

Desai Brothers X FieldAssist
Powering Heritage with Digital Precision

*Where **120+ years** of legacy
meet next-gen sales and
distribution.*



The Vision

For Desai Brothers, it wasn't just about selling more snacks—
It was about building a future-ready system:



A connected field force ecosystem



A distributor network powered by visibility, not volume



A sales engine that thinks faster than the market



The Problem

As growth accelerated, cracks began to show.



Route planning was guesswork.



Distributors lacked stock transparency.



Claims were paper-heavy, slow, and opaque.



Managers got insights after the game was over.



Modern Trade needed modern tools.



The Solution

Together, we rebuilt the foundation with FieldAssist's full-stack solutions.



SFA + Dynamic Beat Plans

From random visits to ROI-first routes.



DMS with 73 Distributors

Real-time stock, orders, and billing clarity.



Automated TA/DA Module

From weeks to minutes in claim approvals.



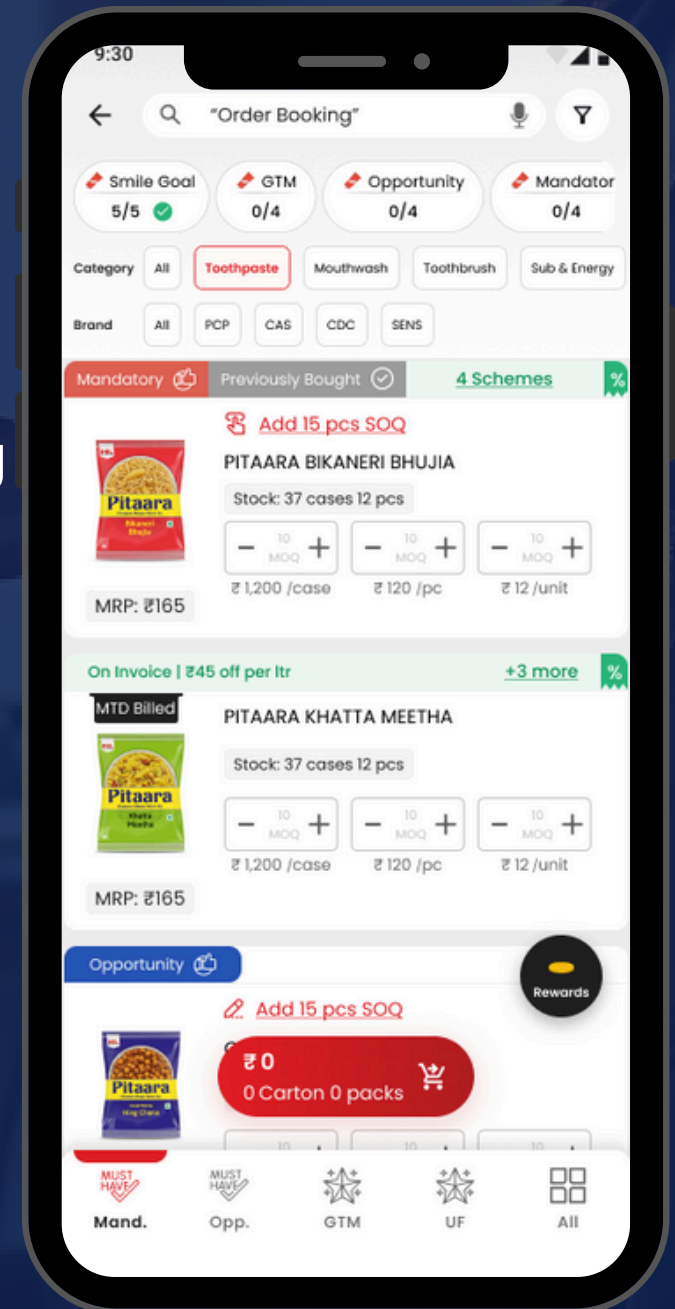
SFA for Modern Trade

Precision planogram execution and promotion tracking



Flo + Gamification

Smarter workflows. Inspired performance.



The Outcome



73

Distributors onboarded
in <18 months



30%

Uplift in modern Trade
order volume



90%

Reduction in manual
reporting dependency



Live Retail Visibility
across geographies



Ready to rewrite your *CPG growth playbook?*

Let's Talk!

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