FieldAssist
Accelerating Growth

FieldAssist

Shubhankar
Mumbai Mavericks
Rank 28

Total
2.7 Lac KG

- T P (Tiny.. 1.4 Lac KG 51%
- F P (Fami..83,281.9 KG 31%
- Snacks 35,425.4 KG 13%
- Sweets 13,315.5 KG 5%

SUNIL SINGH - RSM	30,035.8 KG
RAVINDER SETHI - DGM	3,722.9 KG
SANJEEV GUPTA - DGM	2,639.3 KG

Outlets Summary MTD

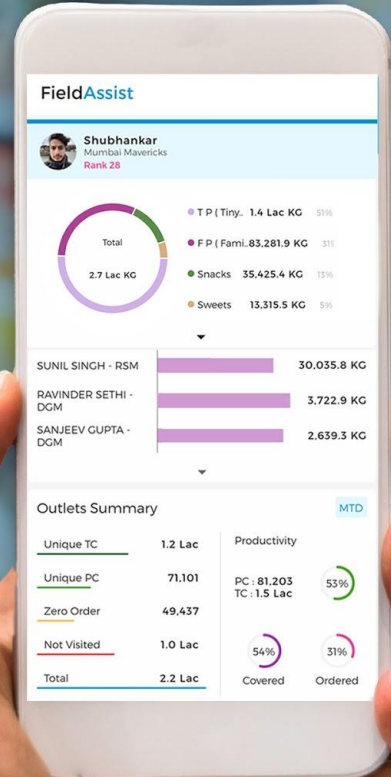|		Productivity	
Unique TC	1.2 Lac		
Unique PC	71,101	PC : 81,203	53%
Zero Order	49,437	TC : 1.5 Lac	
Not Visited	1.0 Lac	54%	31%
Total	2.2 Lac	Covered	Ordered

All in one Sales Automation Platform

Trusted across Consumer Goods Industry

400+
Brands

50,000+
Users

6 Crore
Annual Visits

45 Lacs
Outlets

$8 Billion
GMV

FieldAssist

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
CEO - FieldAssist
Ex-Founder
FMCG Start Up

In the News

INDIA Forbes

THE HINDU BusinessLine

THE ECONOMIC TIMES

NDTV

Business Standard

FieldAssist

Consumer goods industry leaders that trust us

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

Bisleri with added minerals — Category Leader with 125 Plants & a Strong Network of 4500 Distributors

EVEREST A PERFECT BLEND OF PURE SPICES — India's Leading Spice Brand & Major Spices Exporter to 58 Countries

emami — Established in 1974, a leading personal healthcare brand with 300+ Products

DANONE ONE PLANET. ONE HEALTH — A global Nutrition Food Product Company, with various portfolio brand as Protinex, Aptamil, etc

SANTOOR — With a turnover of Rs. 2000+ Crores, it's the second Largest Soap Brand of India

Del Monte Quality — One of the world's Largest Suppliers of Fresh and Prepared Produce

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

Ching's secret — With 500+ Crores topline, it is synonymous with 'Desi Chinese - India's Second Largest cuisine

JOCKEY — The Flagship Brand and a Market Leader in Comfort Apparel Products

Bata — Leading Manufacturer & Retailer of footwear with 1500 outlets & 30,000 dealers across India

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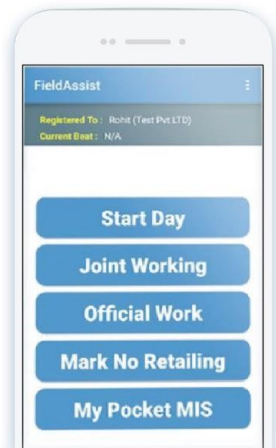
FieldAssist

Our Global Presence

Ghana   Nigeria   Kenya   UAE   Cambodia

Tanzania   Sri Lanka

Zambia

LOOTAH PREMIUM FOODS

BIG BOTTLING COMPANY

BioPlus LIFE SCIENCES

HJ corp

Daima

DMG Dar es Salaam Merchant Group

Tolaram Group

Godrej CONSUMER PRODUCTS

MENENGAI the heart of good living

KABRAS Sugar

FieldAssist

We have a solution for each stakeholder

FieldAssist
Accelerating Growth

DASHBOARD

MANAGER APP

FIELD APP

REPORTS

DMS

On-field Sales

Distribution

Middle Management

Top Management

FieldAssist

Product Portfolio

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

FieldAssist App

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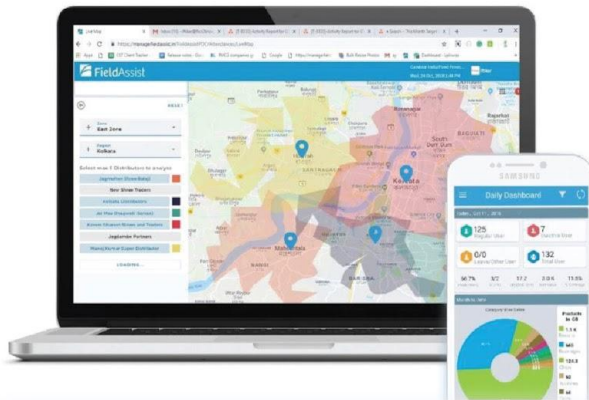
FA Analytics App & Dashboard

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

Mobile DMS

Achieve greater channel visibility without the hassle of changing systems at the distributor's end

FieldAssist

Tailor-Made for Consumer goods industry

40+ tangible KPI Managements	Targets on Employee, Product and Outlet	New Outlet Smart Workflows
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 availibility	Intelligent Heatmap Visualization

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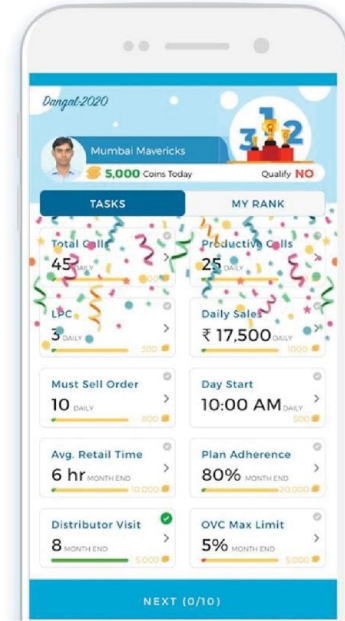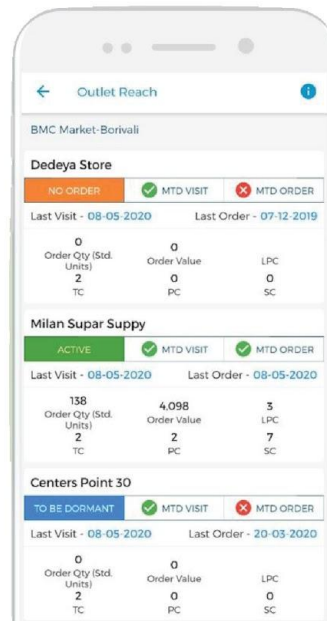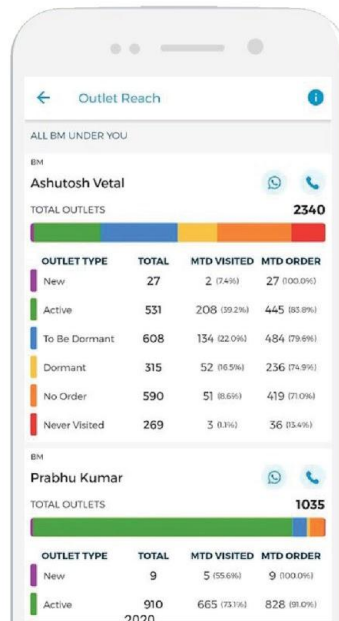
FieldAssist

Innovative & Inclusive Sales Automation Platform

❯ **Beat-O-Meter**
Unlock your beat potential

❯ **Battleground**
Engage and motivate sales
teams with gamification

Know what percentage of outlets are
buying from you and which outlets
have not been buying from you

Celebrate together
achievements on daily and
monthly basis, highly engaging

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

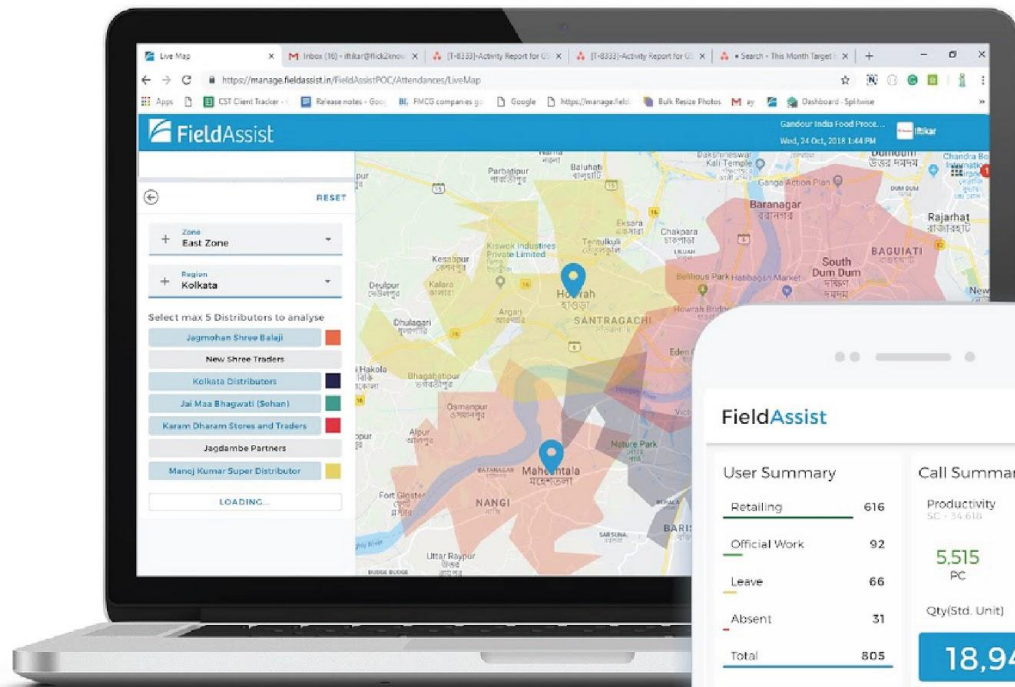REST APIs designed to stay in sync with multiple ERP, BI & DMS platforms

Microsoft Dynamics™ AX

SAP®

Tally POWER OF SIMPLICITY

ORACLE®

Power BI

Microsoft Azure

FieldAssist

Transformative Customer Experience (CX)

Change Management

Technical Training

Best Industry Practices

Ground-Level Support

Over **2200+** **Trainings** conducted **Pan India**

Online Trainings

FieldAssist

FA Analytics & Insights

- ❯ Dashboard
- ❯ Daily Summary
- ❯ Smarts Alerts
- ❯ Quick Viz
- ❯ Primary Targets & Team Coverage
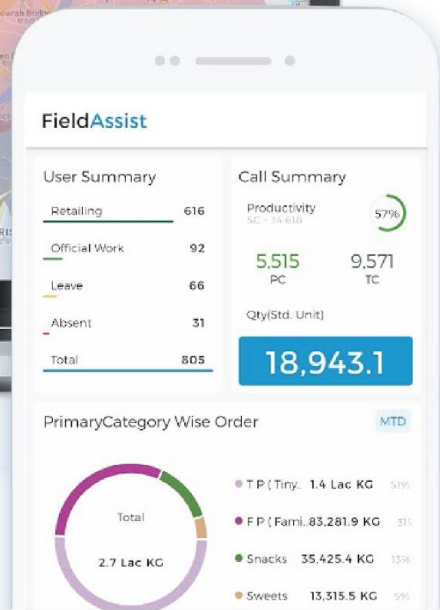
Distributor Management System

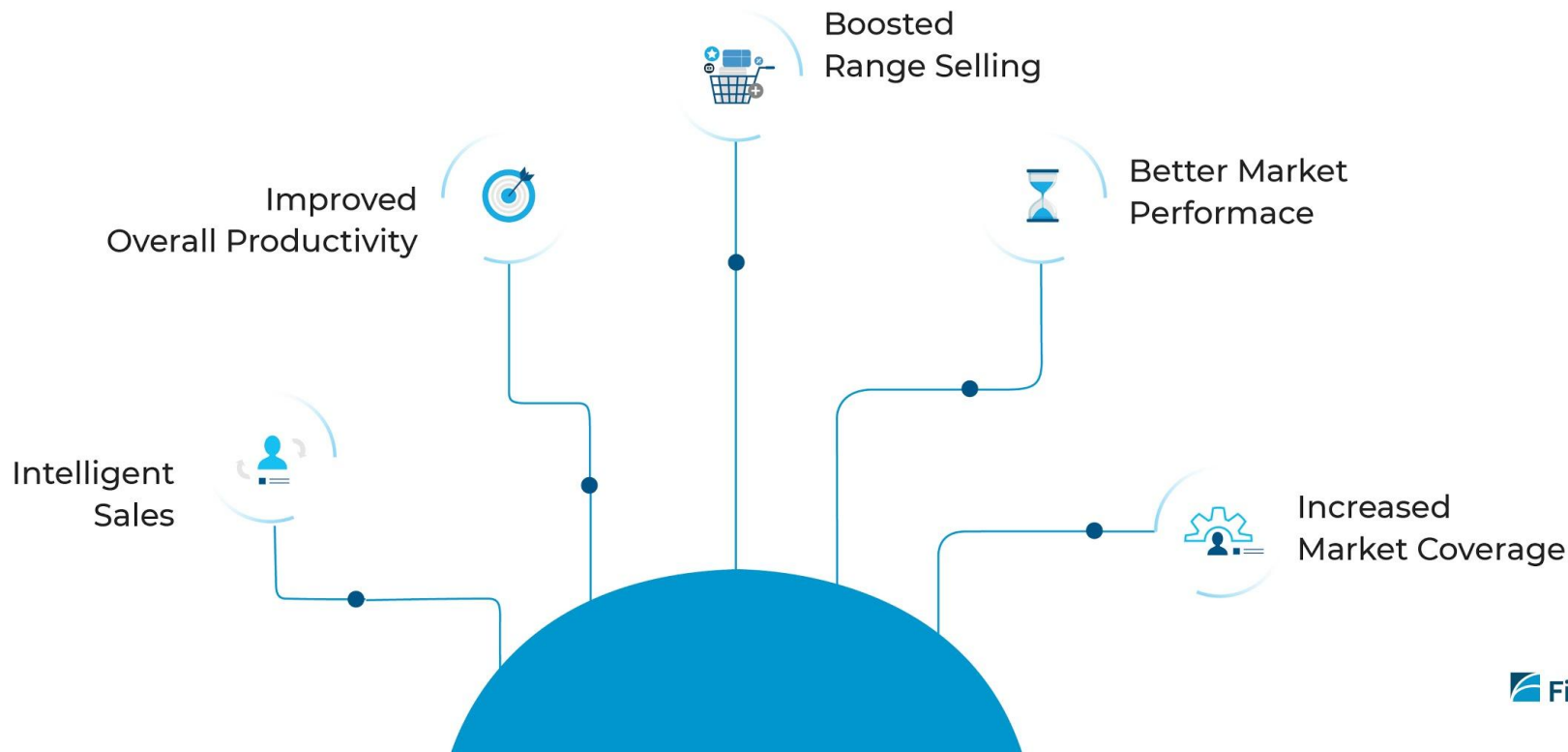Manage your order, stocks, delivery, payments on the go

❯ Order Capturing

❯ Returns

❯ Scheme Management

❯ Stock visibility to SO's

❯ Order Books v/s Order Delivery

❯ Easy visibilty through mobile application

FieldAssist

FieldAssist - Outcomes Delivered
Helping FMCG/CPG brands

Boosted
Range Selling

Improved
Overall Productivity

Better Market
Performace

Intelligent
Sales

Increased
Market Coverage

FieldAssist

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

FieldAssist

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 + | 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

"

FieldAssist

Field App

Retailer App

FA Analytics App

Distributor App

Take control
of your growth!

Learn more

📞 011- 4084 9888 | 🌐 www.fieldassist.in | ✉ info@fieldassist.in