TOO YUMM!
ANYTIME ANYWHERE

How Too Yumm! turbocharged its supply chain and increased sales with FieldAssist

From humble beginnings to reaching new heights - The story of Too Yumm!

In 1820, Ramdutt Goenka, a Marwari businessman, journeyed from Rajasthan to Kolkata, laying the foundation for the Goenka brand. From such humble beginnings rose the Goenka brand, an empire that would span virtually every facet of Indian life and business.

Disrupting snacking in the 21st century

With every snack bite you take, you also swallow some guilt. Indeed, the tastier the junk food, the more guilty you feel eating it. But what if there was a guilt-free alternative? What if you could have in-between-meals snacks that were both healthy and tasty at the same time? This was the mission behind the group's latest venture, Guilt-Free Industries or GIL: a healthy alternative to fried junk food, snacking options that were both healthy and tasty at the same time.

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Sales and Distribution challenges

With a vision of becoming one of India's largest FMCG snack brands, Too Yumm! had invested heavily in its sales force and distributor network. However, its business still faced a few major challenges:

Lack of real-time visibility: Limited visibility over distribution & field activities such as **stockouts, target achievements, schemes, and weighted and numeric distribution**, which hindered decision-making and proactive problem-solving.

Lack of complete automation: Despite the presence of technology, many important processes such as **creation of schemes** and **claims settlements** were still performed manually. Errors and delays in reporting resulted in reduced productivity for Distributors and the Sales force.

Ineffective sales tracking and lack of transparency: Assessing market trends and adjusting strategies accordingly became challenging due to the inability to track sales performance in real-time.

Lack of guidance to distributors and sales team: As the legacy tools are more transactional in nature, there is a need for advanced technology that can help distributors and the sales force drive market strategies with technology interventions and strategic guidance.

Inefficient product distribution and market share: Due to lack of proper technology in RTM operations, product distribution strategies were not executed correctly, leading to loss of market share velocity.

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GIL and FieldAssist-
A Partnership to Build
the Future

The company's overarching vision was to build a 10,000 crores global FMCG brand. And to do so, it needed an aggressive, futuristic, and reliable RTM (Route-to-Market) strategy.

In other words, GIL wanted a partner who could be not just a technology provider, but a business provider who could enable a business transformation.

FieldAssist

How FieldAssist made Too Yumm's sales Yummier

Distribution Management System (DMS)

FieldAssist Online DMS enabled Too Yumm! to optimize its distribution network by providing real-time tracking of inventory, orders, and deliveries.

This helped in reducing stockouts, improving order accuracy, and enhancing overall operational efficiency.

Sales Force Automation (SFA)

FieldAssist SFA solution empowered the Sales force with mobile tools for order placement, route planning, and customer management. The solution automated manual processes, allowing the team to focus more on building relationships and driving sales.

Real-time data synchronization ensured that sales representatives always had access to up-to-date information, even while offline.

FAi Artificial Intelligence Suite

FAi provided Too Yumm! with predictive actionables on sales performance, market trends, and distribution metrics, and enabled efficiencies from Image Recognition, ML-based Nudges, ARS, and other cutting-edge features.

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Transformative success: FieldAssist increases Demand to Sales fulfillment from 75% to 92%

Increased Order Fulfillment

Primary sales are now being predicted with live stock-level visibility at the distributor level, reducing stockout. With the smart SFA system, the DSM can now provide alternative products for out-of-stock ones.
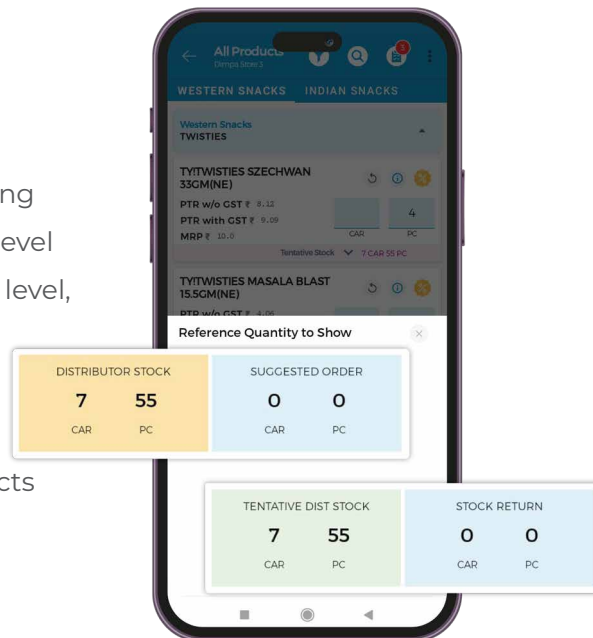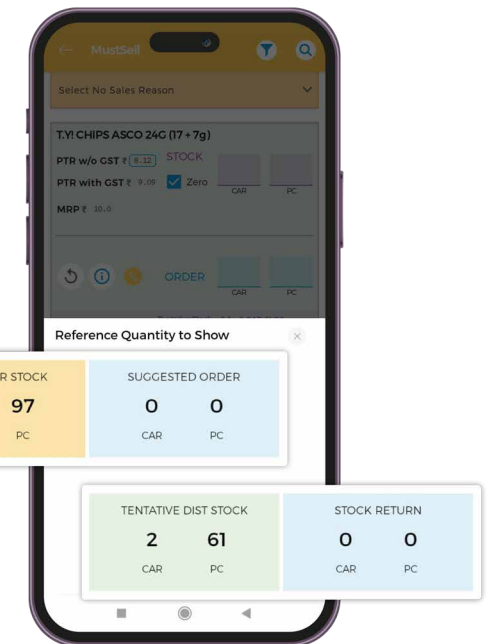
Result:

Demand-to-Sales Fulfillment has increased by **17%** from **75%** to **92%**.

Increased Market Penetration

After establishing coverage over a network of 3,00,000+ outlets, including retailers, and 1500+ sales representatives across the Indian subcontinent, the next step for GIL was to cross-sell and upsell the right products to the right outlets and drive sales efforts.

This was done via the introduction of advanced **Product Recommendation** (an FAi feature) and personalized MSLs (Must-Sell Lines) for a particular outlet with linked incentives to the sales force.

Result:

16% increase in Linescut of **Must-sell Lines (MSLs)** on existing outlets and hence penetration.

FieldAssist

Driving Results: FieldAssist reduces Claim Settlement time from 120 Days to less than 30 Days!

Faster claim settlements and precise trade promotions

Optimizing cash flow for Distributors is the biggest challenge for FMCG brands. More cash equals more sales. However, complex scheme claims and claim settlements typically include lots of pilferages, involve a lot of manual work, and take a lot of time to settle.

With FieldAssist, everything is automated–from scheme logic to claims generation to eventual claims settlement from the ERP system.

Result:

Scheme claims of around **2** to **2.5** crores are passed monthly. Settlement time has been reduced from **120** days to less than **30** days.

Better returns management and reduced pilferages

A GST-compliant Sales Returns Management system (for both secondary and primary returns) was implemented for GIL using FieldAssist DMS. This included scheme reversals based on past invoices, proper audits and checks of documents, and a multi-level approval hierarchy for faster settlements and minimum losses.

Result:

After **12** months of implementation, returns reduced from **8%** to **6%**.

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Optimizing the Field Impact: Sales Team Productivity Surges by 7%

Enhanced Sales Force Productivity

Automation of routine tasks and access to real-time information enabled the sales force to focus on core selling activities, resulting in increased productivity and higher sales volumes. Better data visibility, the ability to upload multi-level targets, and the sanitization of master data via the FA Analytics app helped mid-managers obtain actionable insights right on their fingertips.

MTD, YTD & L3M Data KPIs were now much easier to evaluate and could be used to make strategic decisions on the go.

Result:

Sales team productivity and coverage increased by **7%** & **16%** respectively.

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The FieldAssist Effect: Numbers that speak louder than words

Secondary Returns down to	Demand to Sales Fulfillment has increased	Average productivity up by	Average coverage up by	Average retailing time up by
2%↓	**17%**↑	**7%**↑	**16%**↑	**20%**↑

Too Yumm! and FieldAssist: Partners in Disruption

With increased sales revenue, streamlined supply chains, better efficiency of operations, and robust sales processes, FieldAssist is at the vanguard of GIL's market disruption. By keeping customer needs at the forefront, FieldAssist has helped GIL drive its business forward, rather than just being a passive technology provider. With the right business partner to drive sales and distribution operations, the future of GIL's supply chain looks as healthy as its snacks.

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Partnering with FieldAssist has been a game-changer for us. When searching for a solution that aligns with our ambitious growth targets and shares our values, we found FieldAssist to be the ideal fit. Their commitment to our **route-to-market vision, extensive FMCG expertise in both general trade and modern trade, enterprise-ready AI products, and business-oriented philosophy** have made them an invaluable partner in our journey toward success. Thanks to FieldAssist, our Demand to Sales fulfillment skyrocketed from **72% to an impressive 92%**, marking a transformative success in our operations.

Sayan Basu Rai Chaudhury

Head of Trade Marketing at RPSG Group

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After using a different software for five years, I approached FieldAssist based on my previous positive experience with them. Their proactive approach ensured a smooth migration & implementation process within a short timeframe, leading to **seamless change management** for our team. **Within just 5 months, we successfully deployed the FieldAssist GT App to 800 distributors and empowered 1500 SFA users** with enhanced capabilities. With FieldAssist, we now have real-time visibility into critical metrics such as **Must Sell Lines, bill cuts, and total lines sold**, enabling us to make data-driven decisions with confidence. As a result, we've experienced **16% increase in the Linescut of Must-sell Lines on existing outlets**, driving remarkable penetration and growth in our market presence.

Srikant Padhi

GTM Head at RPSG Group

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PROUD PARTNER TO GREAT BRANDS

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India | Dubai | Nigeria | Tanzania | Kenya

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