

Sira: Agentic AI Supply Chain Planner for Indian Businesses

1. Executive Summary

Sira is an Agentic AI-powered SaaS platform designed to revolutionize supply chain planning for Indian mid-size manufacturers, distributors, pharma suppliers, and FMCG businesses. Unlike traditional dashboards and ERP reports, Sira acts as an autonomous decision-making brain that continuously learns from data and recommends intelligent dispatch, inventory balancing, and demand forecasting actions. The goal is to help businesses stop reacting and start planning proactively using AI.

2. The Problem in Indian Supply Chains

Most Indian businesses rely on ERPs, Tally, Excel sheets, and manual experience for planning. This results in frequent stockouts, overstock situations, delayed dispatches, poor demand forecasting, and a lack of visibility across warehouses and distributors. Decision-making is reactive rather than predictive.

3. The Solution: Agentic AI Planning Engine

Sira connects to existing data sources such as ERP, Tally, Zoho, Excel, and warehouse logs. It analyzes demand patterns, dispatch records, SKU performance, and distributor behavior. The system then autonomously recommends optimized dispatch plans, inventory redistribution, and demand forecasts while learning from outcomes.

4. What Makes Sira Different

Sira is not just analytics or reporting software. It is an agentic system that makes decisions: -
Recommends dispatch quantities and timing - Suggests inventory transfers between warehouses -
Predicts demand per SKU and location - Learns from past delays and outcomes to improve future planning

5. Target Customers

Primary customers include pharma distributors, FMCG wholesalers, D2C brands, electrical and hardware distributors, and mid-size manufacturers with turnovers between ₹20Cr and ₹300Cr. These businesses have data and operational challenges but lack intelligent planning systems.

6. Core Features (MVP)

- Unified supply chain dashboard - AI-based demand forecasting - Dispatch optimization engine -
Inventory auto-rebalancing - Continuous learning loop

7. Technology Stack

Frontend: Next.js Dashboard Backend: Python FastAPI Machine Learning: Prophet, XGBoost,
LSTM Agentic Layer: LLM + Rules + Redis Memory Database: PostgreSQL / Supabase
Integrations: Tally, Zoho, SAP CSV, Excel Hosting: Vercel and Render

8. Revenue Model

SaaS subscription pricing:
- Small distributors: ■12,000/month - Mid-size businesses:
■35,000/month - Large enterprises: ■75,000/month With just 20 clients, projected revenue can
reach ■7–10 lakhs per month.

9. Market Opportunity

While global companies build AI supply chain systems for large corporations, Indian MSMEs and
mid-size businesses remain underserved. Sira addresses this gap with an affordable,
easy-to-integrate solution.

10. Roadmap

Phase 1 (30 days): Demand forecasting + dashboard Phase 2 (30 days): Dispatch optimizer Phase
3 (30 days): Inventory rebalancing and learning loop

11. Vision

To become India's first agentic AI supply chain brain for businesses, transforming ERP data into
autonomous planning decisions.

12. Conclusion

Sira aims to bring enterprise-grade AI supply chain intelligence to Indian businesses in a simple,
affordable SaaS model. By focusing on decision automation rather than reporting, Sira helps
companies improve dispatch rates, reduce stockouts, and plan with higher accuracy.