



Proud Partner to Great Brands

Digital Transformation Partner

For executing all your Go-to-Market Strategies




600+
Clients


75 Lacs
Outlets


40 Crore
Annual Visits


\$13.6 Bn
GMV

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, CEO of FieldAssist, on investor interest in B2B startups and South as a potential game-changer



Paramdeep Singh, CEO of FieldAssist

BusinessLine THE HINDU

Retail Report: Easing the Distribution Path

Olivia Nossaman | Updated on November 15, 2019 | Published on November 14, 2019



Tech interventions are speeding a brand's journey to the store. The sheer explosion in the number of brands you see at a grocery store today is mind-blowing.

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 deals 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 approx. \$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



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



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



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



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



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



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

ITC
MASTER
CHEF

NEROLAC

Himalaya
SINCE 1930

EVEREADY
GIVE ME RED

Dalmia
Bharat Sugar

cello®

WAIWAI

amanté

Pepe Jeans
LONDON

Livguard

hepo
Assured quality. Better price.

monginis®

CHEF
BOSS

THE RUTTE GROUP
KEEPING MANKIND HAPPY

tynor

RAW
PRESSERY

TOO
YUMM!
ANYTIME ANYWHERE
AS YOU

KHADIM

HYGIENIC RESEARCH
INSTITUTE

skoodle

Since 1962
Annapurna
YOUR RIGHT TO PURITY

More Tastyful
Anmol

wingreens
farms

LONDON
DAIRY

DOMS

Goodritche
THE TEA PEOPLE

FUTURE
CONSUMER

VEGA

FieldAssist is trusted by Industry Leaders

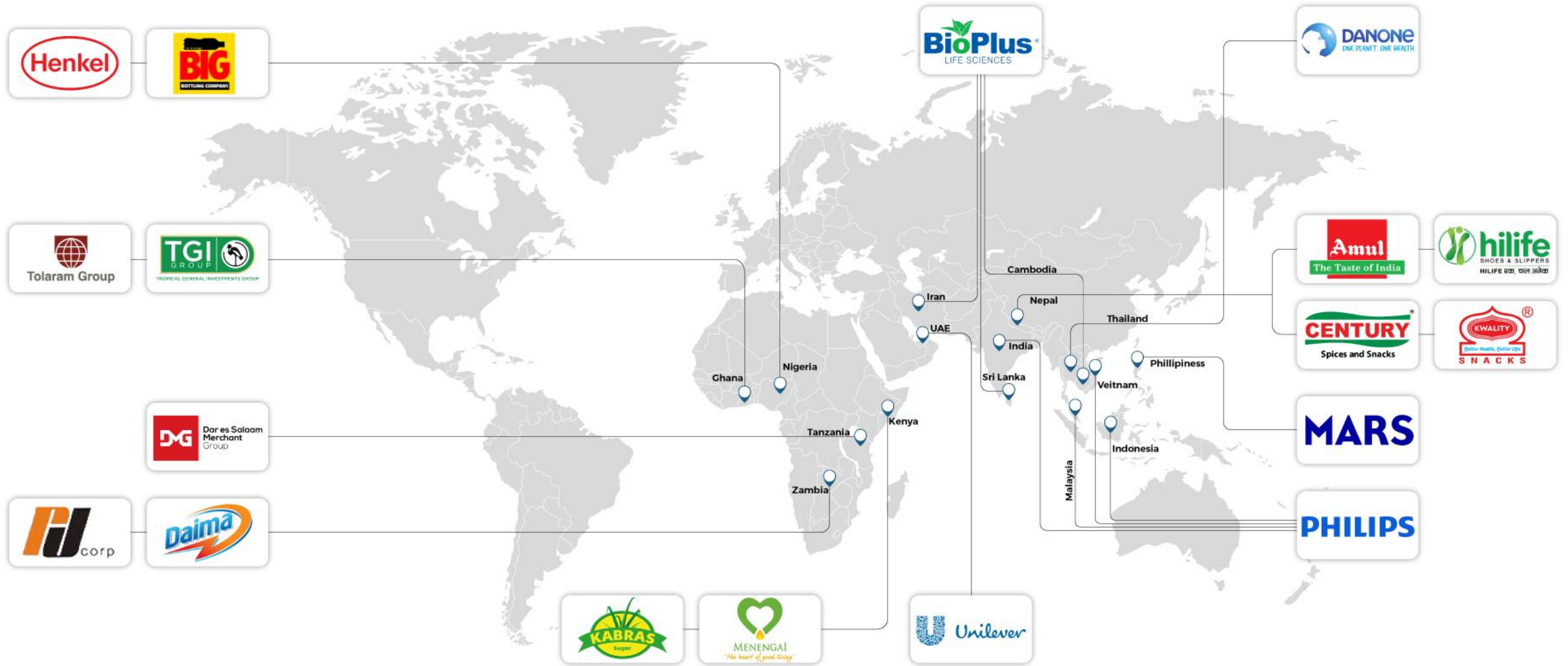




The online to offline
 journey of top **'New
 Age D2C'** brands
 with us



Our Global Presence



Certifications we have gathered



We have a solution for each stakeholder



Online-Field Sales
Middle Management
Top Management
Distributor
Retailer

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

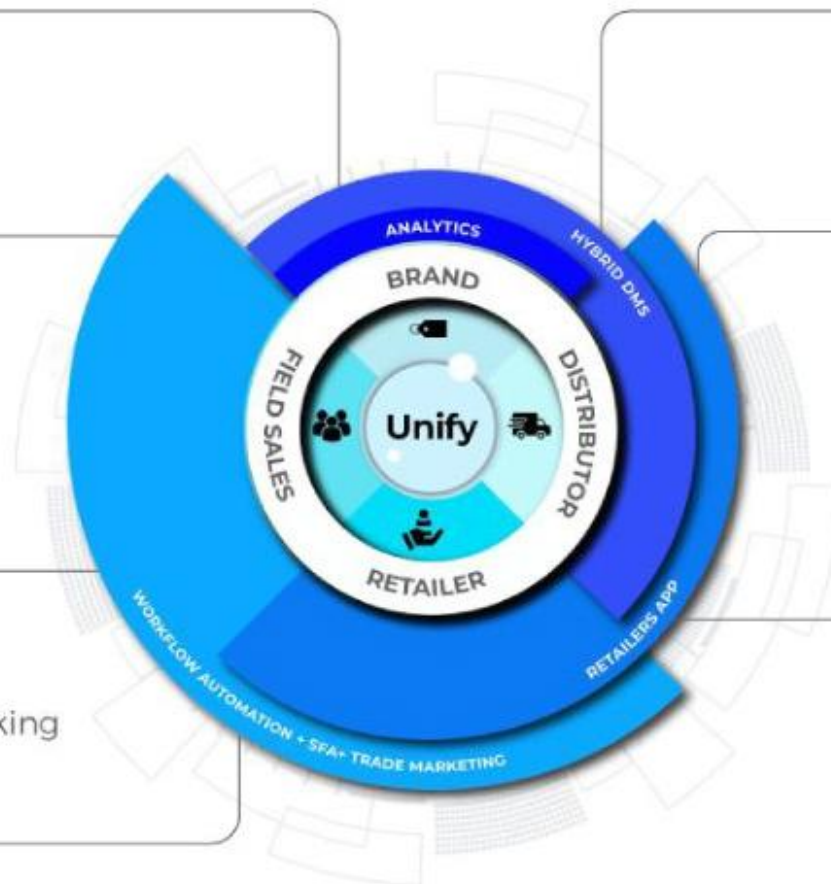
- Online DMS
- Offline DMS
- Rural DMS

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

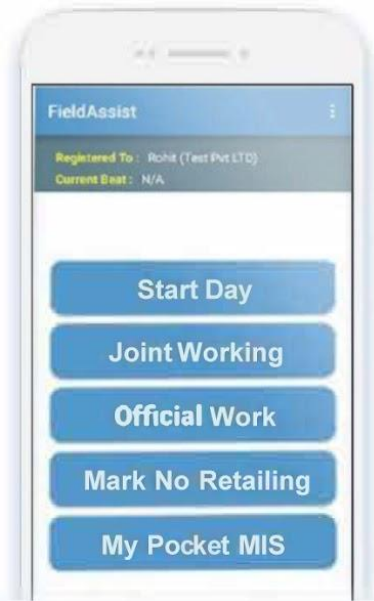
SFA

- 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



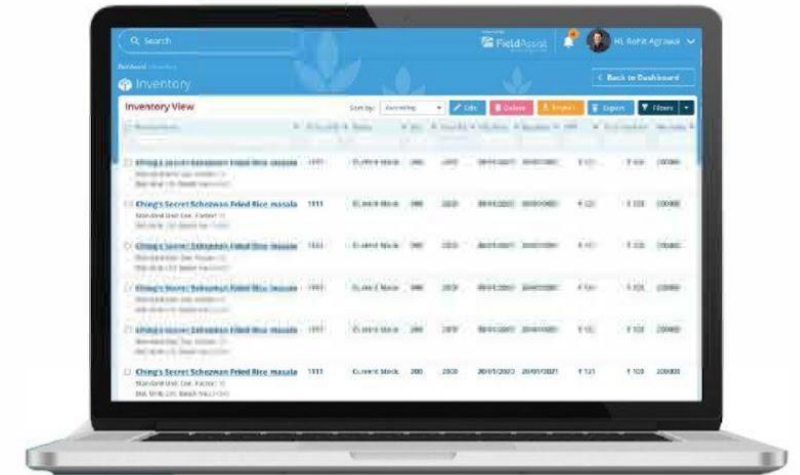
FieldAssistApp

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

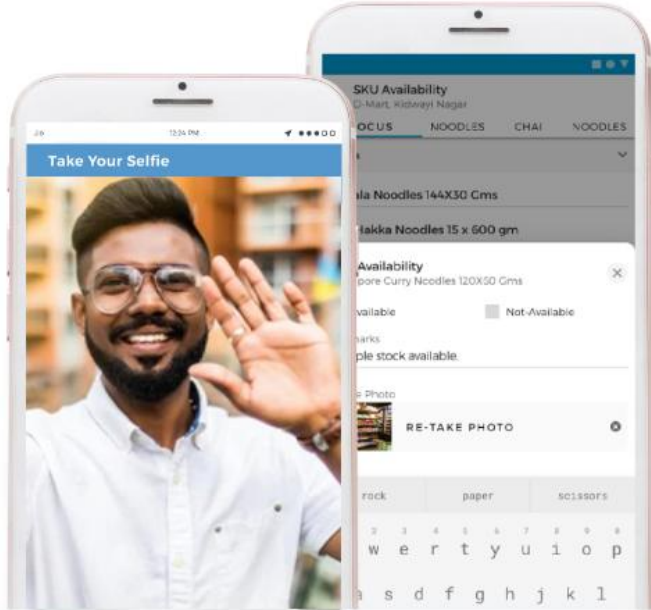


Online DMS

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

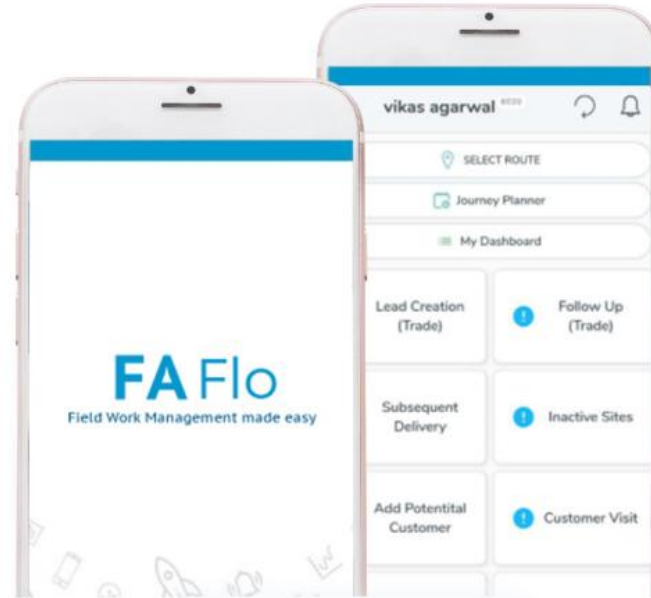
Products

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

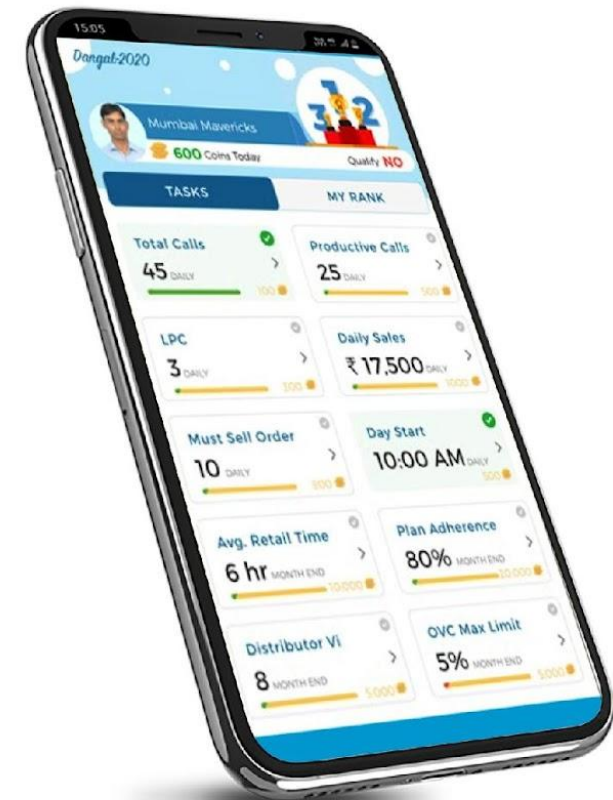
Infuse efficiency and transparency into your B2B sales with no code platform that resolves challenges from lead capturing to distribution to nurturing with workflow creation and management.

General Trade

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

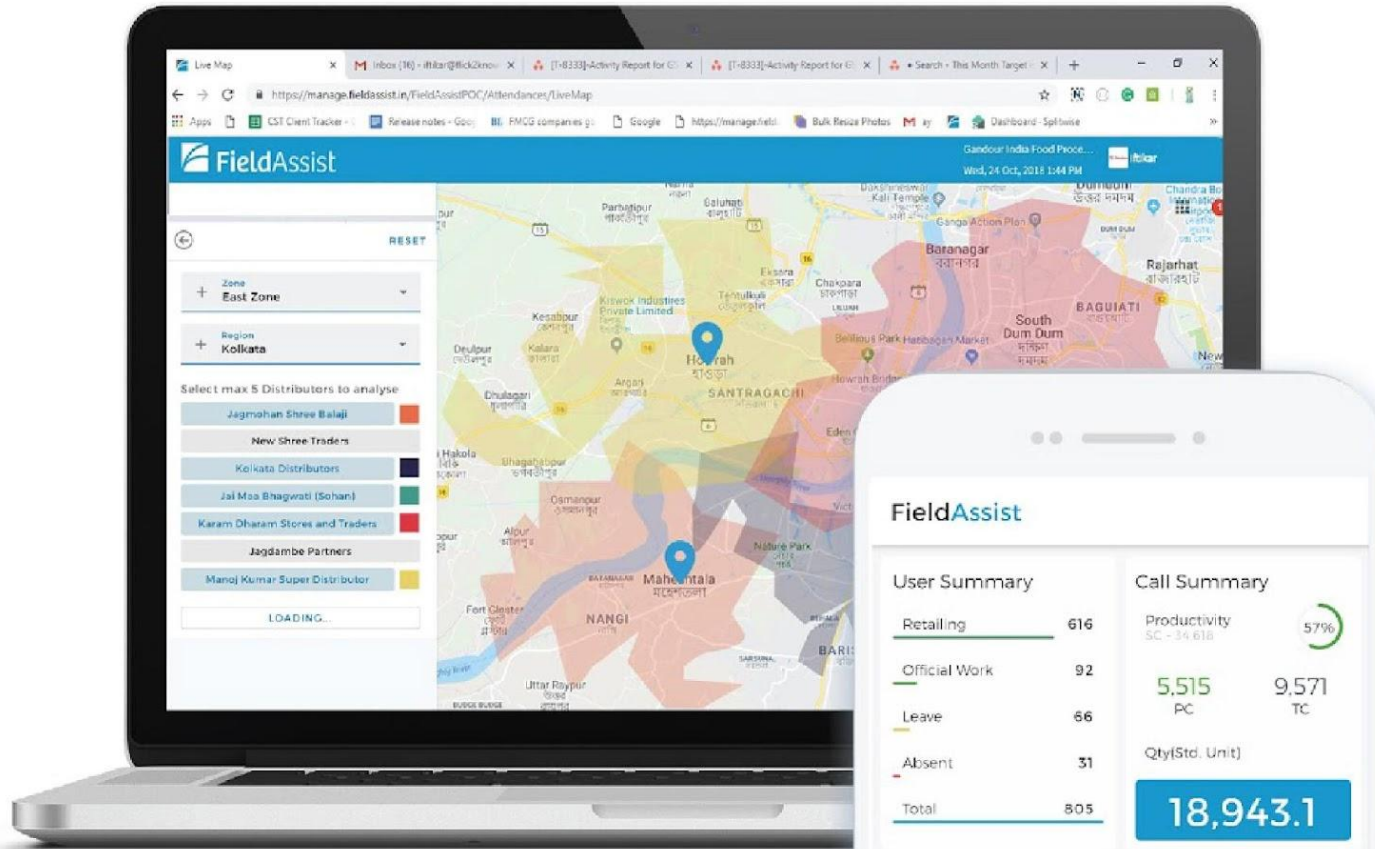
40+ tangible KPI Managements	Targets on Employee, Product and Outlet	New Outlet Smart Workflows
Intelligent Secondary Scheme Modules	Smart UI for faster Checkout	Middle Manager Working Platform
Insightful Surveys and Census	Offline Secondary Order Booking	Top Management Analytics App (iOS & Android)
Product Division Algorithm	Suggestive Order Booking	Flexible Insight Reports
Outlet Duplication Control Management	On-Touch Brand Videos & Docs availability	Intelligent Heatmap Visualization

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



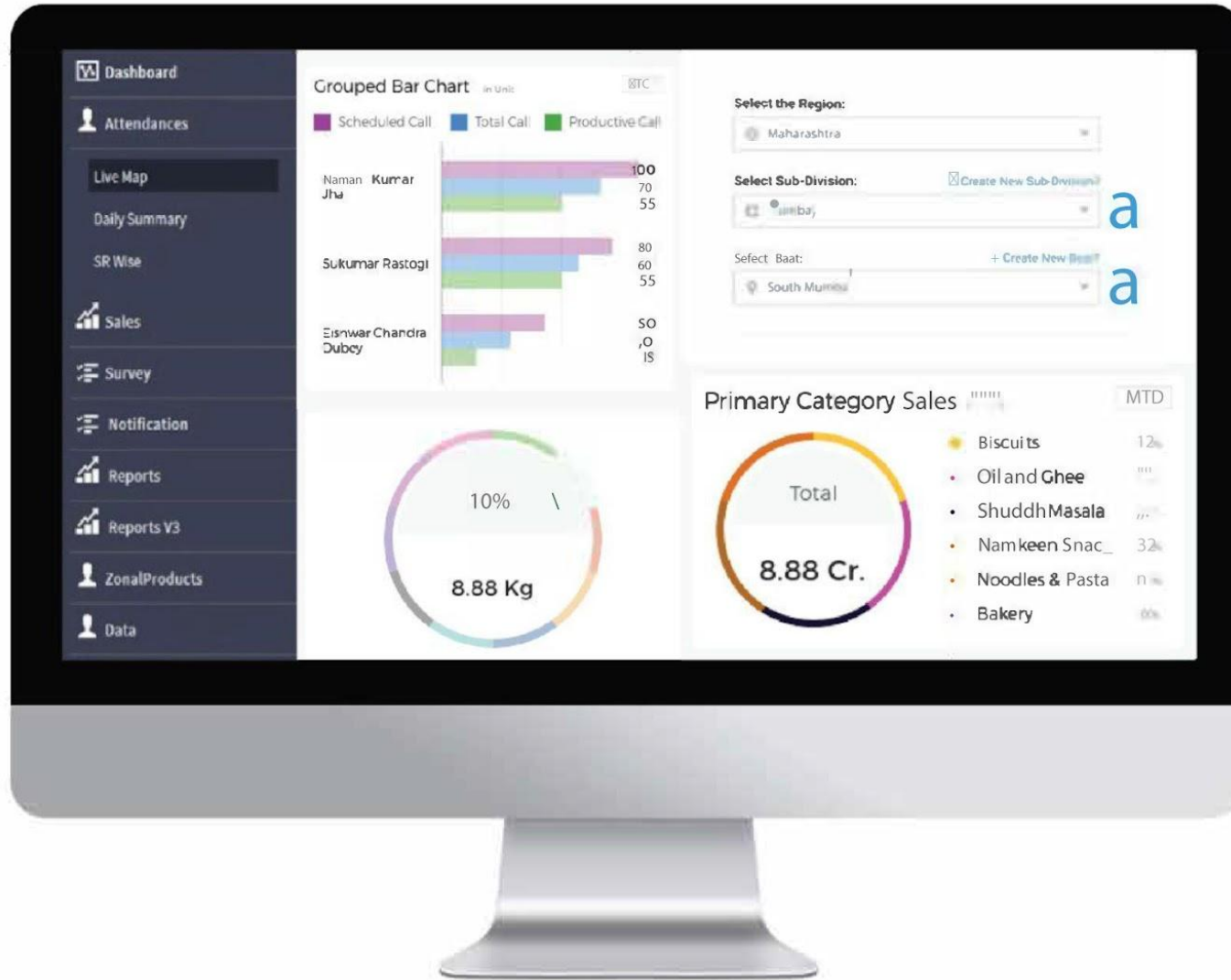
FA Analytics & Insights

Deep insights into sales trends and performance with real time data



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

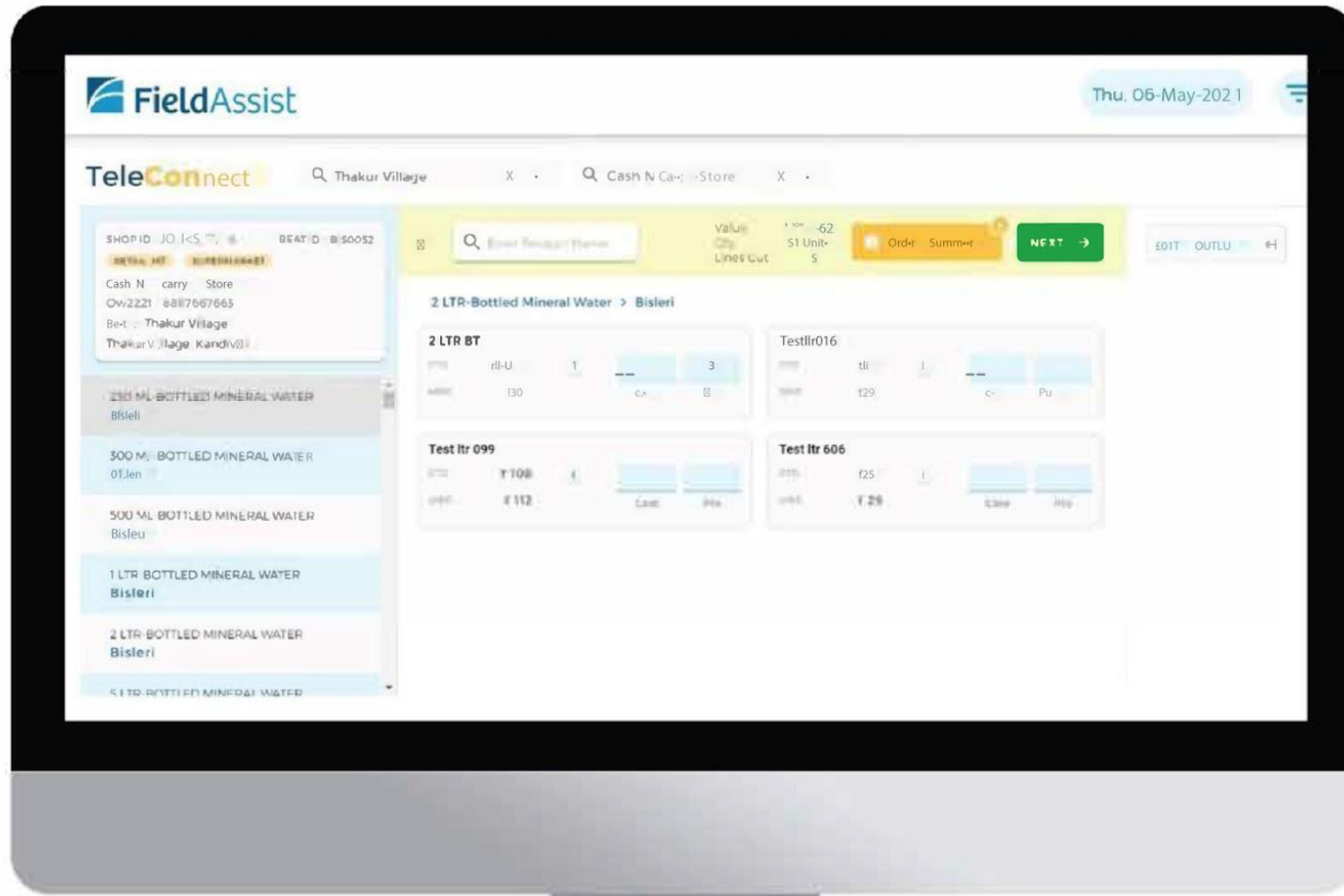
Online Distributor Management System



- 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

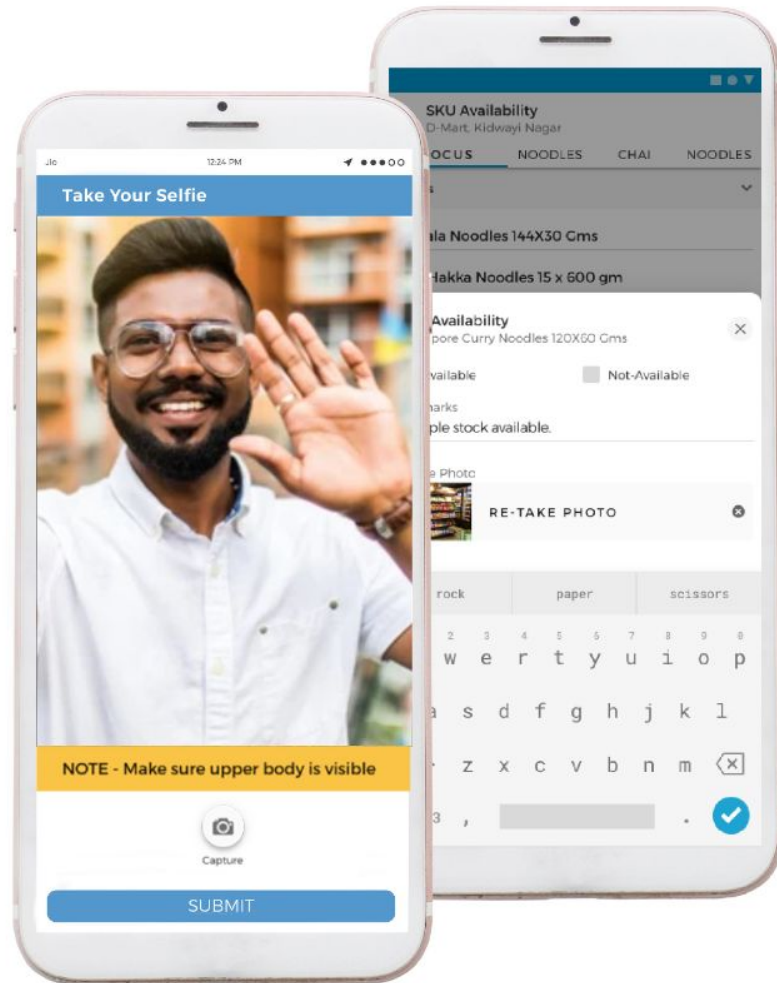
FA Teleconnect

Reach your Retailers when your Sales Teams can't



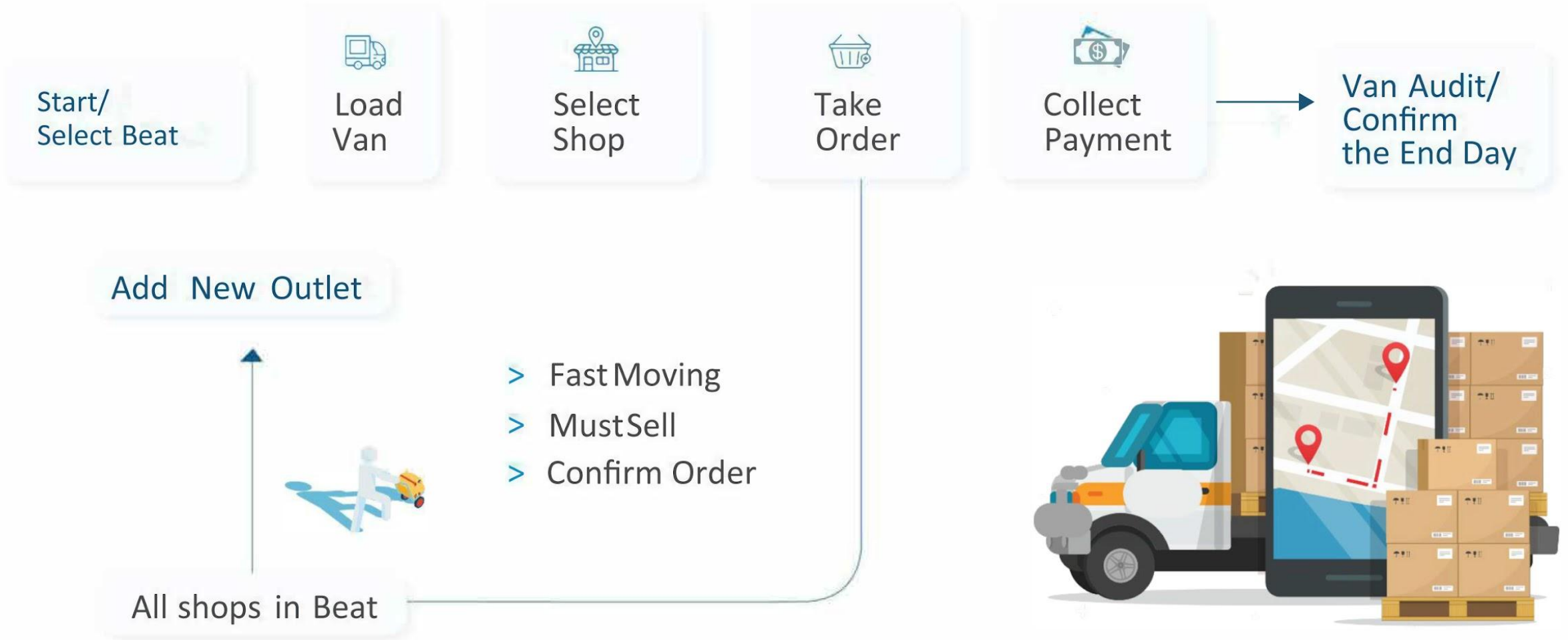
- Take direct orders from retailer by setting up a tele-calling team
- Connect retailers directly with your brand with dedicated helpline number
- Seamlessly integrate with current SFA to help your mid-managers get greater visibility on SR performance
- Connect directly with distributors once you take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

Modern Trade App

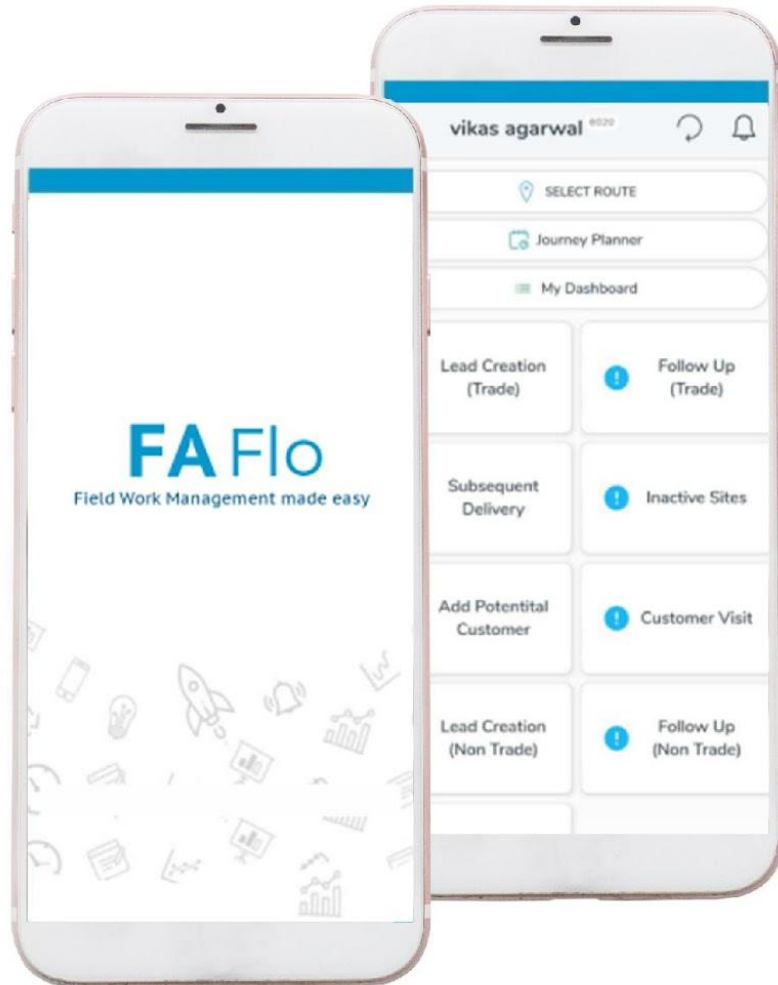


- Validated Store-Visits geofencing and Selfie-based Attendance
- Ensure SKU Availability
- Track Planogram Compliance & Share of Shelf
- Account-level campaign tracking & Promotions audit
- Opening Stock, Stock Inward & Closing Stock
- Image Recognition
- Influence Customers' Buying behavior
- Analytics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

Van Sales



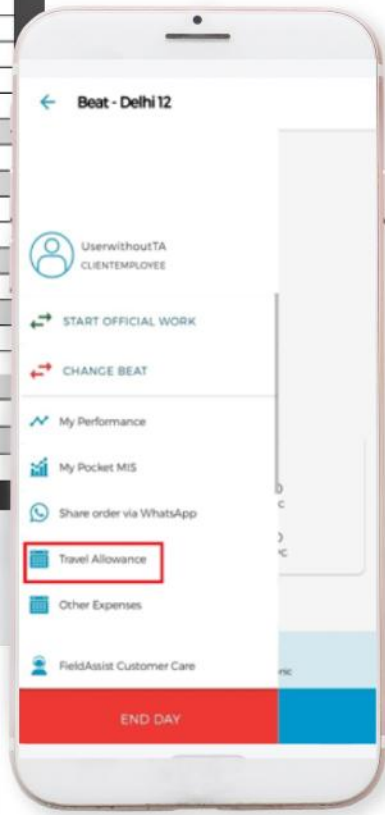
FA Flo : Fieldwork management made easy



- 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

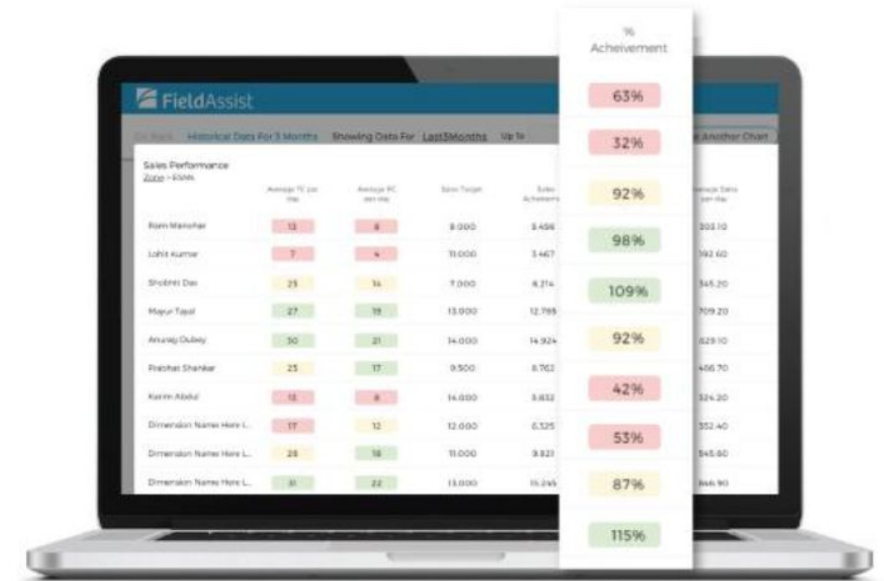
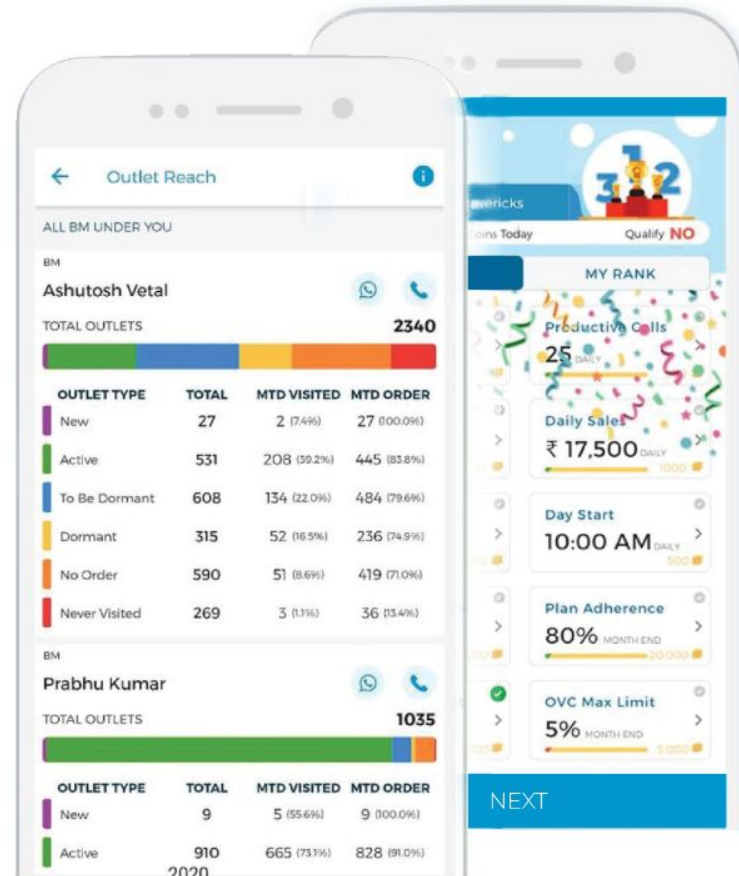
	E	F	G	H	I	J
1	ASM	ESM	ERPId	ExpenseDate	UserRank	Designation
2	MEHTA PATHIKBHAI YAGNESHBHAI	AJAYSINH SOLANKI	12200598	20210705	ESM	SR
3	BARID BARAN PARIRA	SANTOSH PATHAK	12200538	20210705	ESM	SO
4	ALURI CHOUDSWARA RAO	RAYUDU RAMESH		20210705	ESM	SO
5	DEEPAK GUPTA	MOHAMAD IQBAL KANGROO	13200844	20210705	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 BNERJEE	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 FATTEPUR	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



- 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 | Outlets Mapped
Lacs

30⁺ | Product Trainings

10 | Sales Automation Implementation
Days

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 beginning we wanted to create a sales culture 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

