

# Cracking the GTM for India's Most Loved Fresh Dips & Sauce Brand

## Products



## Best Selling



Mexican Salsa



Italian Herb Mayo



Sriracha Mayo

## To become **future-ready** by:

- Removing guesswork from stockist fulfilment
- Making trade schemes simpler
- Giving field teams real-time visibility and control



Smart Fulfilment



Simplified Schemes



Real-time Visibility

# What slowed them down?



Attendance not synced  
with HRMS



Inconsistent order  
fulfilment



Lacked tailored  
Scheme management



Manual Claim  
Verification



Legacy Tools Limiting  
MRP Precision



Documentation  
Gaps

# What Changed With SFA?

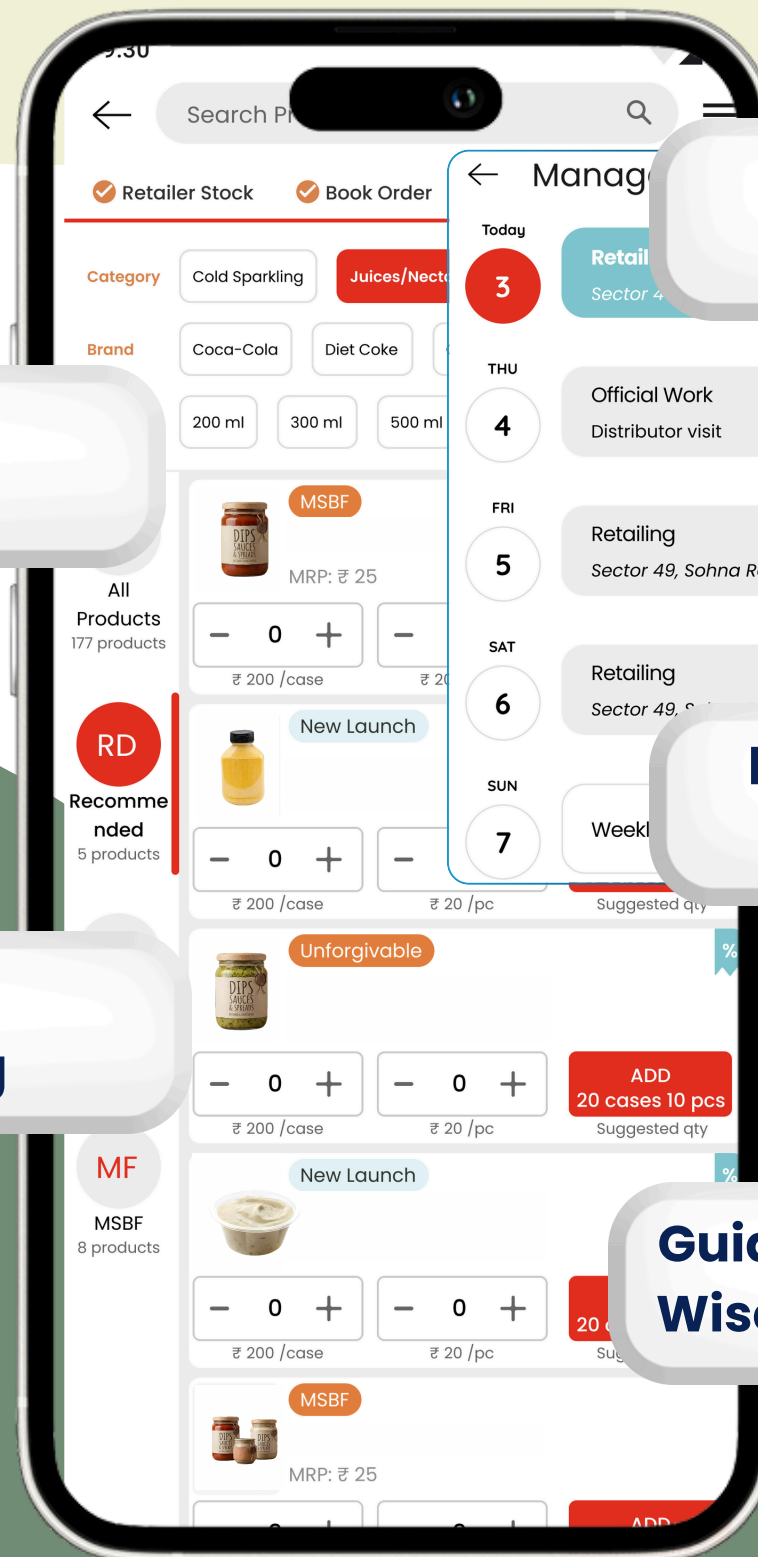
**SKU-Level  
Visibility**

**Real-Time  
Order Booking**

**HRMS-Linked  
Attendance**

**Faster, cleaner retail  
execution**

**Guided Selling with Batch  
Wise scheme intelligence**

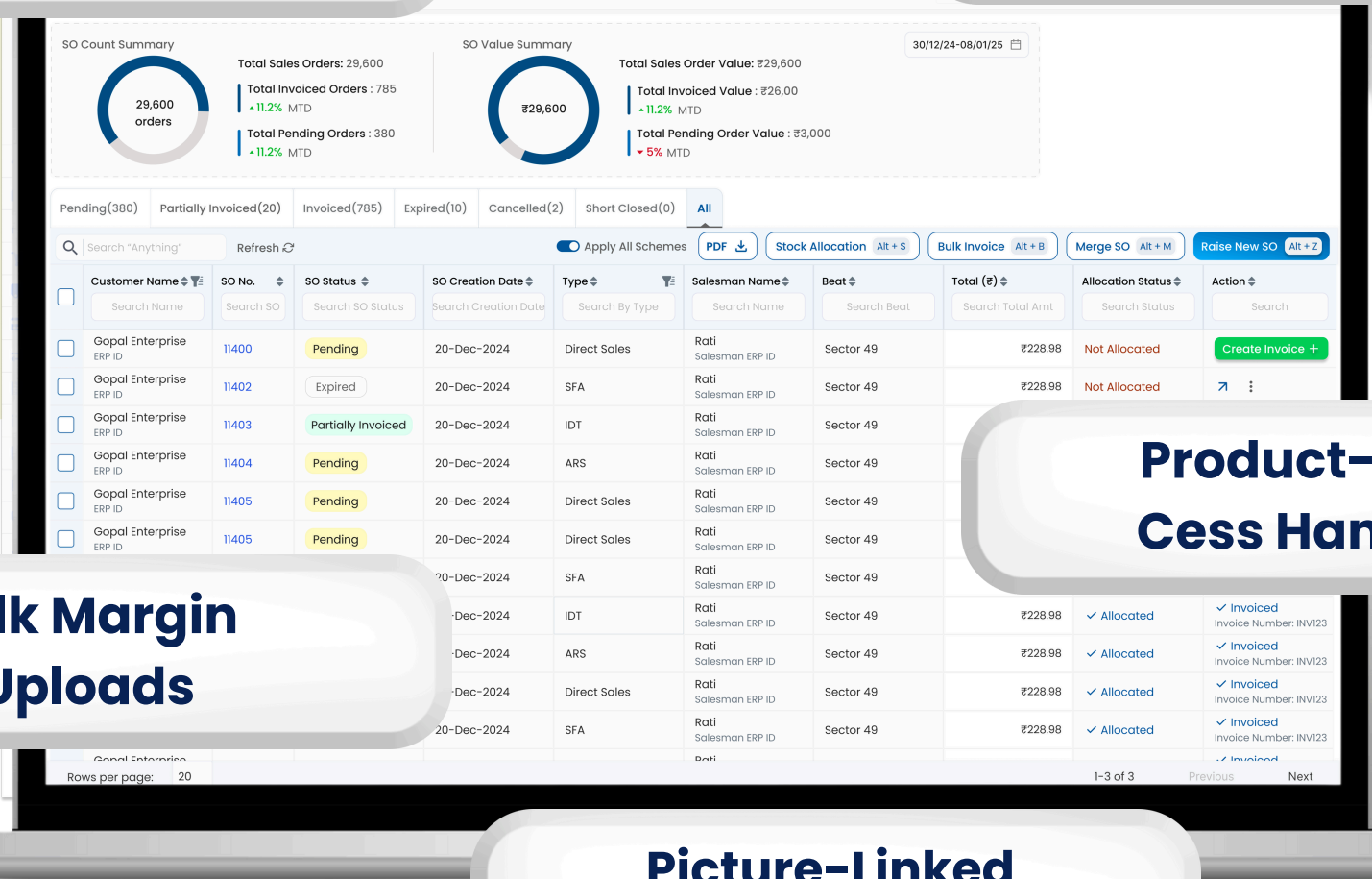




# What Changed With DMS?

Simplified Margin Structure by SKU

GST-Linked Claim Automation



Product-level Cess Handling

Bulk Margin Uploads

Picture-Linked Invoicing

# The Outcome



**+7.52%**

revenue MOM  
growth



**+10.34%**

growth in  
May to June



**0%**

Claim gaps after  
MRP rollout



**90%**

Accurate  
attendance logs



**72 +**

Better primary-  
secondary sync

# **Sales Simplified** **Distribution Amplified**

## **Transform Your Growth Story, Today!**

INDIA | INDONESIA | MALAYSIA | PHILIPPINES | THAILAND | MIDDLE EAST | AFRICA