

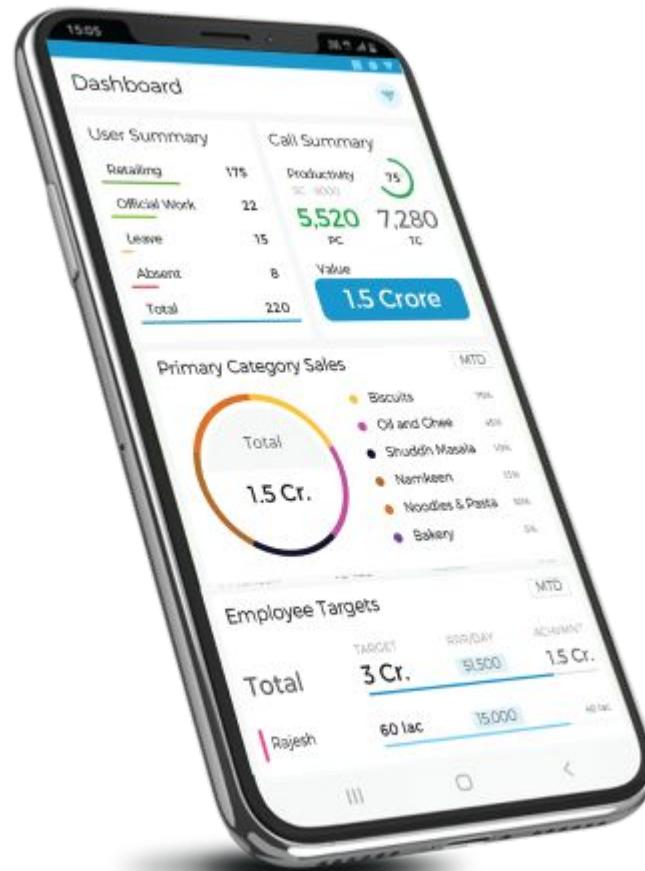


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*Proud Partner to Great Brands*

# Digital Transformation Partner

For executing all your Go-to-Market Strategies



# Our Experts



**Karthik Raina**  
Ex- CEO  
Dabur Foods  
& Excelcia



**Peeyush Sinha**  
Head  
Centre for Retailing  
IIM Ahmedabad



**Subinder Khurana**  
Ex- VP  
Cognizant Technologies



**Vijay Shukla**  
Partner Eduvisor  
Serial Entrepreneur  
Investor



**Paramdeep Singh**  
Co-Founder, FieldAssist  
Ex-Founder  
FMCG Start Up

## In the News

### Forbes INDIA

'We have to make products for India, not just Made in India'

Paramdeep Singh Arora, CEO of FieldAssist, on investor interest in Bill startups and SaaS as a potential game changer



### THE HINDU BusinessLine

Retail Report: Easing the Distribution Path

Chitra Natarajan | Updated on November 13, 2019 | Published on November 14, 2019



### THE ECONOMIC TIMES

How FMCG cos are using tech to revamp their supply chain and distribution networks

Sales automation platform FieldAssist, for instance, helps companies improve retail visibility and reach.

"FMCG companies deal in an ever-evolving consumer behaviour market. It needs to leverage technology and bring innovation in their processes, in order to have the pulse of the market in real-time, automation of sales & supply chain processes is must," said Paramdeep Singh, CEO of FieldAssist.

### NDTV



### Business Standard

FieldAssist, a leading sales automation platform crossed the USD 8 billion mark in GMV transactions

Riding on the wave of a technological revolution in India, SaaS platforms have evolved significantly

# FieldAssist is trusted by Industry Leaders



A British company with over 400 brands and turnover of 57 billion euros (in 2020)



Clothing mankind since 1876, Jockey is a recognized trademark in 120 countries



For a healthy growing nation

Adani Wilmar Limited has 1 Mn+ units of Fortune product available at retail outlets.



Marico Ltd, an Indian MNC, recorded \$1.1 billion of turnover during FY 20-21



Category Leader with 125 Plants & a Strong Network of 4500 Distributors



A leading personal healthcare brand with 300+ Products



Produces and markets more than 100 products in over 180 countries



A 131 years old brand, leading the lighting industry with groundbreaking innovations



Fifth-largest, 55 years old chaebol company from South Korea has 60 business units



103 years old American-French MNC company, revenue of \$28.72 billion in 2021



With a strong base of 20 million happy customers, it has a global footprint across 53 countries



India's Leading Spice Brand & Major Spices Exporter to 58 Countries



Trusted Name | Trusted Quality

Set-up in 1906, it's a leading manufacturer of herbal-based products in 25+ Countries



With 500+ Crores top line, Ching's has a global footprint in 9 countries



Nivea, with more than 130 years of experience, is valued at apprx. \$6.8 billion

# FieldAssist is trusted by Industry Leaders



Colgate-Palmolive is one of the top 100 most valuable brands worldwide with total net sales of more than \$15.7 billion



Unibic, an Australia-origin biscuit brand has created a 20-yr old legacy in India with over 40 product variants.



Founded in 1945, Wipro Consumer Care & Lighting had \$1 billion sales revenue in FY19-20



A 130 yr old brand, Dr Oetker is India's fastest growing mayo & spreads brand, with Rs 356.72 crore revenue in FY21.



Mrs. Bectors Food commands a market capitalization of over Rs. 2,300 crores with a presence in over 458,000 retail outlets.



Valued at Rs.21,000+ Crores, it's one of the most popular Indian Brand for Snacks & Sweets



With a legacy of 90 years, Parle is India's leading manufacturer of biscuits and confectionary brand, selling 150+ products globally



A flagship brand of SHIL is a leader in Building Products segment i.e. sanitaryware, faucets, plastic pipes & fittings, and tiles



A \$34 billion, Fortune 500 company, 3M has over 60,000 products and 1,00,000 patents for consumer and industrial products.

# FieldAssist is trusted by Industry Leaders



NEROLAC



amanté

Pepe Jeans  
LONDON

Livinguard

hepo  
Assured quality. Better price.

monginis®



tynor



KHADIM



skoodle

Since 1952  
Annapurna  
YOUR RIGHT TO PURITY



DOMS



VEGA

# FieldAssist is trusted by Industry Leaders





KAPIVA

Licious



mamaearth

VEEBA

°m caffeine

NYKAA  
FASHION

OZIVA

OPEN  
SECRET

ORIKA®  
Trusted for a perfect recipe®

The online to offline  
journey of top '**New**  
**Age D2C**' brands  
**with us**

PURO

Typhoo  
Britain's Favourite Since 1863

COCOCART

SEPOY&Cº

happy  
jars

Sanfe

rostaa  
Harvested at its best

MYFITNESS

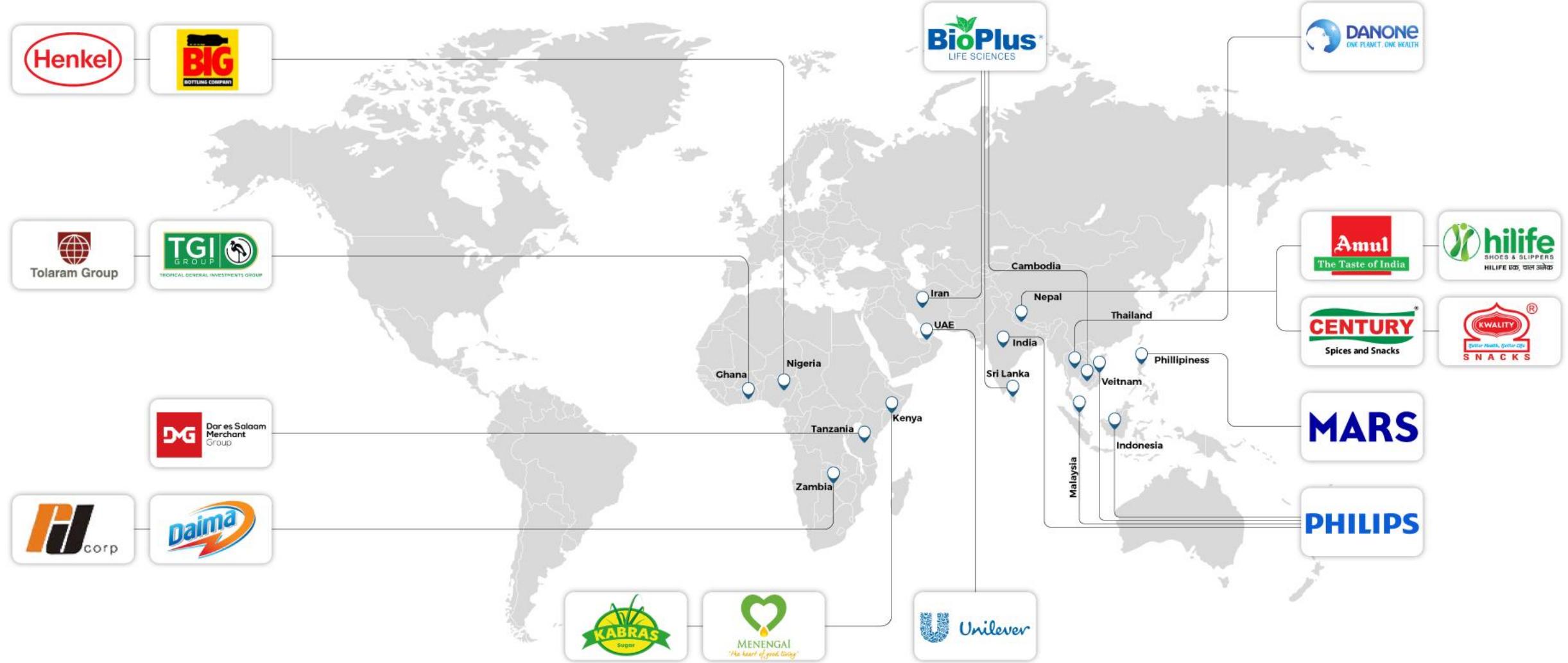
Minimalist

USTRAA  
GROOMING FOR MEN

Happilo

SKIPPI  
ICE POPS

# Our Global Presence



# Certifications we have gathered



# We have a solution for each stakeholder



# FA Unify

One-Stop Automation Solution for executing all your Go-to-Market Strategies

## Workflow

- Lead Management
- Smart Surveys
- Task Management

## In Store Execution

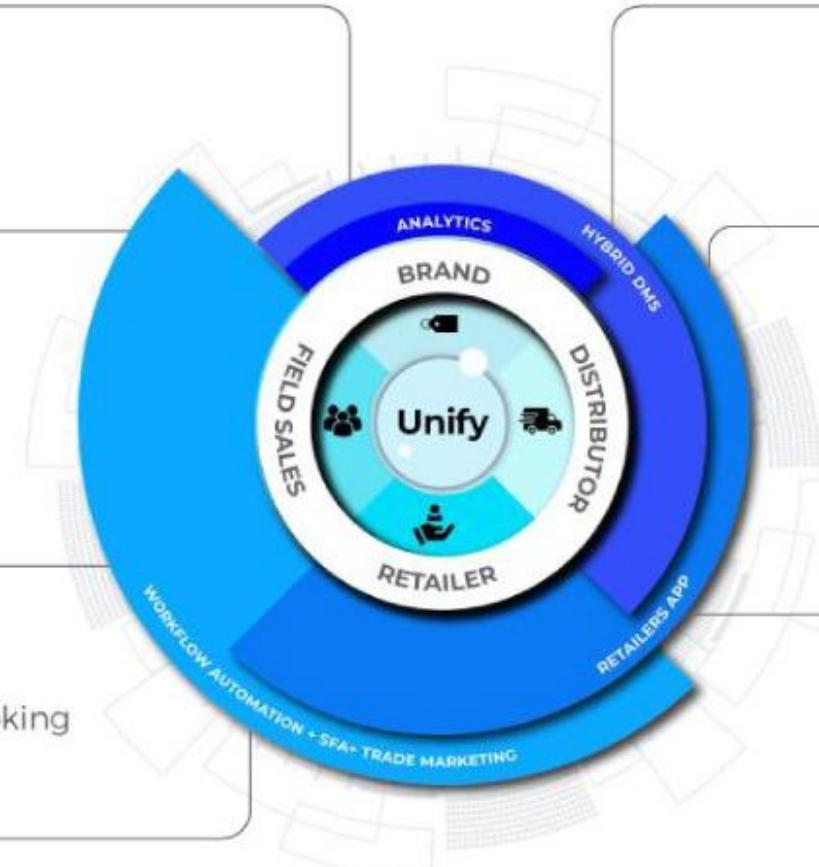
- Selfie-based attendance with Geo-fencing
- Paid visibility Audit
- Competition Tracking with Image Recognition
- Planogram Adherence

## Retailers App

- Ordering Capability
- Brand Engagement
- Grievance Redressal
- Teleconnect : Web-based order booking

## Trade Marketing

- Online Product Catalogue
- BTL Activations
- Scheme Broadcasting



## Hybrid DMS

- Online DMS
- Offline DMS
- Rural DMS

## Analytics and Dashboard

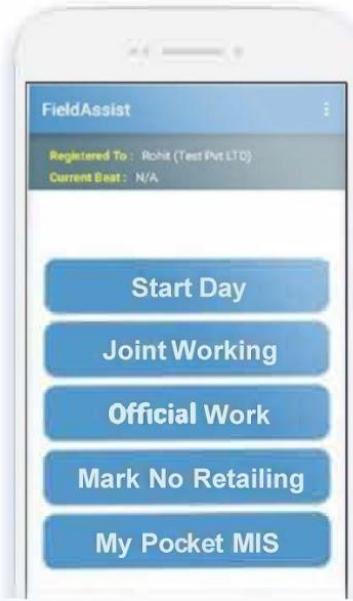
- Flexi reports : M3M, MOM
- KRA based 30+ reports
- Smart Alerts on App
- Exceptional highlighting with Drill down
- Personalized trend charts with Quick Viz
- Derived Measure for Customized Reports

## SFA

- General & Modern Trade
- Smart Geo-fencing
- Order Management
- Gamification
- Beat-o-meter
- Position Code
- Must Sell Assortment
- Near Peer
- Van Sales

# Products

A solution for each stakeholders: On-field sales, distribution, Middle management and Top management



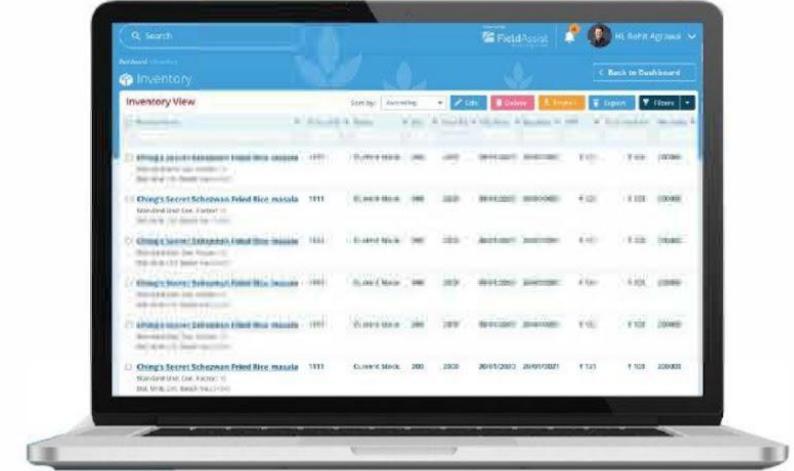
## FieldAssistApp

Transform field sales with the all-in-one sales automation and take control of your sales operations to drive better results and faster growth



## FA Analytics App & Dashboard

Get everything sales managers need to know about their sales operations at fingertips allowing them to get smarter on the go

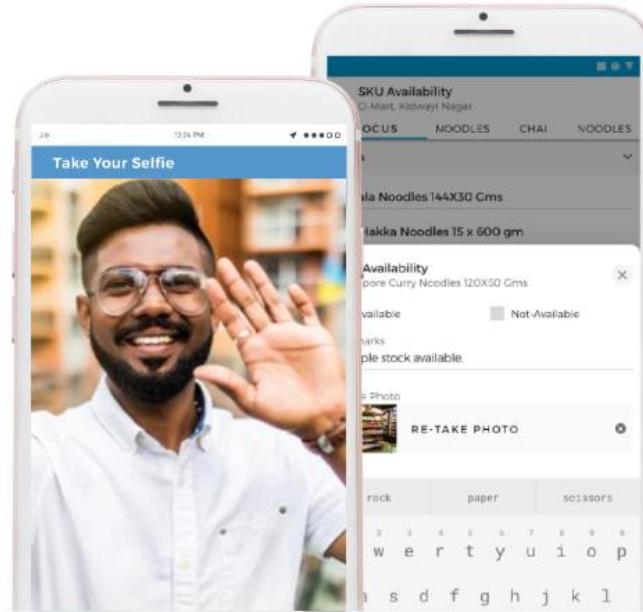


## Online DMS

Automate, control and optimise your Distribution strategies at the Super Stockist and Distributors Point

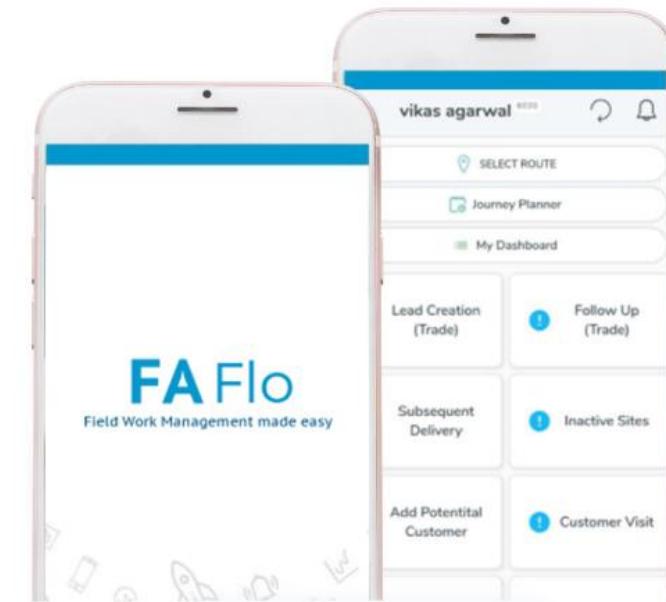
# Products

A solution for each stakeholders: On-field sales, distribution, Middle management and Top management



### Modern Trade App

Monitor in-store execution of strategies and promotion effectiveness in real-time, all the time.



### FA Flo

Infuse efficiency and transparency into your B2B sales with no code platform that resolves challenges from lead capturing to distribution to nurturing with workflow creation and management.

# General Trade

Get accurate on-field sales intelligence and improve team performance in the field.

**40+ tangible KPI Managements**

**Targets on Employee, Product and Outlet**

**New Outlet Smart Workflows**

***Easy-to-Use Aesthetically Crafted User Interface and Design (UX/UI) Suiting Industry Workflow for Better Adaptability***

**Intelligent Secondary Scheme Modules**

**Smart UI for faster Checkout**

**Middle Manager Working Platform**

**Insightful Surveys and Census**

**Offline Secondary Order Booking**

**Top Management Analytics App (iOS & Android)**

**Product Division Algorithm**

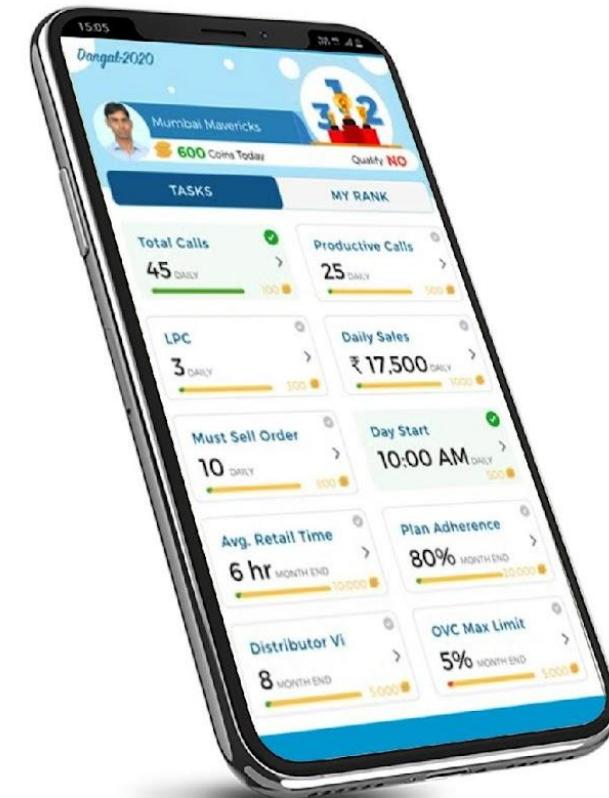
**Suggestive Order Booking**

**Flexible Insight Reports**

**Outlet Duplication Control Management**

**On-Touch Brand Videos & Docs availability**

**Intelligent Heatmap Visualization**



# FA Analytics & Insights

Deep insights into sales trends and performance with real time data

The image displays two devices showing the FieldAssist software interface. The laptop screen shows a map of the Kolkata area with color-coded zones and distributor locations marked. The smartphone screen shows a summary dashboard with sections for User Summary, Call Summary, and Primary Category Wise Order, along with a donut chart showing product distribution.

**User Summary**

Type	Count
Retailing	616
Official Work	92
Leave	66
Absent	31
Total	805

**Call Summary**

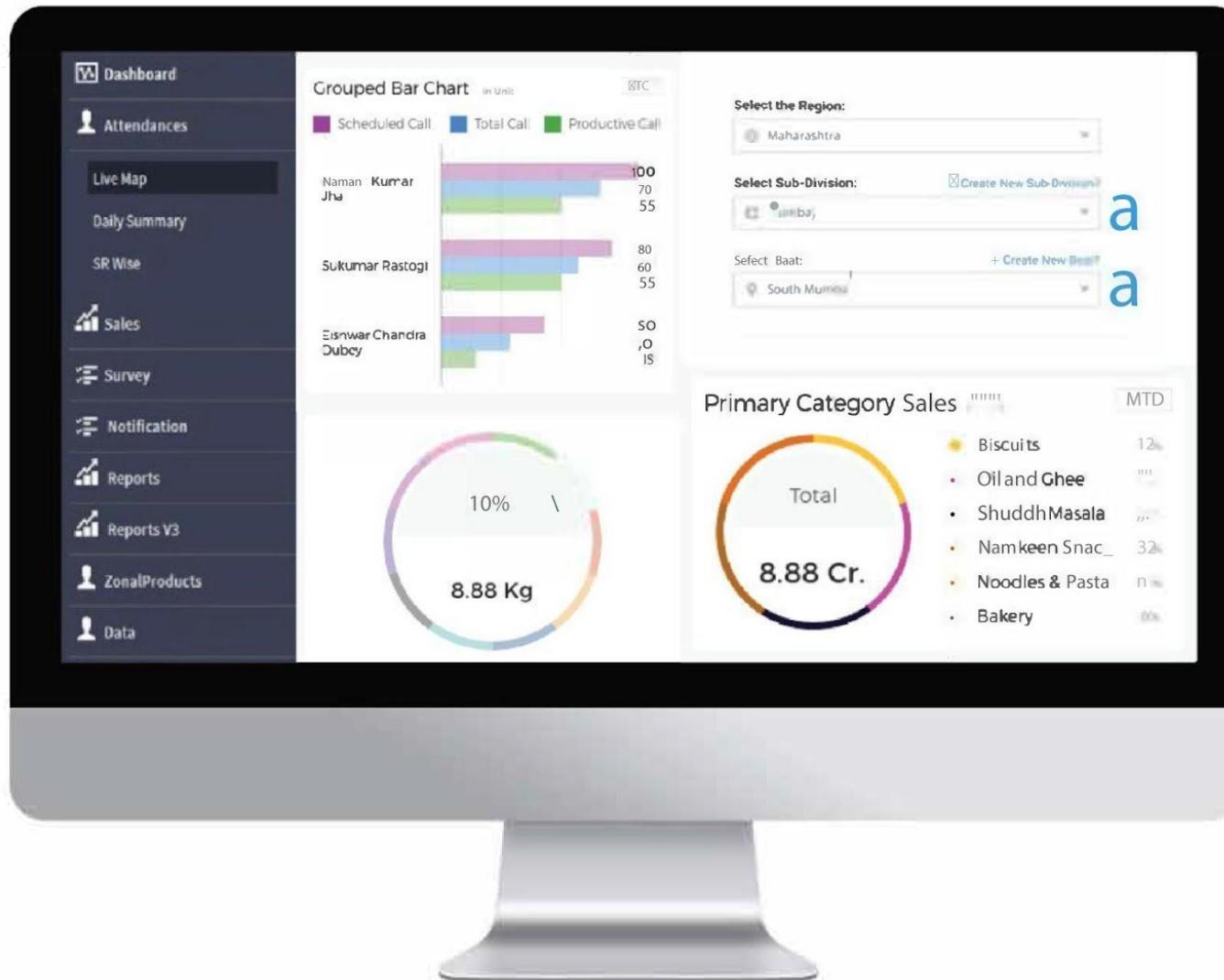
Category	PC	TC
Productivity	SC - 34,618	57%
PC	5,515	9,571
Qty(Std. Unit)		

**Primary Category Wise Order MTD**

Category	Value	Percentage
TP (Tiny)	1.4 Lac KG	51%
FP (Famli..)	83,281.9 KG	31%
Snacks	35,425.4 KG	13%
Sweets	13,315.5 KG	5%

- Flexible Reports
- Daily Summary
- Smarts Alerts
- Quick Viz
- Targets & Team Coverage

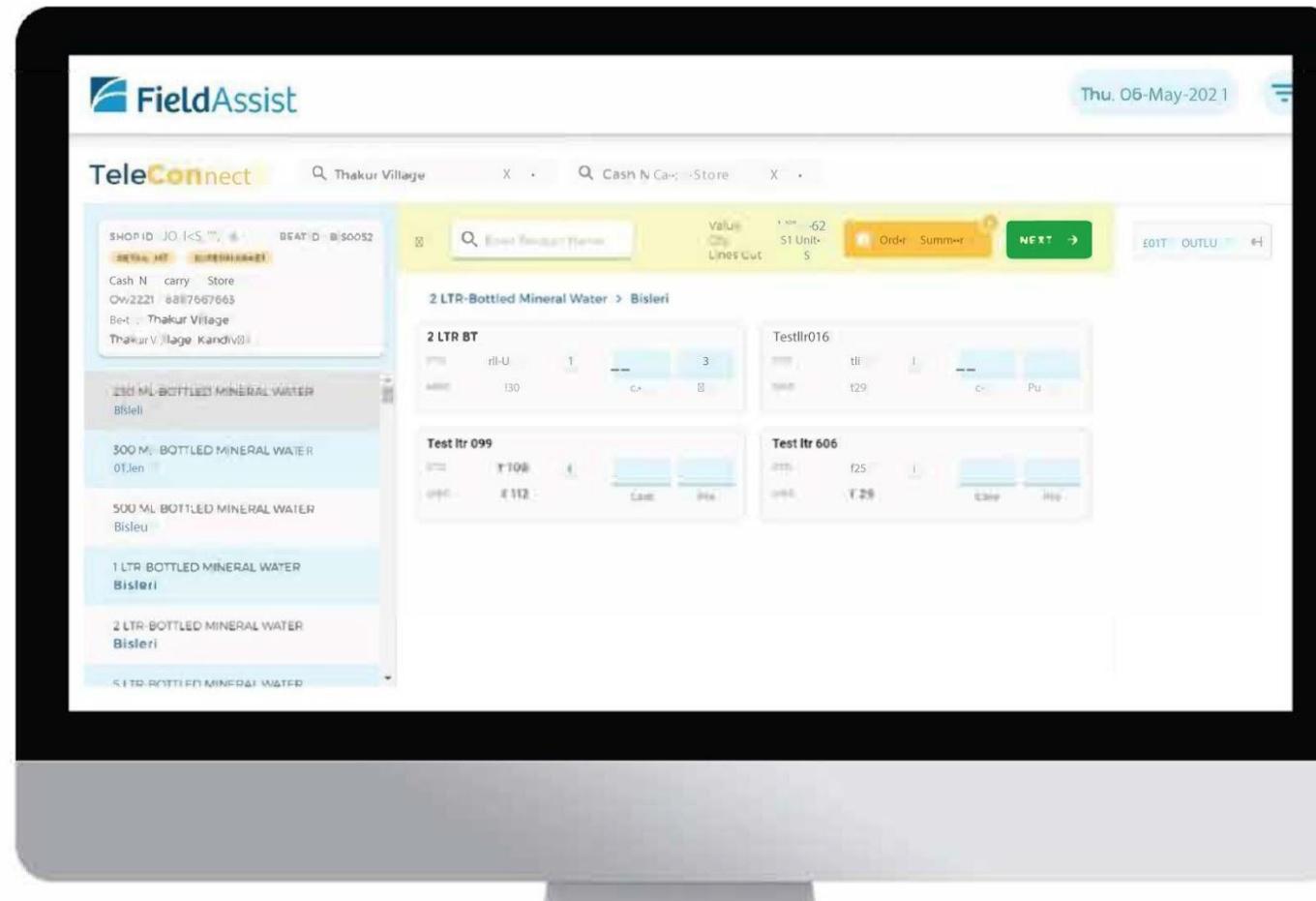
# Online Distributor Management System



- Inventory Management
- Secondary Order and Fulfillment Management
- Claims Management
- On-Ground Schemes and Execution
- Unified Demand Capture and Execution
- Pre-Defined Tax Compliances
- Auto-Replenishment Module
- Rural DMS

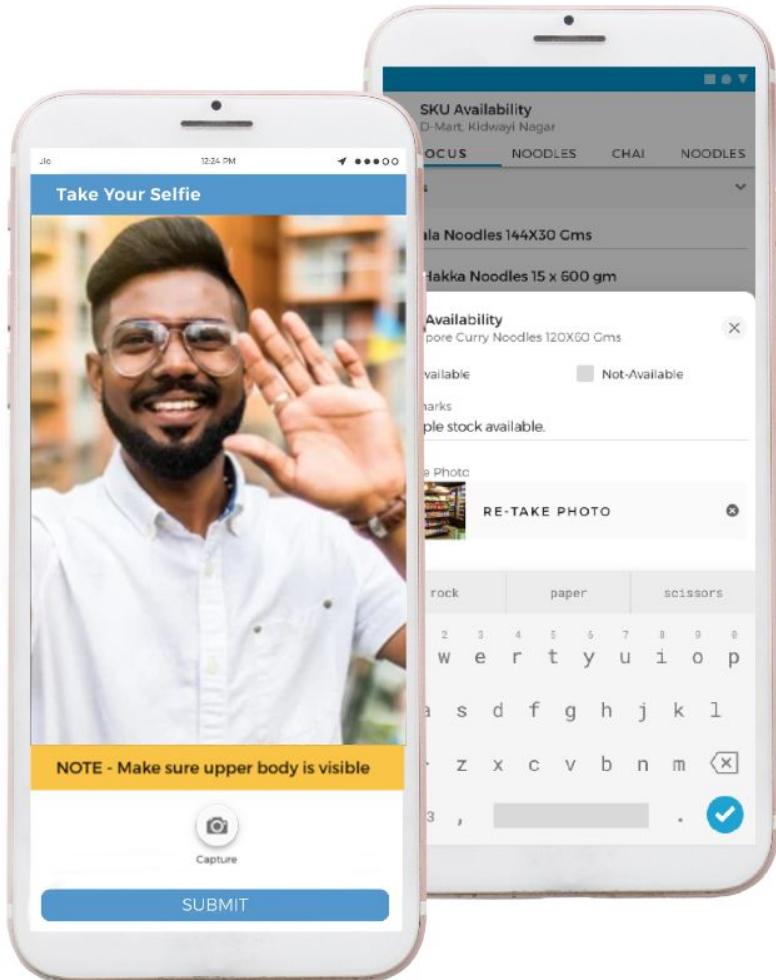
# FA Teleconnect

Reach your Retailers when your Sales Teams can't



- Take direct orders from retailer by setting up a tele-calling team
- Connect retailers directly with your brand with dedicated helpline number
- Seamlessly integrate with current SFA to help your mid-managers get greater visibility on SR performance
- Connect directly with distributors once you take orders from retailers

# Modern Trade App

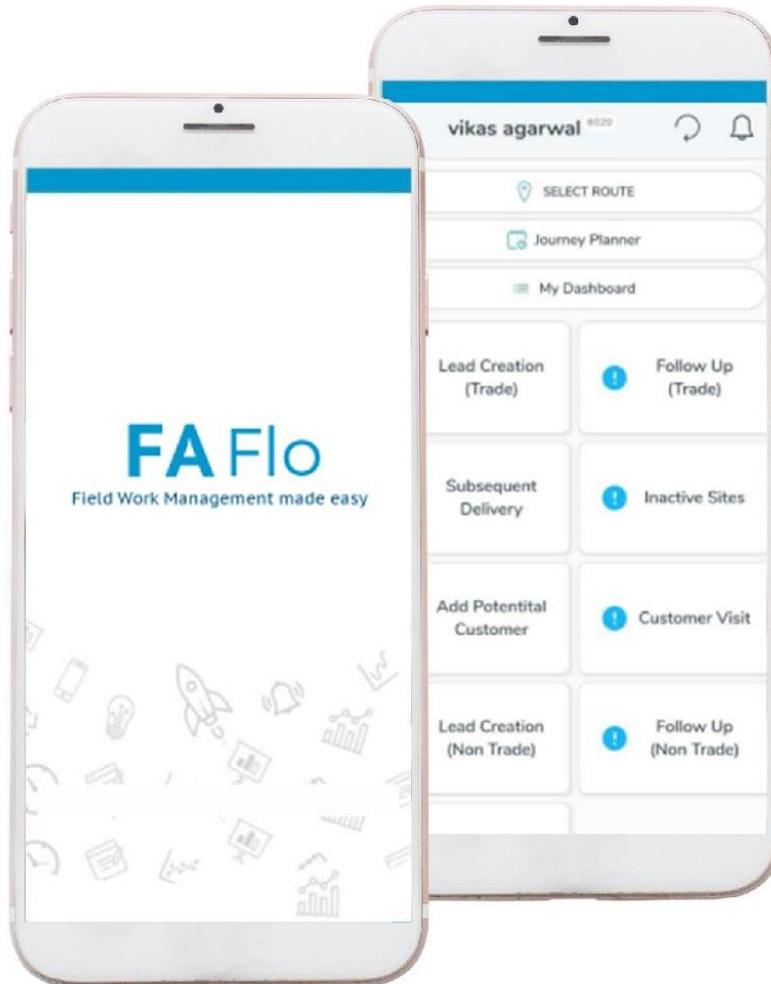


- Validated Store-Visits geofencing and Selfie-based Attendance
- Ensure SKU Availability
- Track Planogram Compliance & Share of Shelf
- Account-level campaign tracking & Promotions audit
- Opening Stock, Stock Inward & Closing Stock
- Image Recognition
- Influence Customers' Buying behavior
- Analytics on the go with Visual charts

# Van Sales



# FA Flo : Fieldwork management made easy



- No-code automated platform
- Industry Agnostic
- Applicable for wide variety of use-cases
- Rules-defined workflows to simplify complex field processes
- Personalized Dashboard and Reports
- Real time Actionable Insights

# TA/DA Management

The monitor displays a Microsoft Excel spreadsheet with the following columns and data:

	E	F	G	H	I	J
1	ASM	ESM	ERPID	ExpenseDate	UserRank	Designation
2	MEHTA PATHIKBHAI YAGNESHBHAI	AJAYSINH SOLANKI	12200598	20210705	ESM	SR
3	BARID BARAN PARIRA	SANTOSH PATHAK	12200538	20210705	ESM	SO
4	ALURI CHOUDESWARA RAO	RAYUDU RAMESH		20210705	ESM	SO
5	DEEPAK GUPTA	MOHAMAD IQBAL KANGROO	13200844	20210705	ESM	SR
6	ASHOK KUMAR PATHAK	SURESH CHANDRA YADAV	13200243	20210705	ESM	SR
7	SUNIL CHOUDHARY	ANSARI IMRAN ABDUL LATIF	12200057	20210705	ESM	SR
8	NATASHEKAR A	BASAWARAJ SHIVABASAPPA	12200916	20210705	ESM	SR
9	RENUKA PRASAD	MANJUNATH S PATIL	12200797	20210705	ESM	SR
10	BHASKAR BNEREE	SHUSOBHAN BHADURY	12200861	20210705	ESM	SR
11	C Hari Prasad	TIKKALA PRADEEP KUMAR	13200792	20210705	ESM	SO
12	MALLIKARJUN C TOLANUR	MAILARLING AMGOND	12200846	20210705	ESM	SO
13	Abhishek Mishra	PRAMOD KISAN GUPTA	12200868	20210705	ESM	SR
14	DEEPAK KUMAR SRIVASTAVA	DEEPENDRA AGNIHOTRI	13200565	20210705	ESM	SO
15	ABBAS ALI BOHRA	VISHAL MANORE	13200548	20210705	ESM	SR
16	VACANT - Sandeep Vichare	VACANT - DATTA BHIMRAO SHINDE	12200785	20210705	ESM	SR
17	M.RAJ KUMAR	M. RAJ KUMAR	13200090	20210705	ESM	ASM
18	SANJAY PANDEY	SANJAY PANDEY	12200054	20210705	ESM	ASM
19	MOHAN SINGH BHANDARI	VINOD KUMAR DHAKA	13200859	20210705	ESM	SR
20	IBRAHIM AMANULLAH SUBHEDAR	MAHIBUB JAHANGIR FATEPUR	12200397	20210705	ESM	SR
21	ANIL NARAYAN SHINDE	SHARAD VASANT SAVANT	13200153	20210705	ESM	ASE
22	MALLIKARJUN C TOLANUR	MAILARLING AMGOND	12200846	20210705	ESM	SO
23	Abhishek Mishra	PRAMOD KISAN GUPTA	12200868	20210705	ESM	SR
24	DEEPAK KUMAR SRIVASTAVA	DEEPENDRA AGNIHOTRI	13200565	20210705	ESM	SO
25	ABBAS ALI BOHRA	VISHAL MANORE	13200548	20210705	ESM	SR

The smartphone screen shows the FieldAssist mobile application interface with the following navigation options:

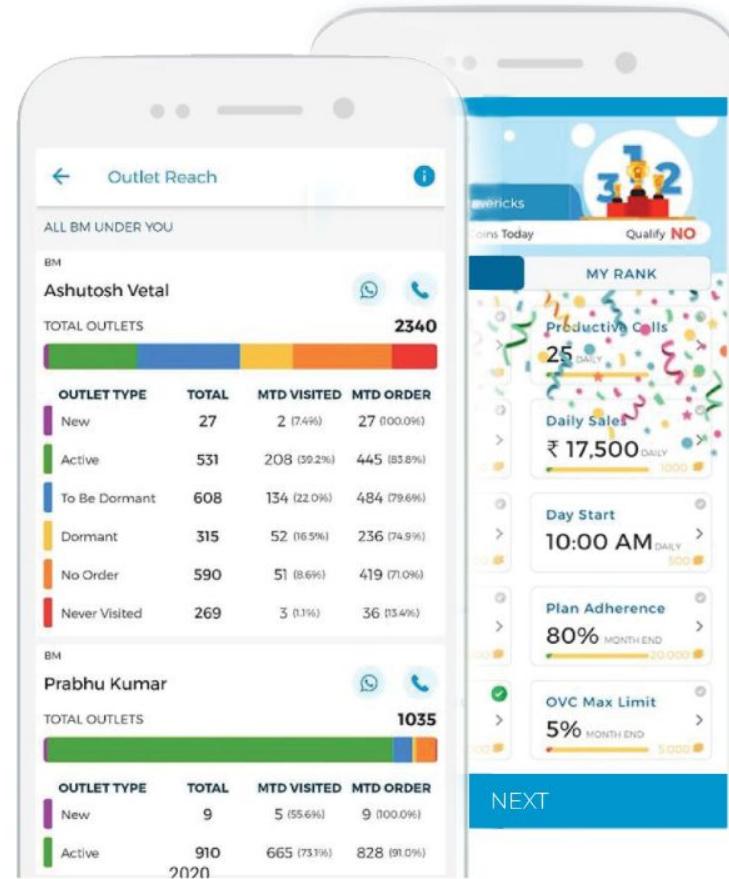
- Beat - Delhi 12
- UserwithoutTA CLIENTEMPLOYEE
- START OFFICIAL WORK
- CHANGE BEAT
- My Performance
- My Pocket MIS
- Share order via WhatsApp
- Travel Allowance (highlighted with a red box)
- Other Expenses
- FieldAssist Customer Care
- END DAY

- Automated Travel Allowance (TA) & Dearness Allowance (DA) claims
- Customized Qualifiers for Other Expenses
- Manager-Editing Rights for Expense Report
- Approvals on the Go
- Access to Expense Reports
- Expense to Sales Ratio
- Automated TA/DA expense sheet with real-time updates
- Faster expense reconciliation
- Quick Settlement and Claim Based Approvals

# Innovative & Inclusive Sales Automation Platform

## ➤ Beat-O-Meter

Unlock your beat potential



## ➤ Battleground

Engage and motivate sales teams with gamification

## ➤ Exceptional highlighting

Engage and motivate sales teams with gamification



# Seamless Integration & High-End Security



One Login - One Device  
with IMEI Restrictions



OTP verifications  
for deviations



Audit Logs Powered by  
Microsoft Identity Servers



Eliminate the silos in  
your sales processes



Hatched Encrypted  
Password mechanism



REST APIs designed to stay  
in sync with multiple ERP,  
BI & DMS platforms



Vulnerability Assessment  
& Penetration testing  
(VAPT) Track



# Transformative Customer Experience



Change  
Management



Technical  
Training



Best Industry  
Practices

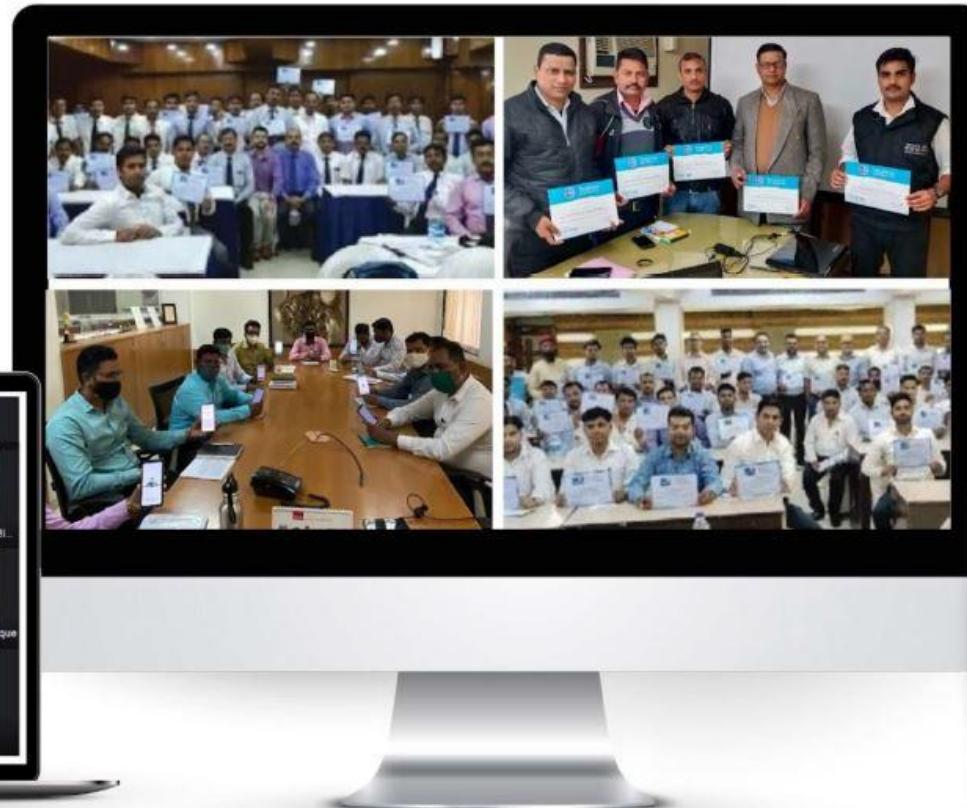


Ground-Level  
Support

Over

2200+

Trainings conducted Pan India



# Outcomes Delivered



# EVEREST Customer Success Story

## Challenges

Integrating extensive secondary schemes

Poor visibility on SKUs and outlet coverage

Manual DSRs leading to time loss

## Impact

5 Lacs Outlets Covered

19% Improvement in PC

30 Days SFA Adoption

We can now focus on running our business and not worry about the reliability of the sales automation solution. FieldAssist gives us that peace of mind



**Aakash Shah**  
Partner

”



# Customer Success Story

## Challenges

Lack of proper insights due to unavailability of real-time field data

No visibility on performance of distributor salesmen

Poor line of sight on best-selling product lines

## Impact

Scaled up outlet universe to **3.5 lac** outlets

**30%** yearly increase in Total Calls, **26%** in Productive Calls

Ability to make tactical decisions on best-selling line, Halke Fulke

# Bisleri Customer Success Story

## Challenges

No Real-time visibility on Outlet coverage and SKUs per outlet

High error rate with manual demand repositories

Lack of adoption because of complex Sales automation solution

## Impact

**3.5** Lacs Outlets Mapped

**30<sup>+</sup>** Product Trainings

**10** Days Sales Automation Implementation

FieldAssist has helped us in providing the hindsight, insight, and a foresight view of the market and making us stand apart in what we do.



**Ashwani Kumar**  
IT Head

# Licious Customer Success Story

## Challenges

No prior experience in general retail

Expansion-plan roll out in the middle of the pandemic

Current resources do not ensure business continuity

## Impact

**140** % improvement in Productive calls within 6 months

**2** x increase in Demand Capture

**>90** % market coverage with FieldAssist Contactless SFA

From the beginng we wanted to ccreate a sales cultured backed with strong technology. and FieldAssist became that partner for us. Being an industry expert they understood the retail terrain well and powered our expansion with their next- gen supply chain solution.



**Satyaranjan Patra**  
Head of Sales



**PROUD  
PARTNER  
TO GREAT  
BRANDS**



India | Dubai | Nigeria | Tanzania | Kenya

 [www.fieldassist.com](http://www.fieldassist.com)

