

Sales Control Tower Cockpit

Market share



TR



Sales & SnOP (MT)

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



SnOP Adherence & Growth

Total



WCP



WC



Sales

115K

Total Sales (MT)

123K

Total SnOP (MT)

30.44

Total SnOP
Adherence

115K

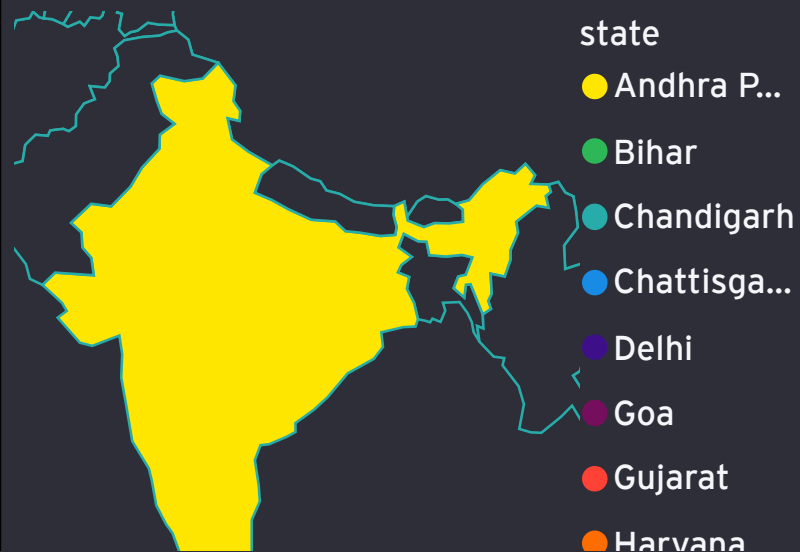
Sales (MT) max per %
Growth

3575

Sales (MT) for Haryana

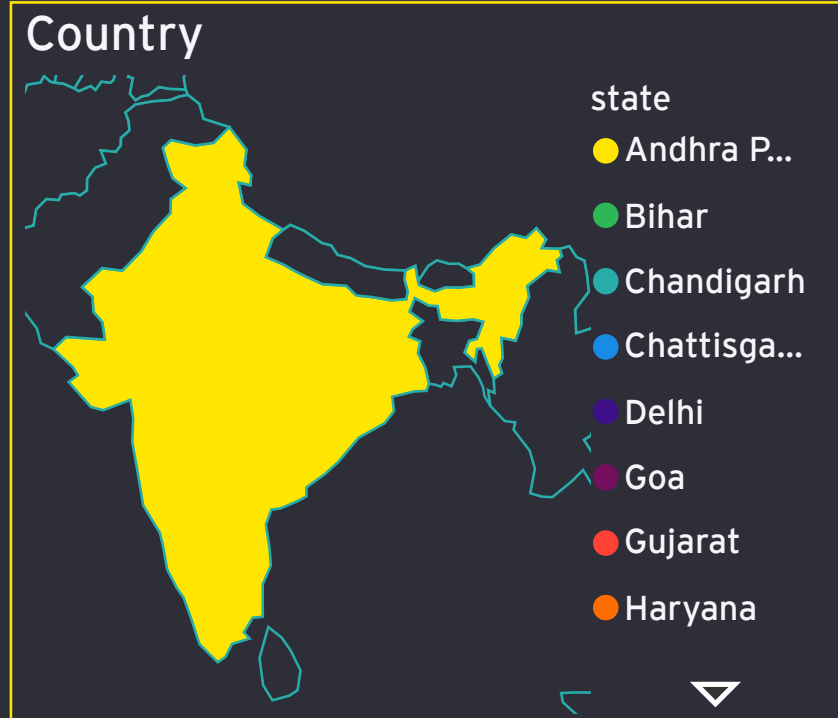
Sales Overview

Country



Non Trade Sales

Sales Overview



Zone

State

Area

Inventory

23

Total of Depot

126K

Plan Qty

120K

Actual Qty

10

Count of SKU

Stockout Depots

Depots Norms

Country



state

● Andhra P...

● Bihar

● Chandigarh

● Chattisga...

● Delhi

Stockist Level

Top Performing
Stockist

Non Performing
Stockist

Obsolete
Stockist

Area	Stockist
Bhagalpur	Goyal Agency
Bhagalpur	Jaimatadi Agency
Bhagalpur	M/S MANI STEELS
Guntur	M.V.TRADERS
Guntur	Sri Panduranga Agen
Rajkot	BHARAT HARDWARE
Rajkot	Mahadev Marble & Ti
Rajkot	S.M.AGENCY
Total	

Stockist Billed

Product

Sku

Product
Excel Putty
Extocare
Gypsum
Levelplast

Retailer Level

State	Sales Area	#Ac ^
AP	Anantapur	130
AP	Guntur	310
AP	Tanuku	172
AP	Tirupati	150
AP	Vishakhapatnam	262
Bihar	Bhagalpur	159
Bihar	Gaya	100
Bihar	Muzaffarpur	140
Bihar	Patna	112
Bihar	Saharsa	272
Bihar	Siwan	904

Primary & Secondary Sale

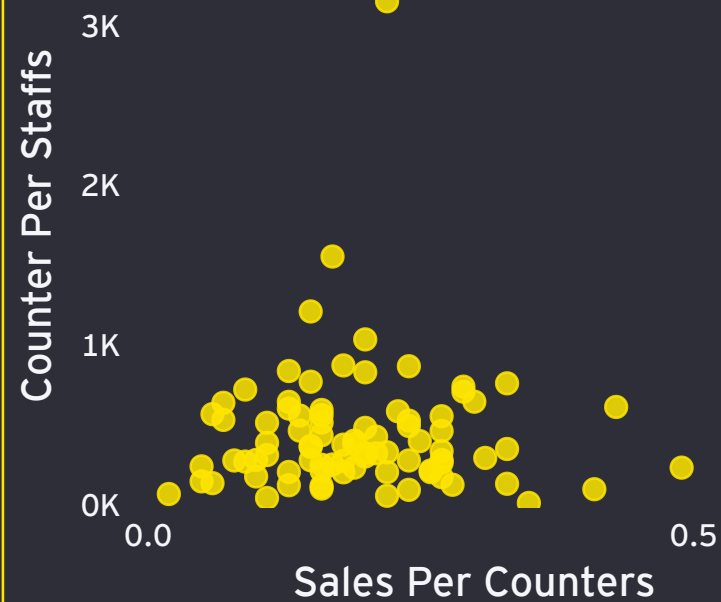
Actual Runrate and Required Runrate by Category

● Actual Runrate ● Required Runrate



Sales Force Productivity

Sales Per Counters and Counter Per Staffs by Sales

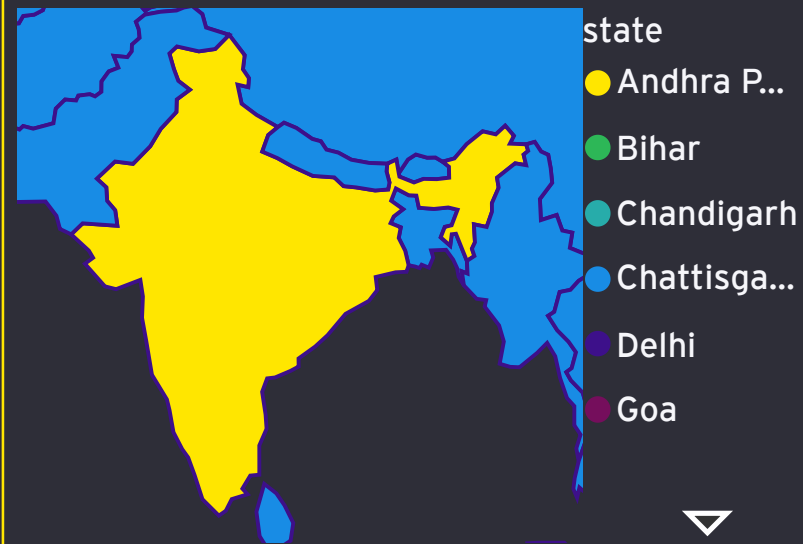


Zone	State	Sales Area
Central	Bihar	Bhagalpur
Central	Bihar	Gaya
Central	Bihar	Muzaffarpur
Central	Bihar	Patna
Central	Bihar	Saharsa
Central	Bihar	Siwan

Pricing Sensitivity

Pricing Data Check

Country



Price Difference Between BW and JK

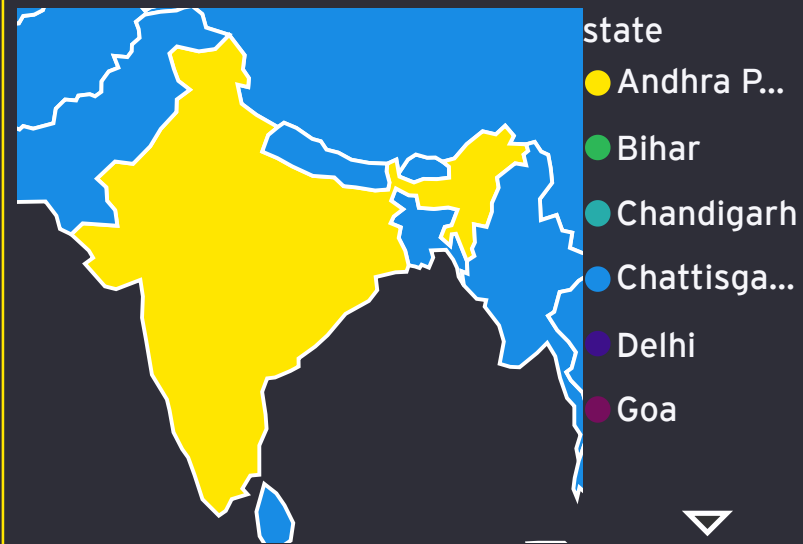
Sales (MT) and Actual Runrate by Zone

● Sales (MT) ● Actual Runrate

40K

Dispatch Volume And Adherence

Country



Plan vs Actual

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

● Sales (MT) ● Actual Runrate ● Required Runr...

40K