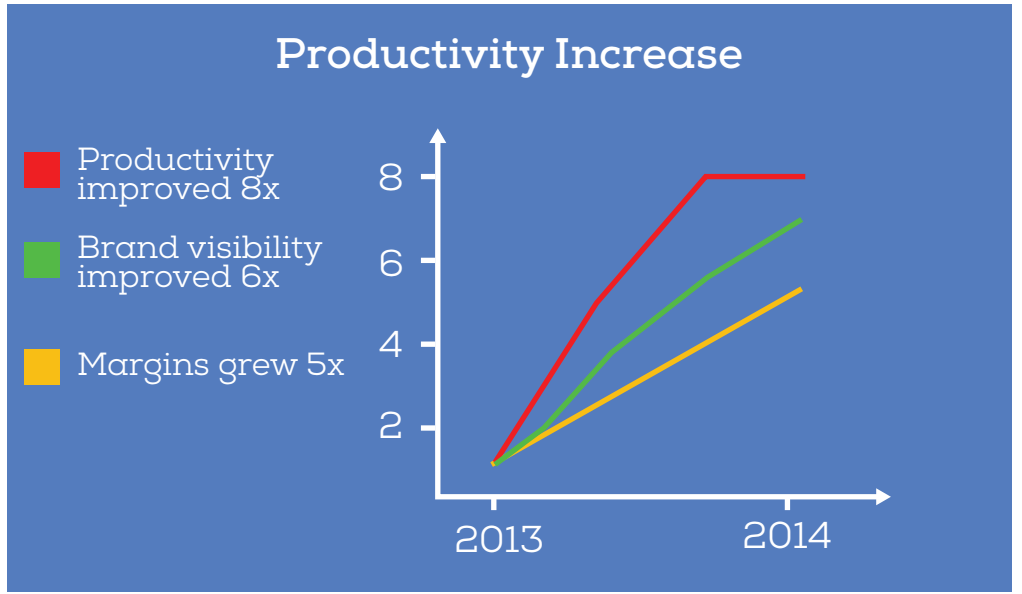
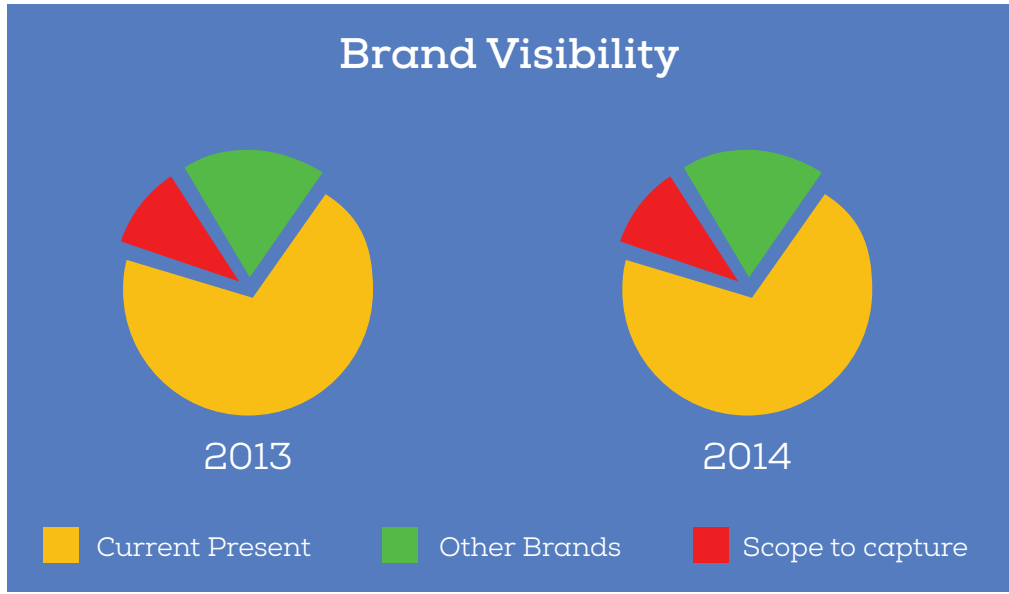


## The Result



## The Problem

### Sales Issues

- ▶ Distribution process was unorganized in tier 2 & 3 cities with no visibility on the sales pattern
- ▶ The products were not reaching to regular outlets which constituted of 70% of General Trade
- ▶ Competitor's dominance in rural

### Operations

- ▶ Thus, 95% of the time there was lack of timely actionable data as #1 road block for improving productivity of sales team in rural

## Our Solution



### 1. Goes to the outlet

Sales Executive goes to the outlets in tier-2, tier-3 cities.

### 2. Take orders thru app

Takes orders through the app and also gives merchandizing material,



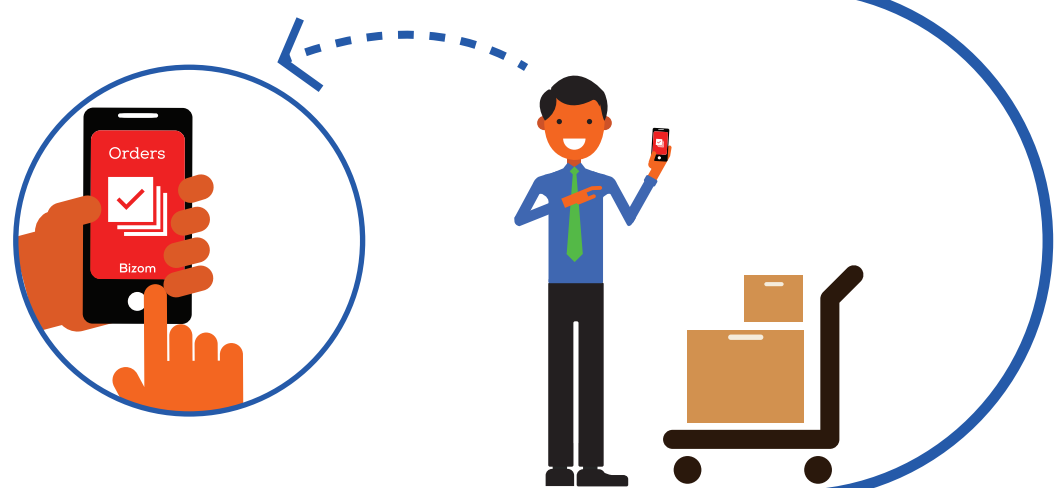
### 3. Providing Discount

Provides discounts and applies schemes through the app..



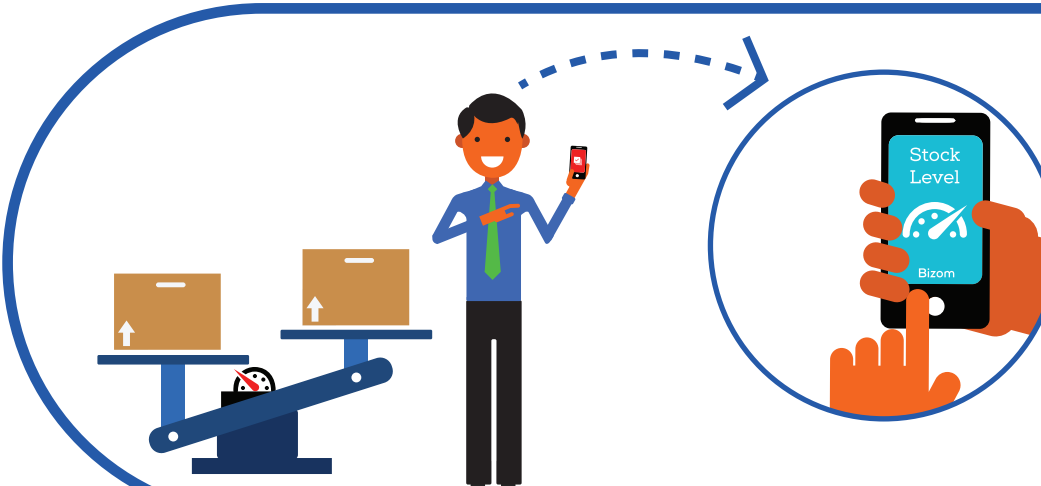
### 4. Passes order

Passes the orders to distributor



### 5. Takes stock level

Sales executive takes stock level at distributor



### 6. Distributor delivers

Distributor delivers

