

# Aachi Masala's Market Transformation with FieldAssist

See how a leading spice brand streamlined operations and expanded rural reach using FieldAssist.





# The Problem

Achi faced multiple challenges in managing its sales operations and lacked real-time insights for better decision-making.

## Achi Masala faced key challenges:



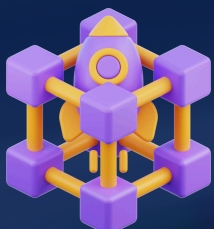
### Limited Digital Infrastructure

Fragmented manual processes caused inefficiencies.



### Visibility Issues

Lack of real-time data led to poor decision-making.



### Supply Chain Complexities

Super stockists and agents acting as distributors complicated processes.

# The FieldAssist Solution

FieldAssist's scalable, customized platform helped Aachi overcome operational bottlenecks and drive efficiency.

## Key ways FieldAssist addressed Aachi's needs:

### Real-Time Visibility

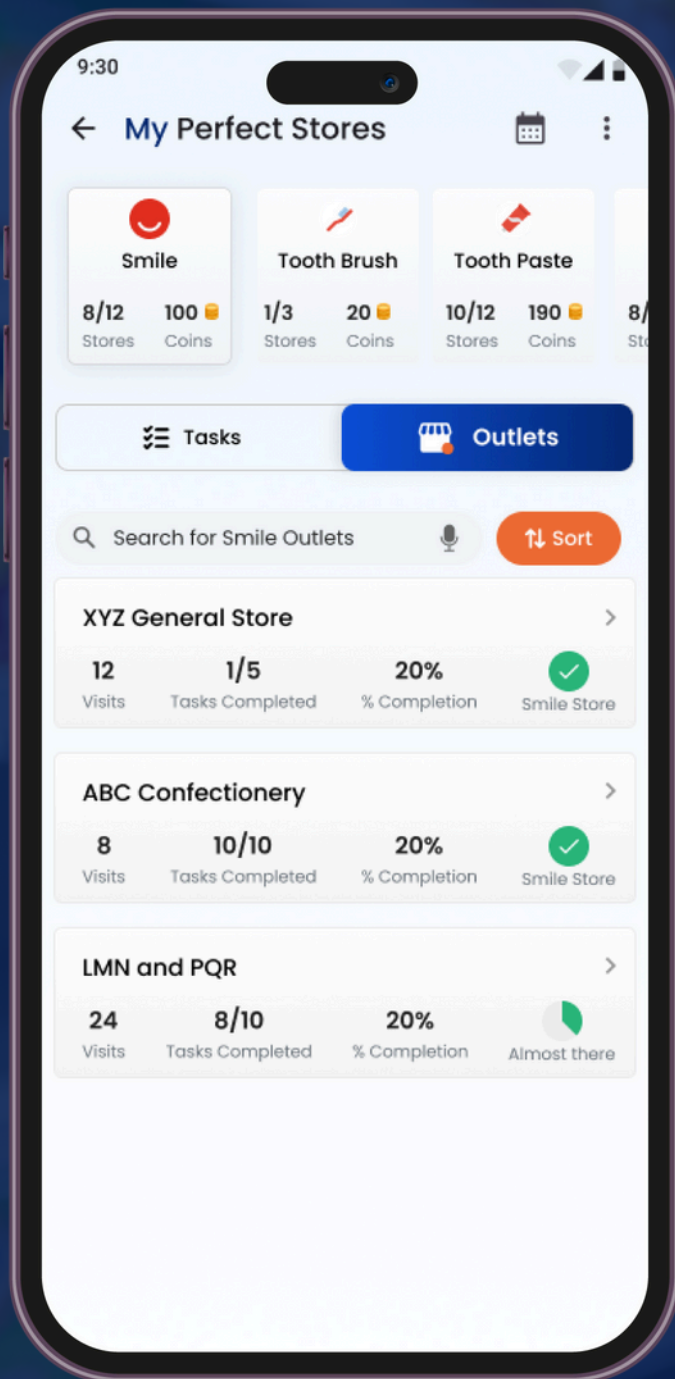
Enabled better monitoring of field sales and seamless order booking.

### Automation of Processes

Reduced manual work and improved operational efficiency.

### Customized Features

- Price editing for region-specific pricing.
- Master batch tracking for product traceability.
- User-friendly interface for field agents.





# Impact

The quick adoption of FieldAssist empowered Aachi to enhance field performance and improve rural reach



## Quick Scaling

1,000+ users onboarded within 3 months, with the potential to scale to 5,500.



## Rural Reach

Helped Aachi reach 8 lakh outlets in 3 months.



## Increased Efficiency

- 70% of field sales reps adopted the solution within a month.
- Enhanced decision-making through real-time data insights.



# Outcome

## Key Measurable Results



**8 lakh**  
outlets reached



**Improved**  
operational efficiency



**70% adoption**  
rate within a month



Stronger  
**market presence**  
in key regions



# Sales *Simplified*, Distribution *Amplified*.

Experience a smarter way to grow your business with FieldAssist

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