



DATE

14-10-2019

31-12-2021

Zone

All

State

All

Area

All

PROD...

All

SKU

All

% Growth

All

Cate...

All

Sales Control Tower

Market share



TR



Channel Configuration

9.90K

Average of PRIMARY QUANTITY(MT)

4

Count of PRODUCT for FINISHED CLINKER

Sales & SnOP (MT)

GOODS_TYPE	PRIMARY_QUANTITY(MT)	SECONDARY_QUANTITY(BAG)
FINISH GOODS	90,681.74	19,72,18
RAW MATERIAL	20,30,423.99	

SnOP Adherence & Growth

Total



WCP



WC



Channel Performance

GOODS_TYPE	PRIMARY_QUANTITY(MT)	SECONDARY_QUANTITY(BAG)
FINISH GOODS	90,681.74	
FINISHED CLINKER	4,13,227.01	
RAW MATERIAL	20,30,423.99	

Retailer Performance

PRODUCT	PRIMARY_QUANTITY(MT)	SECONDARY_QUANTITY(BAG)
PPC	42,585.52	8,51,710.42
PPC_ROOFON	22,017.27	4,40,345.38

Inventory

DATE

26-10-2019

31-12-2021

GOODS_TYPE	PRODUCT	PRIMARY_QUANTITY(MT)	SECONDARY_QUANTITY(BAG)
FINISH GOODS	RUBBLE.	53.53	
FINISHED CLINKER	CLINKER	50,217.09	
FINISHED CLINKER	CLINKER	78,152.28	
FINISHED CLINKER	CLINKER	1,37,335.44	

Logistics

NAME	PRIMARY_QUANTITY(MT)	SECONDARY_QUANTITY(BAG)
FGE:FINISHED GOODS AAC BLOCK BULANDSHAHR	3,569.71	2,29,947.48
FGO:FINISHED GOODS ODISHA	11,269.86	2,25,397.10
FGP:FINISHED GOODS PANIPAT	10,383.68	2,07,673.66
FGH:FINISHED GOODS CMT BULANDSHAHR	10,266.51	2,05,330.10
FGK:FINISHED GOODS CEMENT KK	8,192.85	1,63,857.02

Pricing(per kg)

GOODS_TYPE	PRIMARY_QUANTITY(MT)	SECONDARY_QUANTITY(BAG)
FINISH GOODS	90,681.74	19,72,18
RAW MATERIAL	20,30,423.99	88
FINISHED CLINKER	4,13,227.01	

NCR

2.53M

PRIMARY_QUANTITY(MT)

1.97M

SECONDARY QUANTITY(BAG)

Trade %

PRIMARY_QUANTITY(MT) by GOODS_TYPE





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Zone

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PROD...

SKU

% Growth

Cate...

Sales

115K

Total Sales (MT)

123K

Total SnOP (MT)

30.44

Total SnOP Adherence

115K

Sales (MT) max per % Growth

3575

Sales (MT) for Haryana

Sales Overview

Country



Sales Mix(%)

Count of Sales (MT) by Category



Market Segmentation

Zone

State

Area

Zone	State	area	NCR (INR/MT)	MKT Share (%)
Central	Bihar	Bhagalpur	1.96	
Central	Bihar	Gaya	1.94	
Central	Bihar	Muzaffarpur	1.98	
Central	Bihar	Patna	1.96	
Central	Bihar	Saharsa	1.87	
Total			238.06	114

Zone

State

Area

Zone	SnOP (MT)	Sales (MT)	% SnOP Adherence	% Growth	Actual Runrate	SnOP-mtd (MT)	Required I
Central	21302	18308	0.86	-0.03	3699	21302	
East	7221	6860	0.95	0.02	3699	7221	
Export	1713	1950	1.14	1.02	3699	1713	
North	22649	19010	0.84	-0.20	3699	22649	
South	34088	36556	1.07	0.03	3699	34088	
West A	21512	20875	0.97	0.04	3699	21512	
West B	14604	11123	0.76	-0.14	3699	14604	

Product

SKU

Category

Search

Category	Sum of Required Runrate	Sum of Sales (MT)	Sum of SnOP (MT)	Sum of SnOP-mtd (MT)	% Growth	% SnOP Adh
Wall Care Putty	3971	68084	74634	74634	-1%	91%
Excel Putty	3971	577	231	231	1230%	250%
Textura	3971	241	51	51	37%	472%
Extocare	3971	14	4	4	-42%	358%
Levelplast	3971	717	263	263	-5%	273%
Repaint Putty	3971	13	14	14	-55%	91%
White Cement	3971	44546	47892	47892	-8%	93%

Market Penetration

White Cement

Wall Care Putty

DeIMs	H-MP	H-MP.1	L-MP.1	MS	L-MP
H-DMS	50355	47787	66639	H-MS	74259
H-DMS	nan	nan	17310	L-MS	60261
L-DMS	31275	6427	16039	H-MS	29967
L-DMS	9061	26477	35721	L-MS	46891



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Zone



All

State



All

Area



All

PROD...



All

SKU



All

% Growth



All

Cate...



All

Non Trade Sales

Sales Overview

Country



Zone

State

Area

Zone	SnOP	Sales	Growth	Prev. Year Sales
East	1376 MT	1423 MT	0.17	1219 MT
West B	2591 MT	1878 MT	-0.30	2699 MT
Central	2814 MT	2756 MT	-0.04	2875 MT
Export	0 MT	324 MT	0.50	216 MT
South	3318 MT	4388 MT	0.17	3762 MT
North	5759 MT	5154 MT	-0.25	6846 MT
West A	7906 MT	7749 MT	-0.01	7862 MT

Customer

Customer Type

Product

Sku

Customer Type	Prev. Year Sales	Growth	Sales
BL	8045 MT	-0.01	7961 MT
DT	237 MT	-0.28	171 MT
LU	1351 MT	0.49	2014 MT
PT	15008 MT	-0.13	13069 MT
TL	839 MT	-0.45	458 MT

Product	Sales	Prev. Year Sales	Growth	SnOP
Designa	0 MT	2 MT	-100 %	0 MT
Excel Putty	88 MT	2 MT	4300 %	3 MT
Extocare	9 MT	2 MT	350 %	0 MT
Gypsum	65 MT	0 MT	NA %	0 MT
Levelplast	499 MT	521 MT	-4 %	139 MT
Textura	36 MT	21 MT	71 %	12 MT
Wall Care Putty	9153 MT	9163 MT	0 %	9347 MT
Wall Primer	0 MT	1 MT	-100 %	0 MT
White Cement	13822 MT	15769 MT	-12 %	14263 MT



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Zone

All

State

All

Area

All

PROD...

All

SKU

All

% Growth

All

Cate...

All

Inventory

23
Total of Depot

126K
Plan Qty

120K
Actual Qty

10
Count of SKU

Count of Type and Plan Qty
by Actual Qty

1!
Goal: 77167 (-100%)

Count of Type and Count of
Plan Freight by Loss in
INR/MT

1
Goal: 1 (+0%)

Stockout Depots

Depots Norms

Country



- state
- Andhra Pradesh
 - Bihar
 - Chandigarh
 - Chattisgarh

Zone

State

Depot

Zone	State	Depot	Stock (OrTDe)	Stock (DiTDe)	SKUs	Stockout	\$
Central	Bihar	Patna	5248	3889		0	
Central	Jharkhand	Ranchi	3479	1237		0	
Central	UP Central	Agra	437	353		0	
Central	UP Central	Agra	990	599		0	
Central	UP Central	Agra	1151	759		0	
Central	UP Central	Bareilly	437	353		0	
Central	UP Central	Bareilly	990	599		0	
Central	UP Central	Bareilly	1151	759		0	

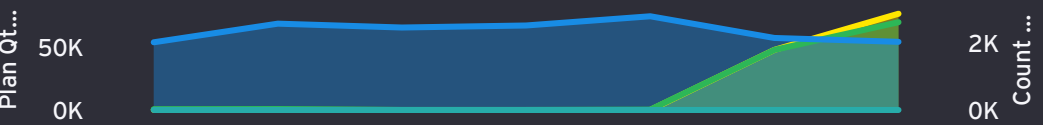
Impact

Product	EX INV (MT)	LOS (INR L)	EX INV (INR L)	LOS (MT)	Total Impact (INR L)
Grand Total	83756	55	2	-3117	-53
Wall Care Putty	58811	27	2	-1290	-26
White Cement	24945	28	1	-1827	-27

Inventory Trend(MT)

Plan Qty, Actual Qty, Count of Plan Freight and Actual Freight by Type

Plan Qty Actual Qty Count of Plan Freight Actual Freight



Stockout by Category

Actual Qty, Plan Qty and Actual Freight by Type

Actual Qty Plan Qty Actual Freight





DATE

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Zone

All

State

All

Area

All

PROD...

All

SKU

All

% Growth

All

Cate...

All

Stockist Level

Top Performing Stockist

Non Performing Stockist

Obsolete Stockist

Stockist Billed

Product

Sku

Area	Stockist	Retailers Mapped	Sales	Target
Bhagalpur	Goyal Agency	nan	0	10
Bhagalpur	Jaimatadi Agency	18	0	25
Bhagalpur	M/S MANI STEELS	90	0	42
Guntur	M.V.TRADERS	22	0	63
Guntur	Sri Panduranga Agencies	33	0	52
Total			0	294

Product	Stockists Billed
Excel Putty	97
Extocare	23
Gypsum	32
Levelplast	301
Repaint Putty	25
Textura	115
Wall Care Putty	2880
White Cement	1816

Dealer growth

Sales and Growth by Stockist and Target

Kothari Agencies	Neha Marketing	Hyderabad Sales ...	Venkateswara Sanitary	Ganesh Tradi...	SRI KANA...	Sree Sita ...	Dharani ...	Sandeep ...	RATN...	Pa...
1117	832	651	653	274	175	254	250	Rajshree ...	Laksh...	136
			SRINIVASA STEEL TRA...	K.B.K.S Cem...	Sikhakollis...	H.R.Shah	SRI DUR...	Sri Vasavi...	Sri Vas...	GAN...
			214	270	362	226	167			Sri ...

Zone	State	Area	Stockist	NR	MS	CS	ACV
Central	Bihar	Gaya	AKHILESHWAR TRADERS	0.97	0.39	0.40	0.98
Central	Bihar	Bhagalpur	ARIHANT ENTERPRISE	0.86	0.38	0.43	0.89
Central	Bihar	Bhagalpur	CHOUDHARY CHEMICAL CO.	0.85	0.39	0.45	0.88
Total				14.99	6.52	7.27	15.13

Penetration Metrics

Sales and Target by Stockist





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Zone

All

State

All

Area

All

PROD...

All

SKU

All

% Growth

All

Cate...

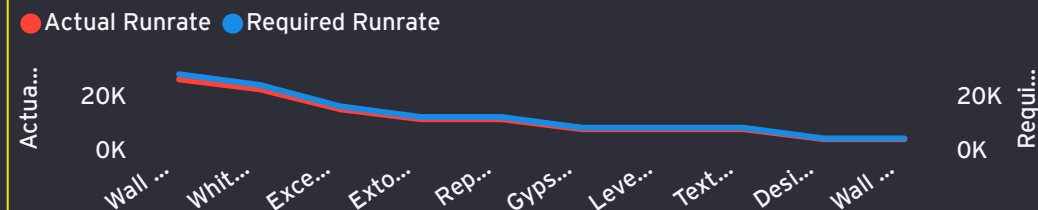
All

Retailer Level

State	Sales Area	#Active Retailers	#Active Dealers	#Dealers Billed	#Retailers Billed	% Secondary Sale	Dealers Productivity	Retailer Sale	Stockist Sale
AP	Anantapur	1305	106	53	303	0.75	17	654	875
AP	Guntur	3101	226	123	1366	1.46	44	7904	5401
AP	Tanuku	1724	116	95	653	0.93	31	2697	2911
AP	Tirupati	1504	185	106	526	0.79	21	1760	2233
AP	Vishakhapatnam	2628	123	89	1069	0.92	45	3734	4039
Bihar	Bhagalpur	1599	83	44	106	0.88	38	1470	1670
Bihar	Gaya	1004	58	37	104	1.45	34	1824	1256

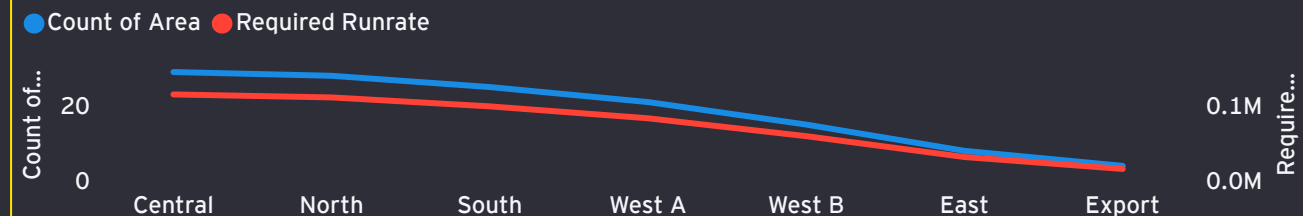
Retailers Billed

Actual Runrate and Required Runrate by Category



Primary & Secondary Sale

Count of Area and Required Runrate by Zone



Sales area	Retailer Name	Sales	Loyalty Index	Counter Share	% Sales	Counter Potential	Target
Agra	A.S ENTERPRISE	41					
Agra	AGARWAL H/W PAINT HOUSE	7					
Agra	AGARWAL HARDWARE AND ELECTRIC STORE	1					
Agra	AGARWAL PAINT BICHPURI	5					
Agra	AGARWAL PAINT H/W STORE	8					
Agra	AGARWAL PAINT MART	3					
Agra	AMIT BUILDING MATERIAL	14					
Agra	AMIT TRADERS	2					
Agra	Anand Khad Bhandra	3					



DATE



Zone



State



Area



PROD...



SKU



% Growth



Cate...



14-10-2015



31-12-202



All



All



All



All



All



All

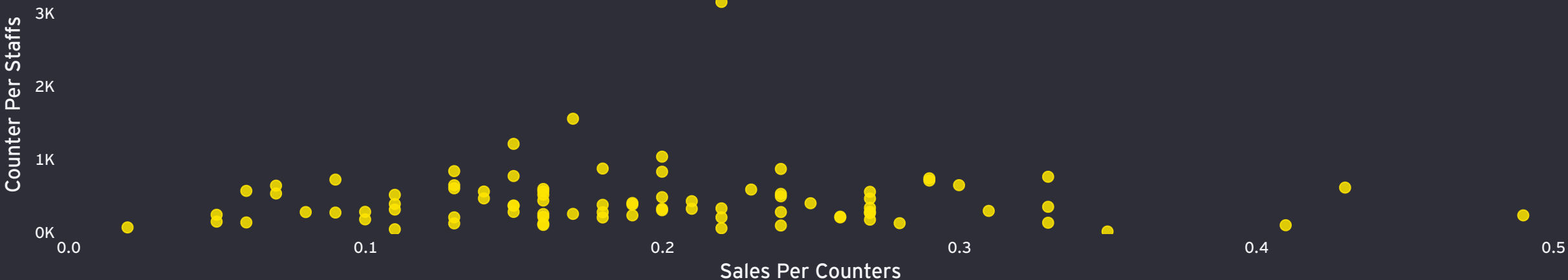


All



Sales Force Productivity

Sales Per Counters and Counter Per Staffs by Sales



Zone	State	Sales Area	Permanent Staff	Temporary Staff	Total Staff	Counters/Staff	#Counters	Sales/Staff	Sales/Counter	Sales
Central	Bihar	Bhagalpur	1	3	4	81	322	1724	0.21	6896
Central	Bihar	Gaya	2	2	4	51	204	1338	0.26	5351
Central	Bihar	Muzaffarpur	1	1	2	147	293	4512	0.31	9023
Central	Bihar	Patna	4	2	6	39	232	1878	0.49	11265
Central	Bihar	Saharsa	1	0	1	56	56	1238	0.22	1238
Central	Bihar	Siwan	1	0	1	173	173	4719	0.27	4719
Central	Jharkhand	Deoghar	1	0	1	101	101	1572	0.16	1572
Central	Jharkhand	Dhanbad	1	0	1	125	125	3494	0.28	3494
Central	Jharkhand	Jamshedpur	1	0	1	93	93	2214	0.24	2214
Central	Jharkhand	Ranchi	4	1	5	92	462	2505	0.27	12523
Central	UP Central	Agra	4	1	5	103	514	1610	0.16	8048
Central	UP Central	Bareilly	1	1	2	164	328	3526	0.22	7052
Central	UP Central	Farrukhabad	1	0	1	277	277	2302	0.08	2302
Central	UP Central	Jhansi	0	1	1	97	97	3930	0.41	3930



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Zone

All

State

All

Area

All

White Cement

Wall Care Putty

Pricing Sensitivity

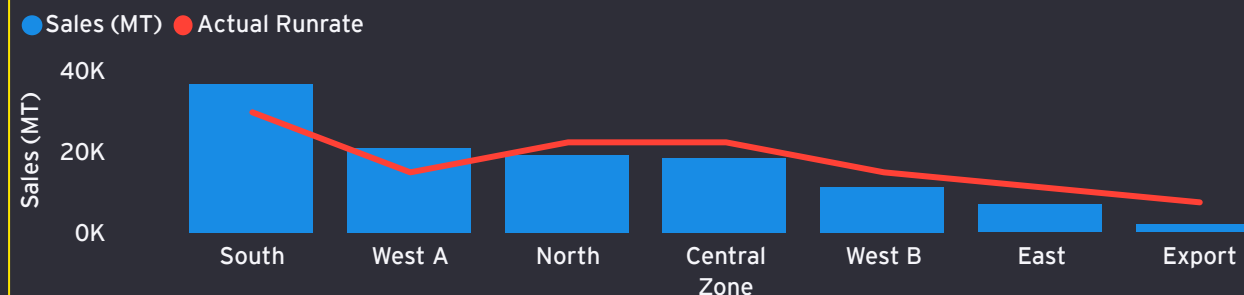
Pricing Data Check

Country



Price Difference Between BW and JK

Sales (MT) and Actual Runrate by Zone



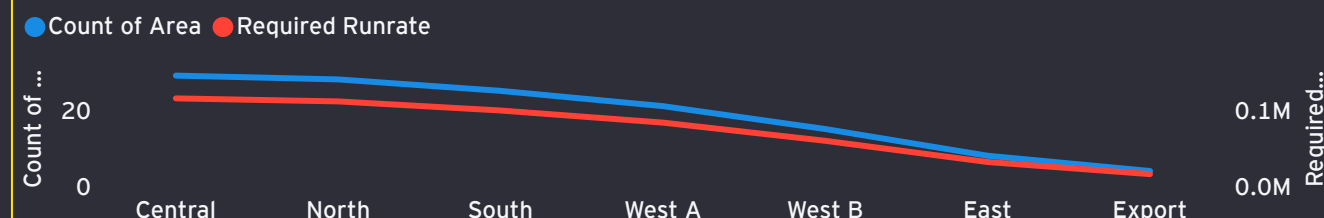
Stockist Margin (INR/Kg)

Actual Runrate and Required Runrate by Category



Retailer Margin (INR/Kg)

Count of Area and Required Runrate by Zone



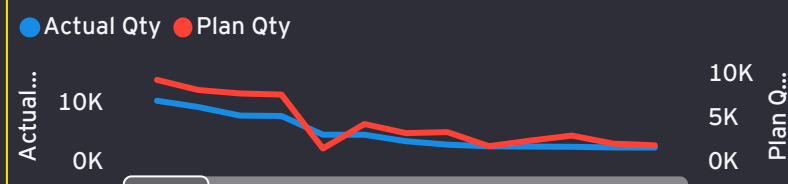
Selling Price A (INR/Kg)

Required Runrate and Actual Runrate by Zone



Selling Price B (INR/Kg)

Actual Qty and Plan Qty by Type



Selling Price C (INR/Kg)

Plan Qty and Actual Qty by Type





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Zone

All

State

All

Area

All

PROD...

All

SKU

All

% Growth

All

Cate...

All

Logistics Cost

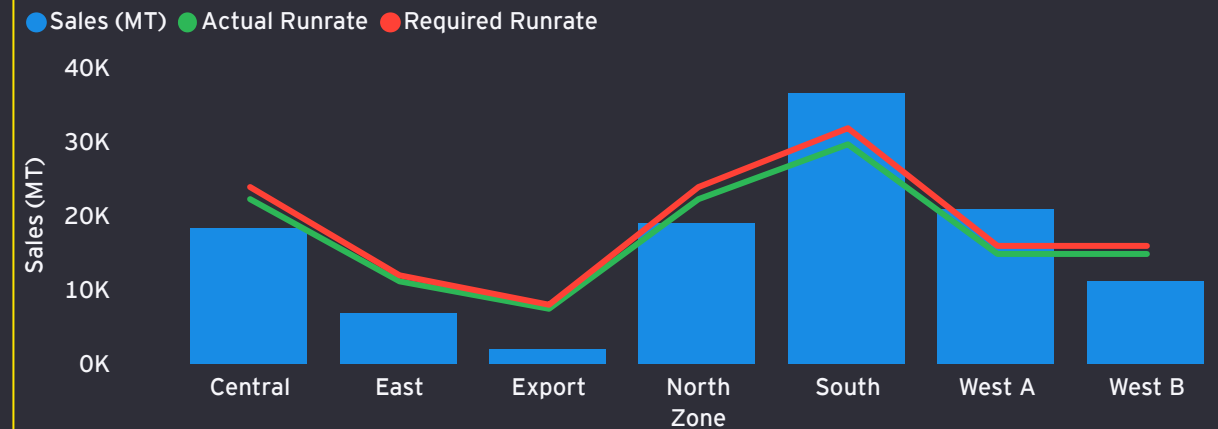
Dispatch Volume And Adherence

Country



Plan vs Actual

Sales (MT), Actual Runrate and Required Runrate by Zone



Freight Cost Variance

Dispatch Type

Mode

Product Type

Area

Type	Plan Qty	Actual Qty	Plan Freight	Actual Freight	Loss in INR/MT	Loss in INR L
Agra	1681	1502	1417	1479	-62	
Ahmedabad	2818	2318	1187	1187	0	
Akola	419	407	1916	2028	-112	
Allahabad	3715	886	2059	1460	599	
Anantapur	389	201	3218	3113	105	
Aurangabad	375	419	2230	2386	-156	
Banglore	7983	9083	2869	2882	-13	
Bareilly	787	599	1999	2027	-28	
Bhatinda	803	411	1680	1692	-12	
Bhopal	1490	1283	1380	1465	-85	
Bilaspur	460	262	2074	1737	337	