

CPG Route-To-Market (RTM) is Costly & Lacks Efficiency

CPGs Spend 30% – 50% of Revenue on RTM





Missed Opportunities



Revenue Leakages



Poor Decisioning

GTM Challenges

Distribution Inefficiencies

Data Dark with Stale Insights

Supply Chain Leakages

Analog Systems

Outdated Distributor Mgmt Systems Schemes & Discounts (4%-6%)

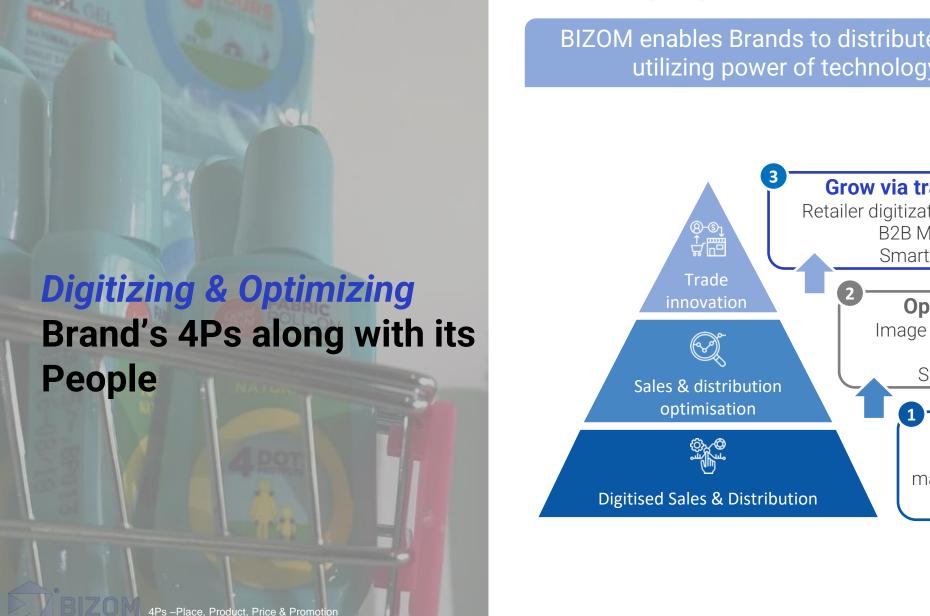
BTL & Trade Margins % (15% - 30%)

Sales Force (8% - 10%)

Logistics (6% - 8%)

BIZOM is the Retail OS for the Emerging Markets

BIZOM enables Brands to distribute smartly and efficiently by utilizing power of technology and data analytics



Grow via trade innovations

Retailer digitization for 'Perfect Store' B2B Marketplaces Smart distribution

Optimize S & D decisions

Image recognition for brand visibility Demand forecasting Supply chain optimization

Digitised Sales & Distribution

Sales force automation, Distributor management system, retail execution etc. Real-time insights & alerts