

Parijat Agro Chemicals

Capturing the distributor indents



The Result

Timely Delivery

Distributor Satisfaction

+ 40%

Collections

Sales productivity

+ 15%

Stock Returns

Expired Returns

- 15%

The Problem

- ▶ No information at all with respect to secondary sales at distributors end
- ▶ Inventory aging was a major problem because of expiry of the products
- ▶ No visibility on delivery of stock leading to delayed collections

Our Solution

