



Bizom - The Retail Intelligence Platform

2025

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- Who we are and what we do
- Our platform
- Our partners
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Scalable platform
rapidly growing
across markets

Scaling fast



8 million+ retailers
200k+ users

Built for CPG



X-vertical focus incl.
Personal care, beverage &
nutrition

Global operations



Emerging market focus –
30+ countries & counting

600+ brands



Work with some of the
world's largest brands

Unparalleled reach



Live at 100k+ distributors
across geographies

One-stop solution



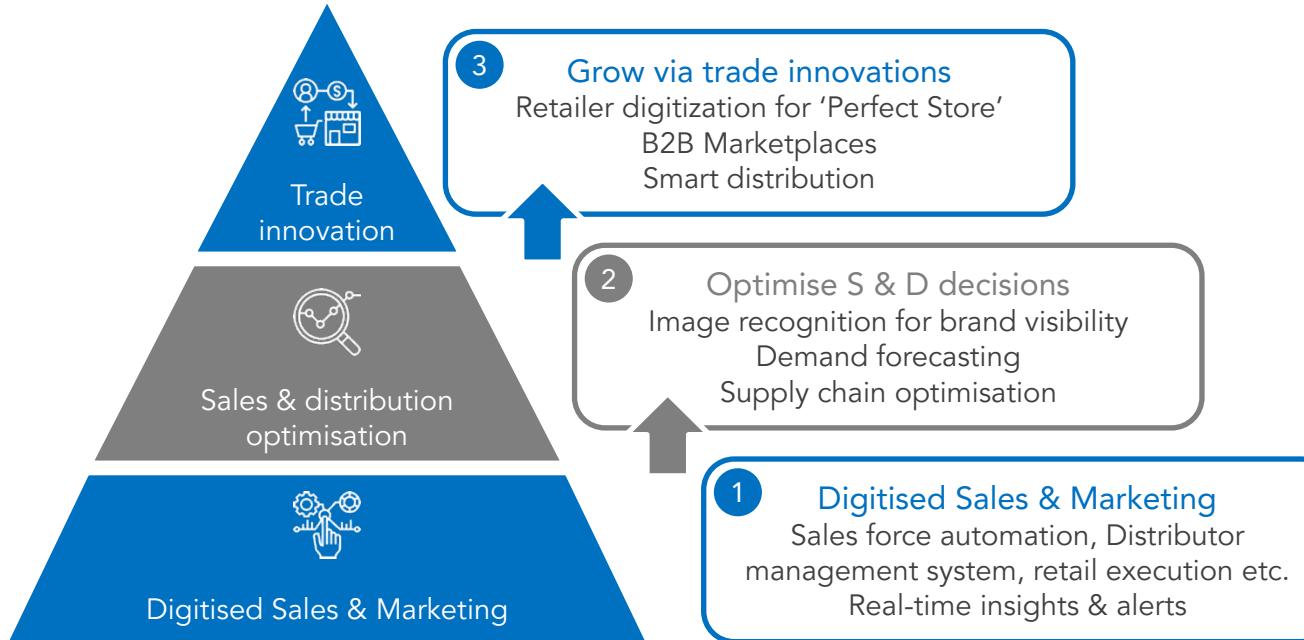
End-to-end RTM
digitisation platform



\$20bn+ GMV

via Bizom

Helping our clients to drive B2B sales growth through trade model transformations



Transforming B2B sales
Leverage all internal & external data to improve actions by your sales force, partners and customers to deliver a 'Perfect Store'

600+ enterprises trust Bizom to power digital transformation

Foods and Beverages



Fresh foods



Commodities



Personal care



Biscuits & Confectionery



Packaged Foods



Auto & Petrochemicals



Consumer durables



Tobacco & Alco-bev



Agri-Chem

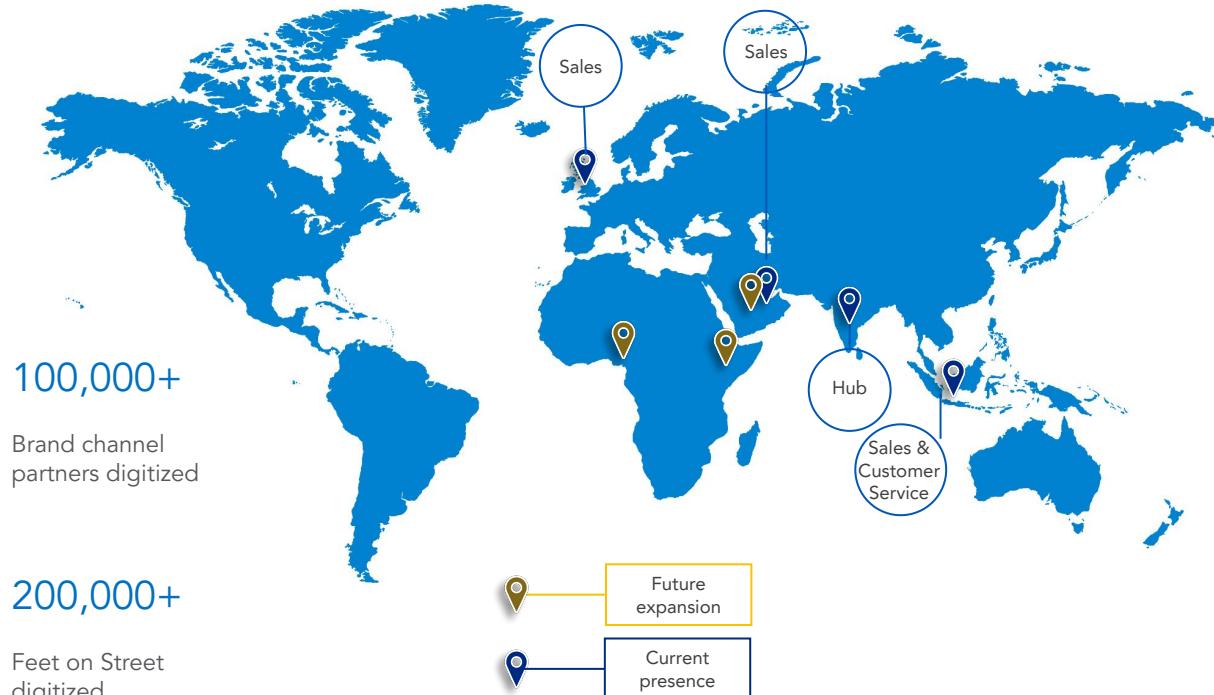


Implementing across the globe



Bizom Global Presence

Our global team - united in purpose, diverse in location



4+ Locations

Serving 32+ Countries

Expanding to 3+ new geographies

Serving 600+ Brands worldwide

We are the industry expert for FMCG & RTM..

We are driving the industry narrative on CPG trends in India

 Moneycontrol
India FMCG market grows 10% in January: Report

According to **Bizom**, which tracks commodity products grew 43% in January. ... and other personal care products slowed 14%, according to **Bizom**, a sales automation firm that monitors several million retail stores.

 Moneycontrol
FMCG sales set to see recovery in February, indicates data

According to retail intelligence platform **Bizom**, in the first 15 days of February, FMCG companies clocked sales value growth of 0.7%.

CNBC-TV18 @CNBCTV18News - Jun 30
Data from retail intelligence platform **#get_bizom** indicates, #FMCG sales have witnessed a 23% uptick in the first three weeks of June. @Shilparanipeta gets us a round-up of the data and a check on how companies fared



[Click here to watch the video](#)

[Click here to watch the video](#)



 Mint
Sales of on-the-go foods pick up pace as mobility improves
Bizom said categories such as ready-to-eat products grew ahead of ready-to-cook products between July and August. This, the platform said, is an...



[Click here to watch the video](#)

Bizom is a Retail OS for the CPG Industry



In-house or 3rd party IPs

600+ brands

Consulting Partners

.. and are Rated Highly by Customers, Users and Peers



[NASSCOM
Emerge 50 - 2021](#)



[Press Release: Deloitte](#)

Bizom Reviews

by Mobisy Technologies in Customer Relationship Management - Others

4.6 ★★★★★ 206 Reviews

[Gartner Peer Reviews](#)



High-Growth Companies
Asia-Pacific
2020

[Top 100 Fastest Growing Company in APAC](#)

Brand Testimonials

"Bizom's gamification really helped us achieve all our strategic objectives. All our KPIs were met and even exceeded"



"Today, with Bizom, India has become a benchmark - regionally & globally..... We are way ahead of what other markets are doing or thinking about"



Gartner Peer Reviews

The transparency and enthusiasm by the team in ensuring how much we can have a hands-on experience of the solution was an exceptional experience for me

-Program and Portfolio Analyst, \$10Bn-\$30Bn company

They have a very strong product which covers entire sales hierarchy down to the retailers. It has given complete visibility on entire business & how our products are faring in the market right from product placement to performance

-Analyst, \$10Bn-\$30Bn company

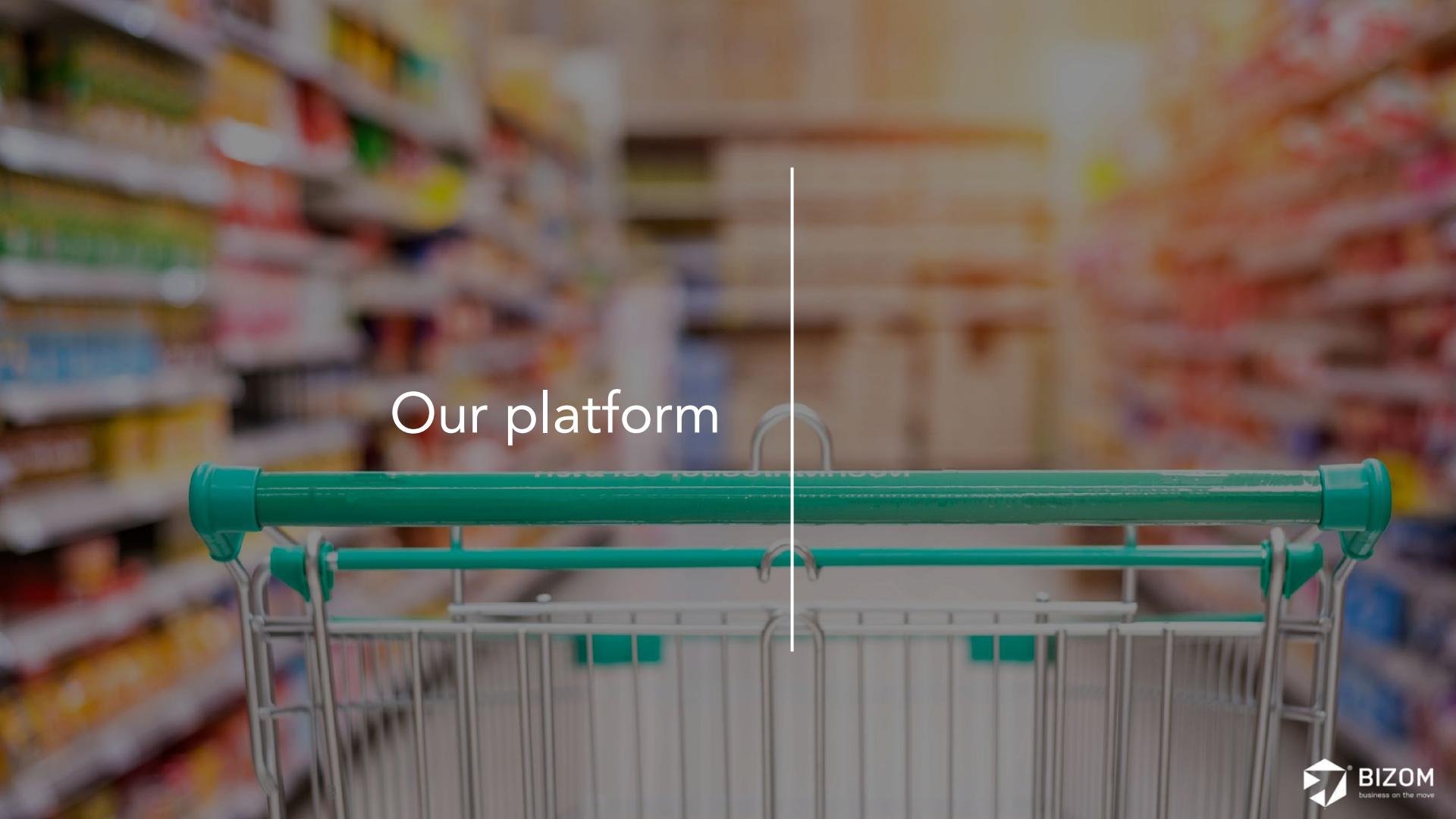
App Reviews

Bizom makes works easy and we can track datas, This product is helping end to end for ther users 🙏,easy to track the retailer salesman details datas.

-Parameshwar Biradar, December 16 2021

Lite, user friendly, a platform for companies to monitor their sales force. No more order taking on pen and paper, you can free yourself from manual reporting. Bizom is a complete package in terms of Sales force automation

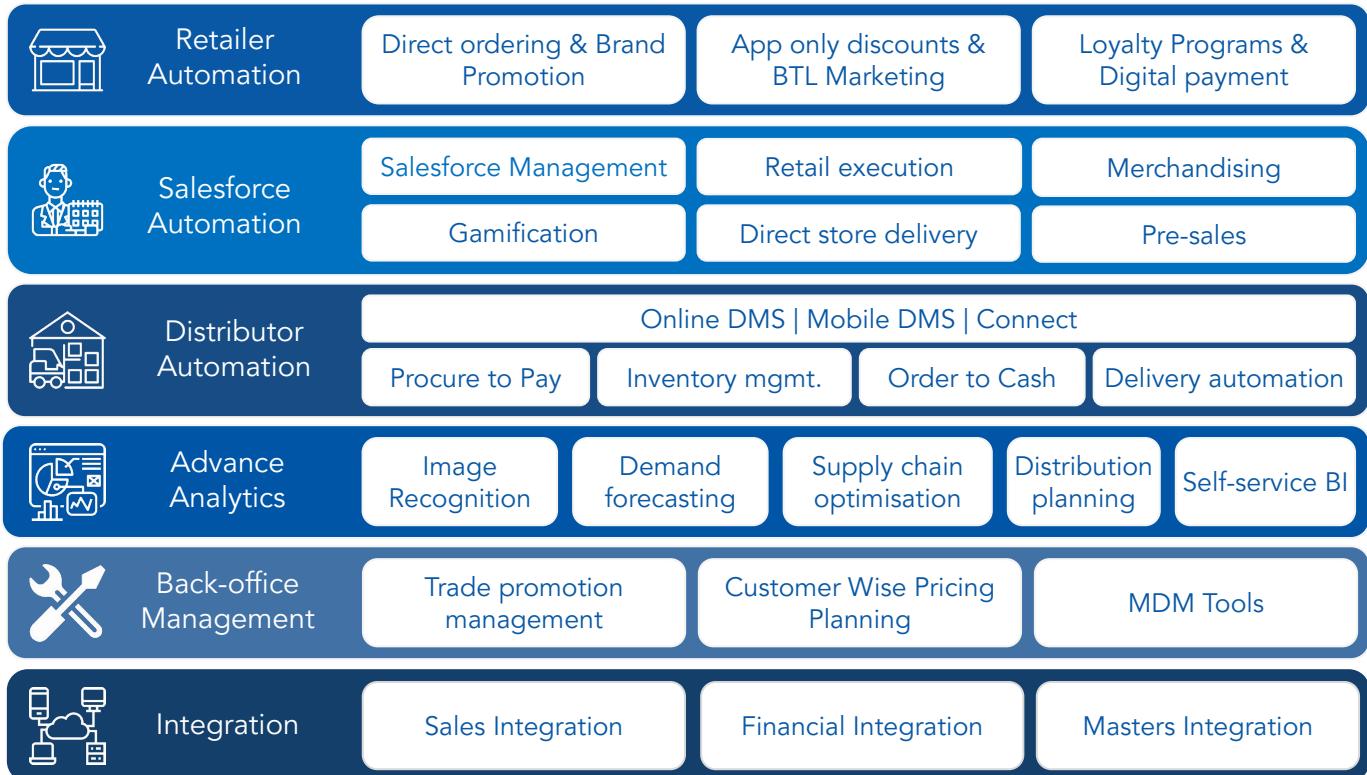
-Vinay Kumar, January 4 2021



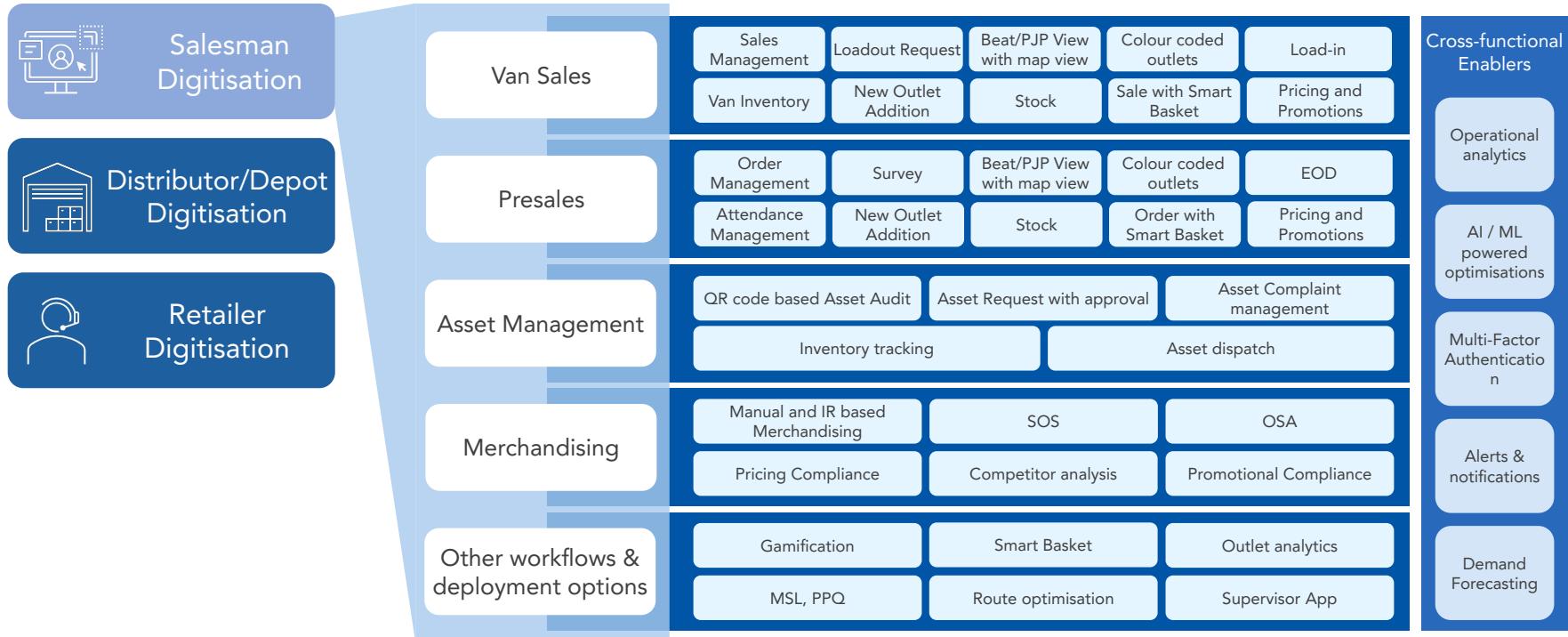
Our platform

Our end-to-end RTM capability framework

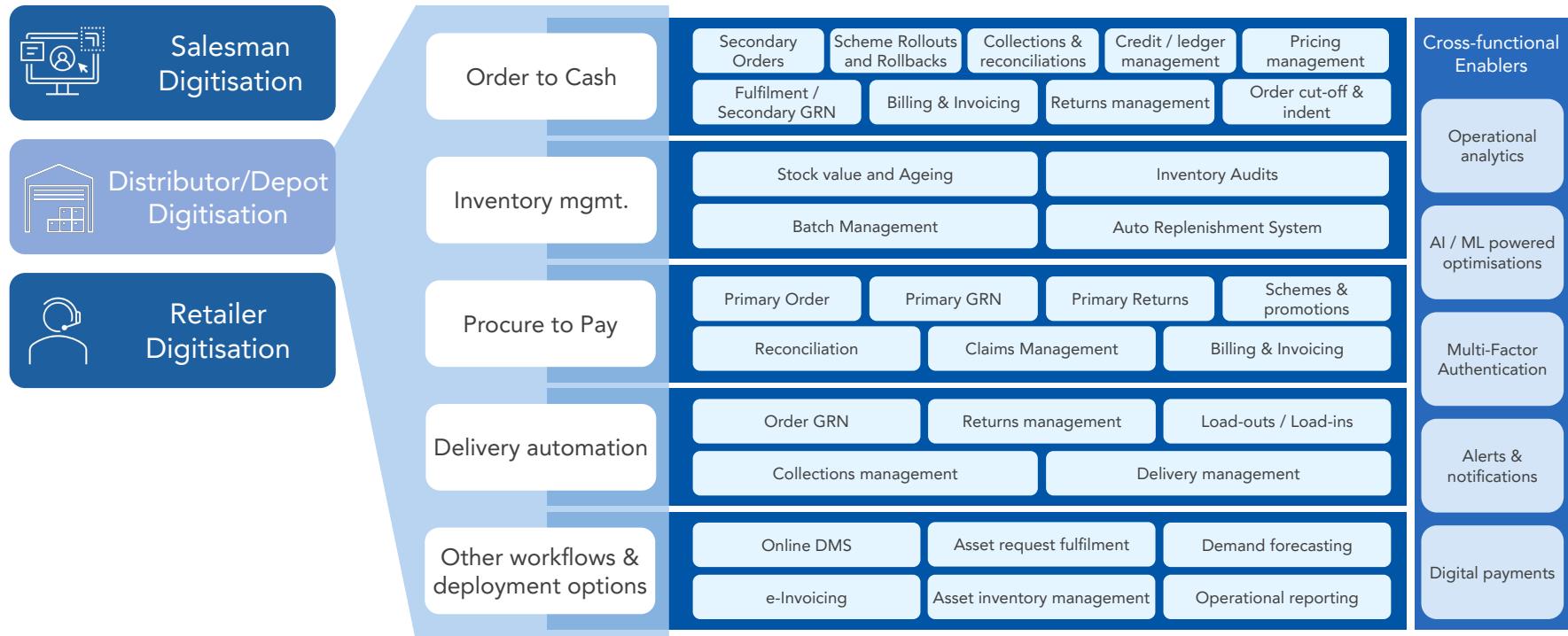
An integrated
platform allowing
you to scale at
speed



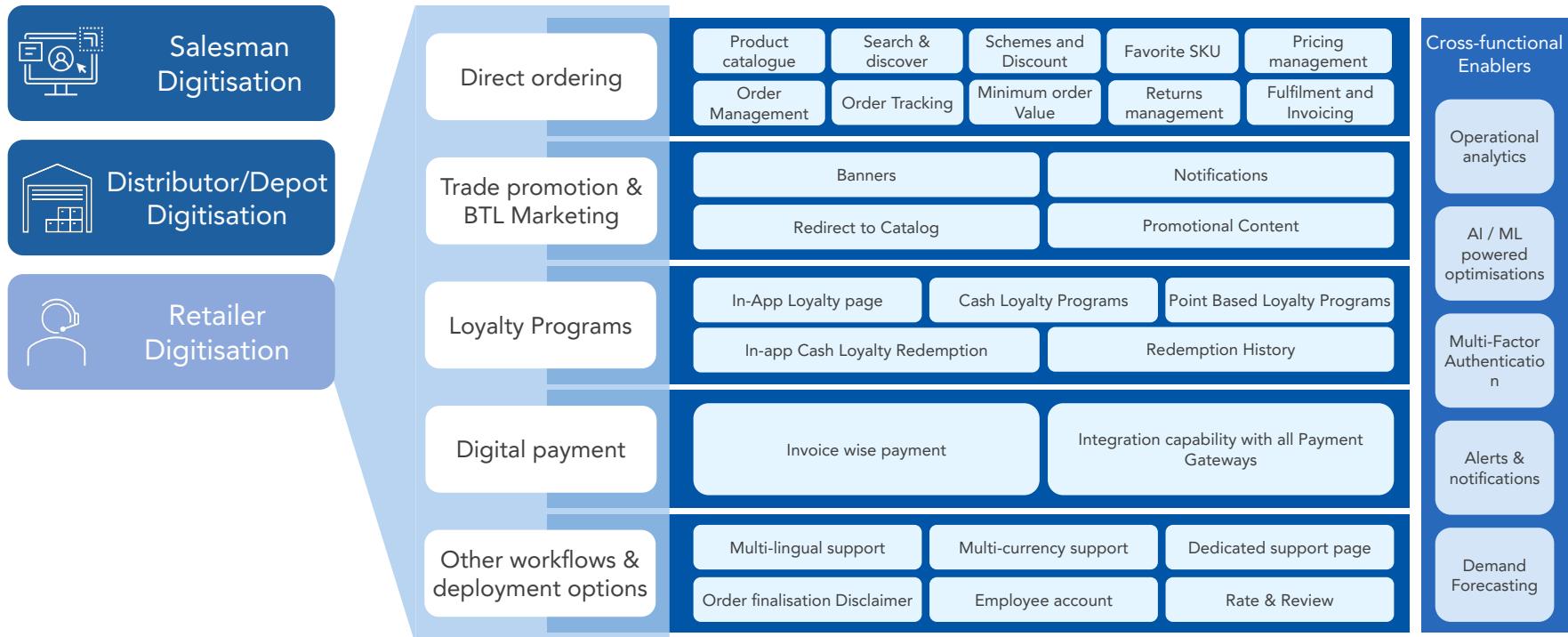
Salesman Digitisation

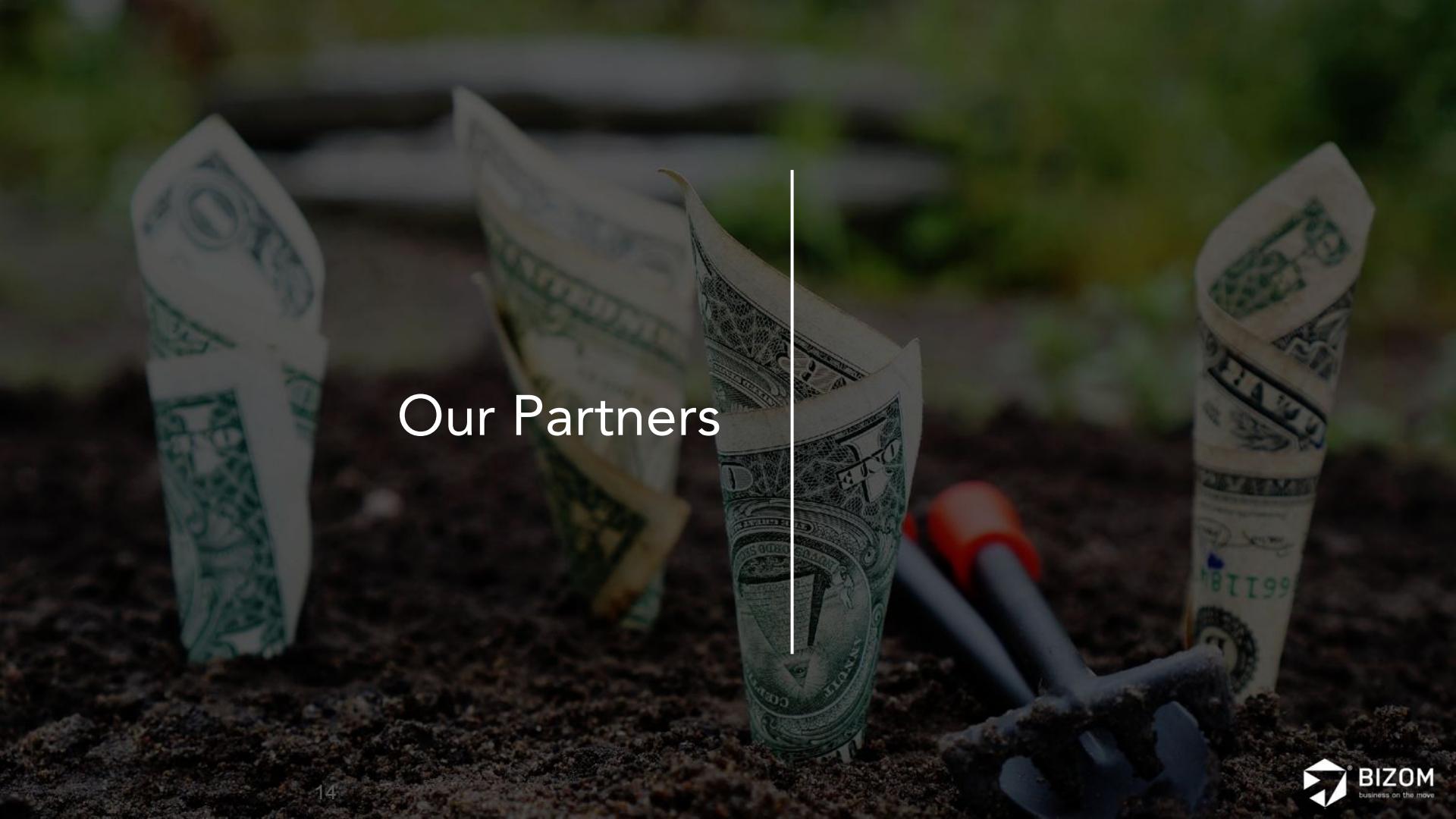


Distributor/Depot Digitisation



Retailer Digitisation





Our Partners

Overview

Strong tech partnerships to power client innovation

Bizom's core strength lies in its deep understanding of the distinct needs of various businesses.



Our commitment to delivering best-in-class RTM solutions has led us to forge strategic partnerships with top solution providers across different verticals.



Alliances empower us to effectively meet the diverse and unique requirements of the businesses we serve.



Our unwavering dedication to tailoring solutions ensures that we deliver high-quality, customized services that align perfectly with your specific business needs.

We are constantly evolving and innovating as the industry shifts to a new paradigm in the post-pandemic world.

Credit enablement



Optimizations



Loyalty and Influencer



Conversational Commerce

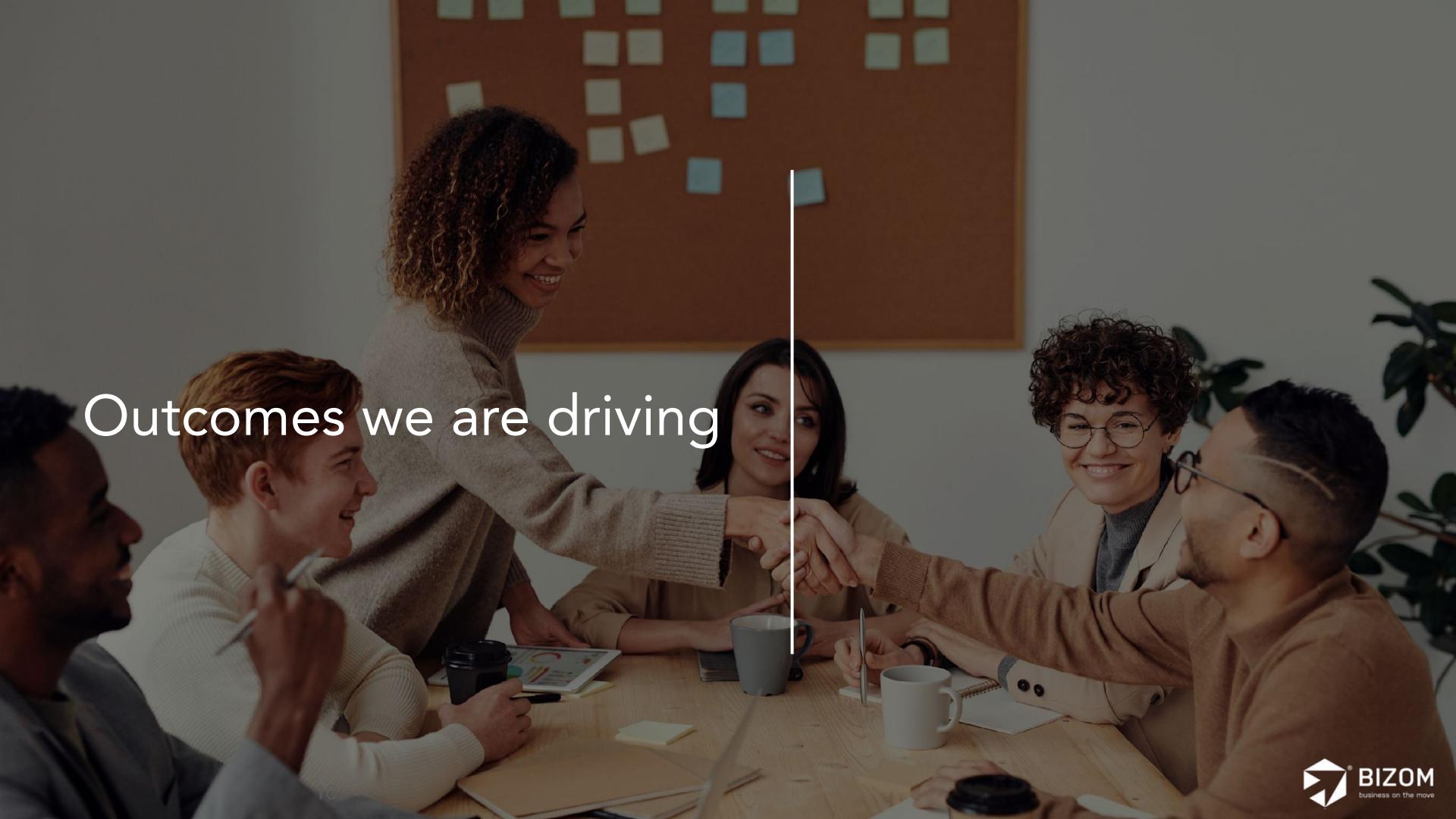


Smart Merchandising



Deployment Partner



A photograph of a diverse group of five business professionals (three men and two women) gathered around a light-colored wooden conference table. They are engaged in a meeting, with laptops, notebooks, and coffee cups on the table. In the center, two women are shaking hands, symbolizing agreement or partnership. The background features a brown wall decorated with numerous small, colorful sticky notes.

Outcomes we are driving

Some of the great outcomes achieved by our customers



113%
Increase in drop-size



~3M GBP
Incremental sales within 9
months of implementation



86%
Channel/Distributor Fill
rate



90%+
Visibility in rural operations
within 6 months



60,000+
Deliveries made in 2021
alone



19%
Increase in order size



2x
Presence in 150k outlets



55%
Sales growth through
gamification

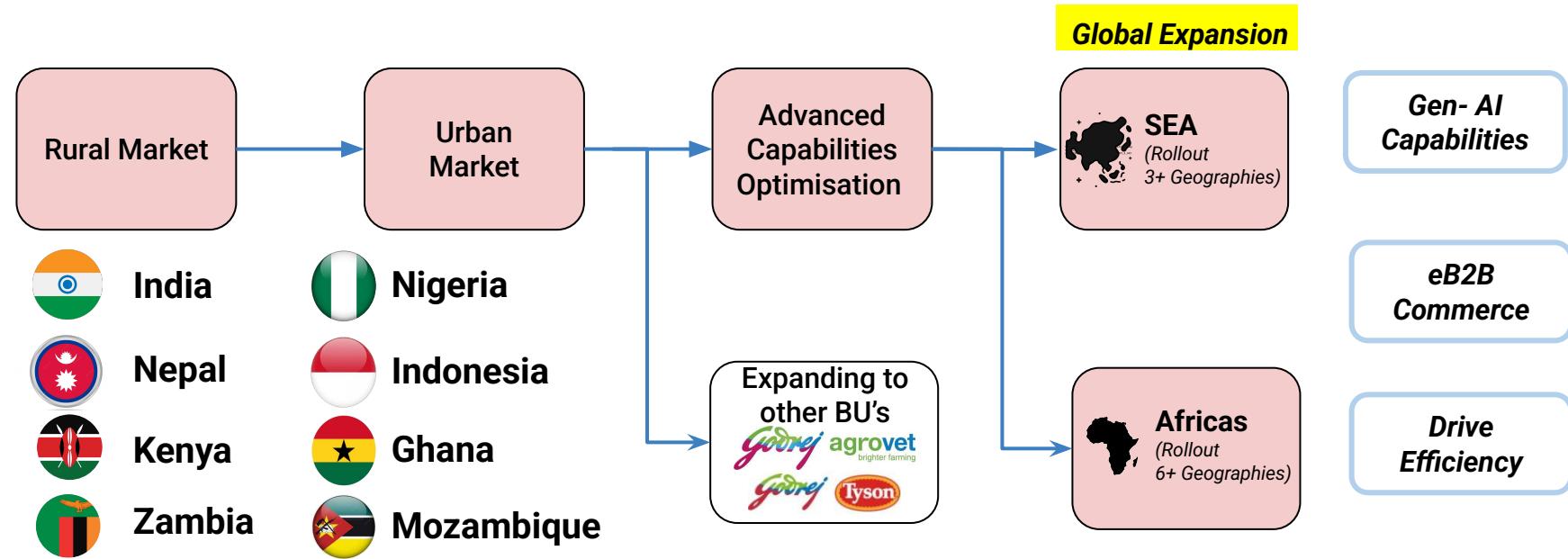


Godrej- Journey to exponential scale up via Digitisation

0 to 90 in <2 years



Journey



Key Outcomes



Digitized more than 1500
distributors
for GCPL urban.



Average productivity of
their salesforce increased
from 53% to 85%



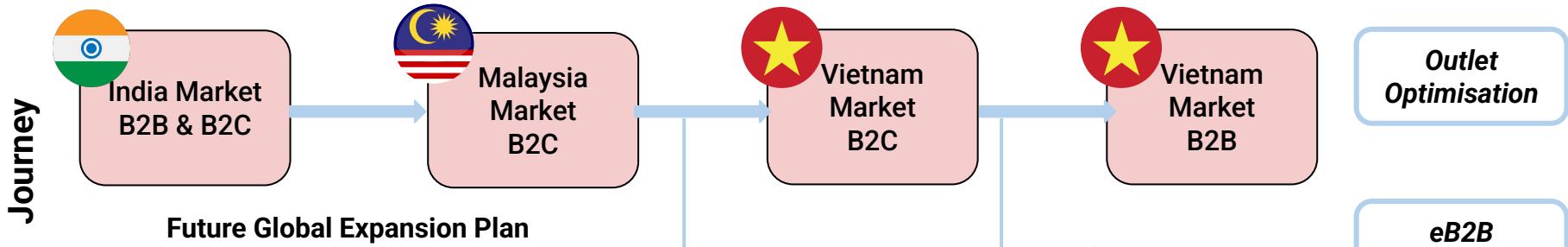
Achieved a market
capitalization of 10.3
billion USD



Achieved promising
revenue of 1.5 billion
USD, as of FY21.

Bizom<>Shell Meteoric Rise: From Zero to 100% Digitalization across all channels

Bizom replaced Ivy Mobility in India, a local solution in Malaysia and Shell in-house solution in Vietnam



Future Global Expansion Plan

Egypt



Indonesia



South Korea



Philippines



Japan



Gamification & Route Optimisation



Incentive & Strategic Partner

Key Outcomes



Increase in monthly billed outlet by 21%
Mobisy Confidential 2025



Increase sale by 10% YoY



Bizom is primary billing software



Increased billed outlets by 80% & productivity by 21%



Reduced time in market, increased pjp adherence



More Real time data & visibility at each level

How Coca Cola's bottler in Nigeria accelerated growth through secondary sales visibility

Challenges – Inability to drive penetration and growth due to:

- No information on distributor inventory, fill rate and outlet universe
- Sub-optimal van loading which caused stockouts and loss of secondary sales
- No visibility on field force activity, productivity & time in market
- Pilferage due to zero visibility on van stock movement

Solution – The customer adopted Bizom's Van Sales & DMS solution to gain visibility on secondary sales, channel performance and manpower efficiency

Outcomes – Chi Limited was able to improve market share by focusing on key KPIs of:

- Target vs achievement increased by 18%
- 100% visibility on fill rate, real time inventory & low inventory alerts
- Increased placement of Focus SKUs by 20%
- 100% visibility on outlet universe with geo-tagging
- Ideal Van Load-in through visibility on distributor inventory & outlet offtake



How are we helping P&G drive growth in emerging markets with innovation

Challenge - P&G were struggling to drive growth in Bangladesh with no visibility of secondary sales and ROI on promotional spend

Solution - Over the last 7 months we have automated their retail execution processes using Bizom Distributor Management System (DMS) across their distributor network in Bangladesh and Central India.

Results have been staggering:

Monthly Growth 6.7% | Fill rate 86% | Monthly Volume growth 10.4%

Innovation – In parallel we are driving innovation with them and have won their tech challenge for perfect store execution in traditional trade channels by leveraging our state-of-the-art image recognition and machine learning capabilities



Enabling a leading French Dairy Group grow Sales & Distribution Reach in India & Malaysia

Business Objective – Lactalis Group is working on an Inorganic strategy to grow market share, with the objective of becoming a strong player in the dairy market & having presence in all dairy product categories.

The Group wanted a solution to track and improve sales & distribution performance of existing and new products launched in the market at an Outlet & SKU granularity.

Solutions & Outcomes – We deployed Bizom's SFA & DMS to:

- Effectively track the sales force in real-time with visibility into outlets visited, orders placed, journey plan adherence and various other parameters to improve sales force efficiency
- Improve Outlet-wise penetration with a hawk-eyed view of Unique Billed Outlets and target achievements
- Optimize field force productivity with user activity tracking and real-time insights on field and outlet performance
- Reduced sales return in Malaysia market by 25% thereby reducing wastage



Helping Britain's leading health & hygiene brand adopt insights-driven sales to drive growth

Opportunities – Driving efficient growth across all route to markets including:

- Exponential growth by penetrating deeper into rural market
- Faultless retail execution ensuring perfect visibility & trade promotions
- Frictionless trade across the distributor network by Digitising downstream supply chain

Solution – The customer adopted Bizom's end to end platform capabilities of Retail execution, IR Merchandising and Distribution management to:

- Automation distributor operations across primary and secondary sales
- Track & Optimise share of shelf and planogram compliance
- Drive efficiency across sales force to ensure wider market coverage

Outcomes – Results so far has been brilliant as we look to extend the solution across several other markets



18% increase in outlet reach



14% increase in sales



35% increase in productive outlets



[Watch Customer Testimonial Video](#)



How a leading chocolate brand turned their sales teams into expert closers

Challenges – One of the world's largest chocolate brand was launching a new product in one of their fastest growing markets. They were looking for ways to motivate their sales teams to meet their distribution targets.

Solution – Bizom's gamification solution, which turned sales tasks into a game where sales reps competed individually and in teams to meet their goals / KPIs.

A customized game was setup within a week to help management get real-time visibility and sales teams to compete on a national leaderboard for specific rewards

Outcomes



51% distribution target achieved in one week



68% value target achieved in one week



Successful launch & a highly motivated sales force



How SLMG Improved Outlet Coverage & Sales Using Bizom

Challenge – Outlet accessibility was a major challenge since significant number of outlets were in rural areas. This was impacting the overall outlet coverage and route compliance. Also, due to limited real-time visibility on sales team performance and compliance, it was challenging to achieve the sales targets consistently.

Solution – Bizom SFA application improved outlet coverage by providing real-time analytics on Total Vs Productive calls and other compliance metrics such as Time-in-Market, Total Visits, Geo-tagged location on map. Efficient route planning and mapping helped higher outlet accessibility and reach in rural areas & outskirts. Brand also recorded growth in number of total sales orders by also enabling the sales team to take orders on phone along with OMS.

Results –

20% increase in Order Size

100% salesforce visibility

34% Increase in Outlet Coverage



How BuyGro is reinventing Traditional Trade with Bizom

Ghassan Aboud Group (GAG) is an international conglomerate engaged in several key business sectors including Automotive, Logistics, Media, Hospitality, Real Estate and Retail – headquartered in UAE.

Challenge – The client wanted to support UAE 2021 vision of “United in Knowledge” with an innovative solution that creates a compelling value proposition, while enhancing the quality of life of the retail sector.

Solution – The BuyGro Marketplace is a white-labelled solution by Bizom offering a wide inventory of products to retailers in the UAE, which increases the brand visibility and business opportunities for FMCG manufacturers operating in the UAE market. The platform also captures pertinent market insights via business intelligence tools.

Outcome –

1000+
sellers onboarded

8– 10% MoM
increase in orders

12,000+
Bakalas onboarded

90% orders delivered
under 24Hrs

60,000+ deliveries
made in 2021 alone

Decreased Manpower
dependency





How are we helping Orient Electric drive growth

Orient Electric is one of the largest premium lifestyle home solution provider in India.

Challenge - Orient was experiencing lack of visibility and poor execution of Primary and Secondary Sales, inefficient operations and tracking and multiple manual interventions in the process.

Solution - Bizom's SFA tool captured Orient's sales force's activities, performance and order data in real-time to deliver insightful reports and dashboards. The DMS offered Orient end-to-end automation and analytics on its distributors' activities.

Outcomes –

100% Order Accuracy

40% Increase in Billed Outlet

Outlet Visit Growth by more than 25%

Real-time Insights on Market Demand, Key Regions & Distributors, Productive Outlets

Data Backed Decision Making

23% Improvement in Salesforce Productivity; Target vs. Achievement

Transparency in Schemes

15% Growth in Unique Category Sold in Every Outlet

Outlet Expansion & Re-Activation by 32%



Thank you