TRANSFORMING DISTRIBUTIVE TRADE WITH **TECHNOLOGY**

INDIA CD LANDSCAPE

3K+
Distributors

19k+
Sales Representatives

30k+
Logistics Manpower

4000+
Merchandisers

5000+
Beauty Advisors

90k+

Shakti Entrepreneurs

WIDEST RURAL REACH

140 Mn

Units Sold per Day

3 Units sold to every Indian Citizen monthly

600k Sq. Ft

of Trade Assets

BIGGEST IN STORE MERCHANDIZING

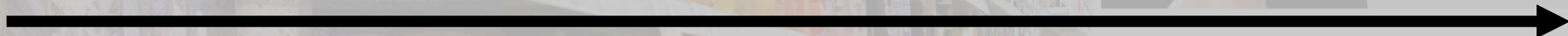**WIDEST DISTRIBUTION REACH (OL)**

Many brands reach over million outlets

GENERAL TRADE ▶ **MODERN TRADE** ▶ **E-COMMERCE**

MARKET SHARE
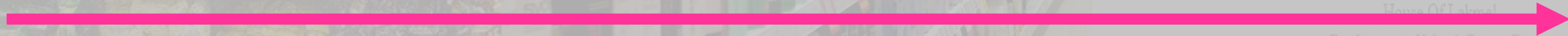
GROSS MARGIN
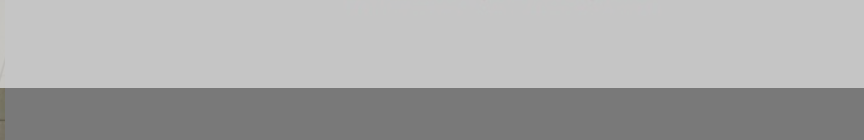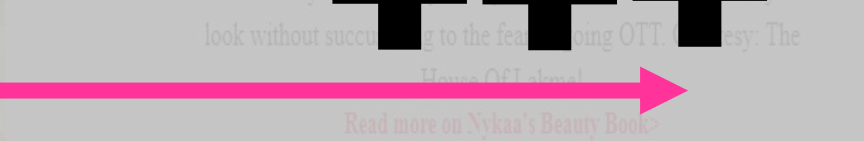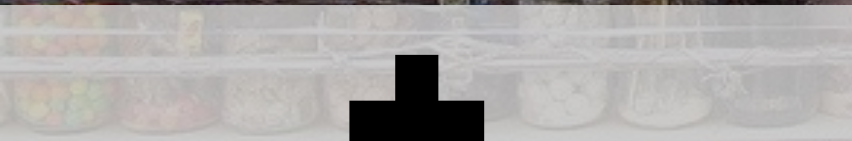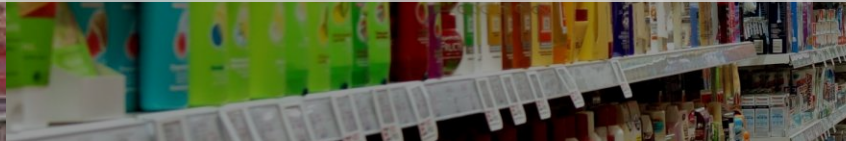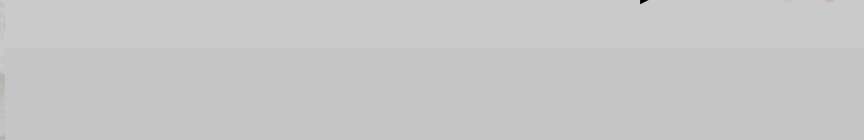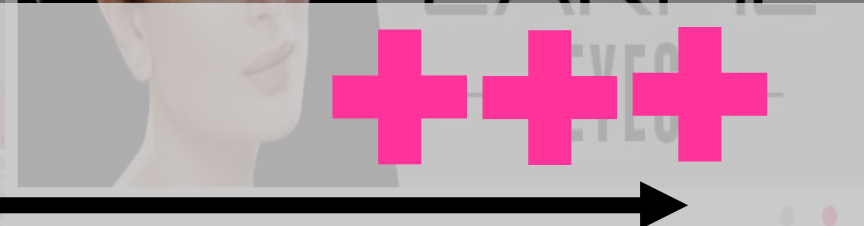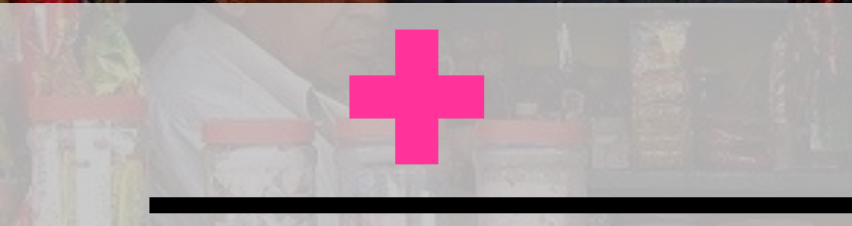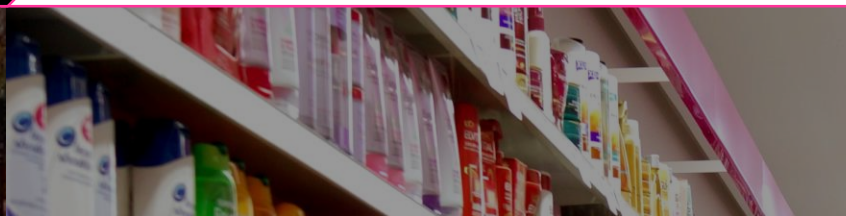
Pillars of CD Strategy
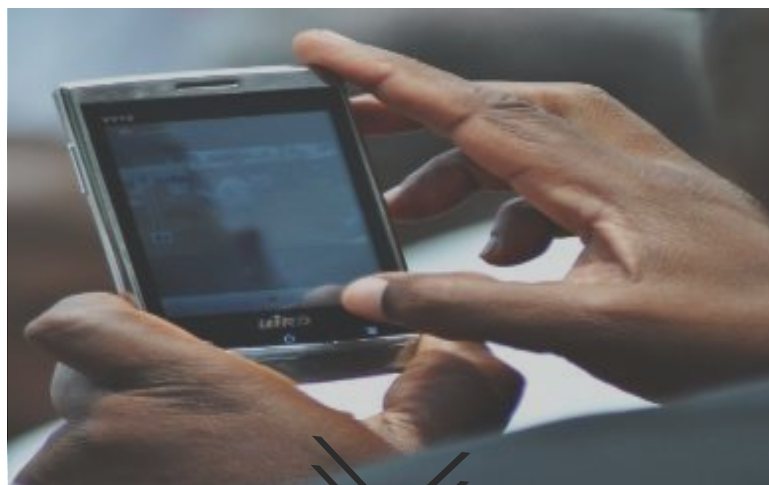
DEMAND CAPTURE

cover the right outlets at the right frequency with the right assortment

DEMAND FULFILMENT

speedy delivery of order(s) to outlets at the most optimal cost

DEMAND GENERATION

world class in store execution & shopper loyalty to win at the point of purchase

DEMAND CAPTURE

Increase
Direct Reach
Distribution

More Stores

More
Assortment

Democratize
Ordering

Adding Stores – following the sustainable rhythm

Building a Rhythm of outlet addition

Streamlining the process of outlet addition – making it repeatable, scalable & efficient

Scouting	Salesman Addition	OL Addition	Service Mix Upgrade	GPS Fixing
Month 1	Month 2	Month 3-5	Month 6-9	Month 9-12
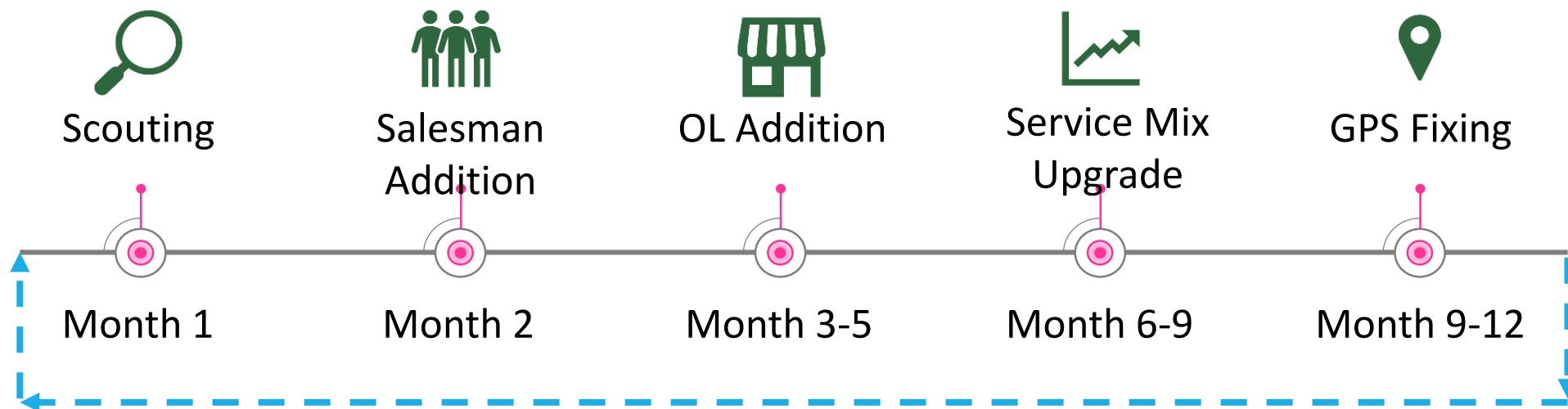
Increase Direct Reach Distribution

More Stores

More Assortment

Democratize Ordering

Better Replenishment is our biggest lever to grow assortment

Spread of Replenishment Across our Universe

% Contribution

30% 1x
15% 2x
11% 3x
8% 4x
7% 5x
6% 6x
5% 7x
5% 8x
4% 9x
3% 10x
3% 11x
2% 12x

Frequency of Replenishment

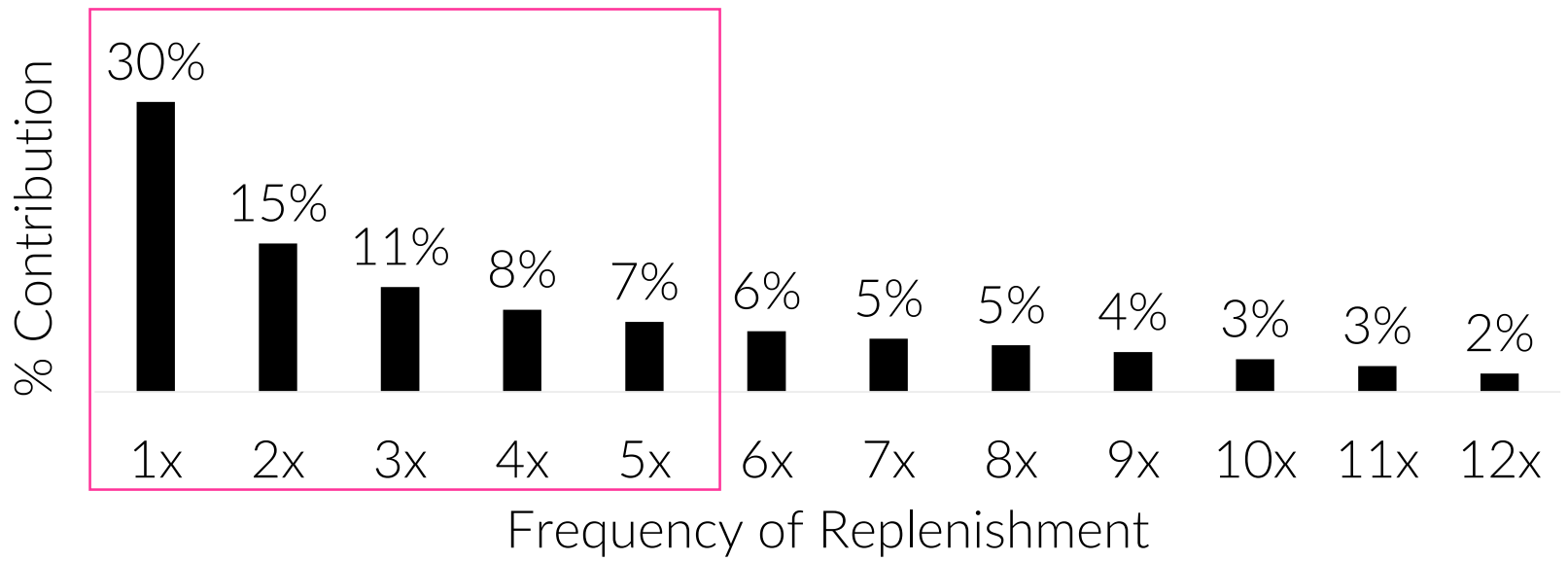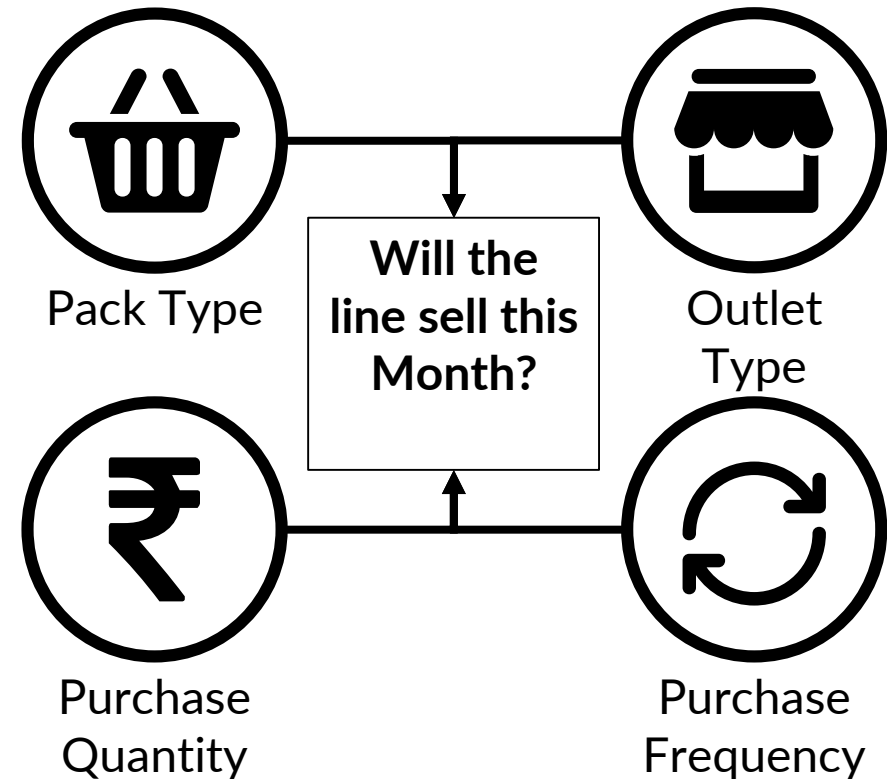" Assortment is not just about the sale of new packs but also **their *subsequent replenishment*** "
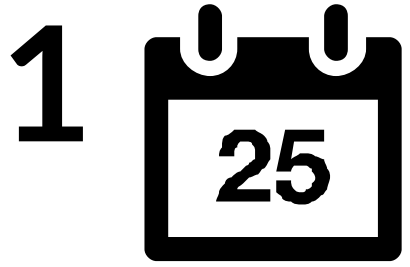
Leveraging **Bayesian networks** for improved replenishment modelling

A probabilistic model which learns outlet and pack behavior trends to provide more relevant tasks to the Salesman in the given month

Pack Type

Will the line sell this Month?

Outlet Type

Purchase Quantity

Purchase Frequency

Simplified KPIs

Simplified Interface

1

Total Lines Sold Per Day

2
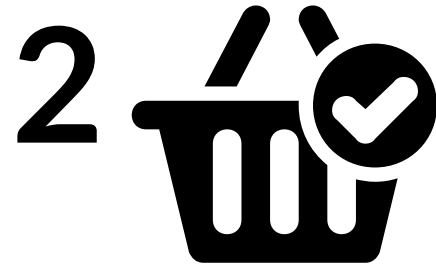
Total Assortment

☺ **Easy to Sell**   Set of packs an outlet regularly buys

₹ **Easy to Earn**   Set of incremental packs which have a priority

Increase Direct Reach Distribution

More Stores

More Assortment

Democratize Ordering
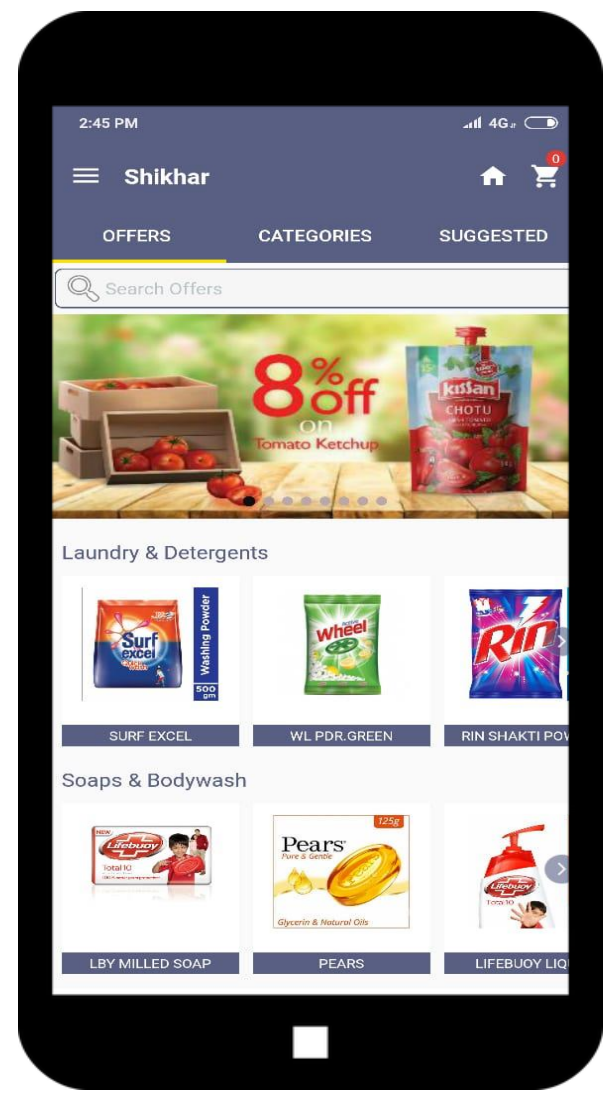
Democratize order taking from Salesman : B2B App

Any time ordering

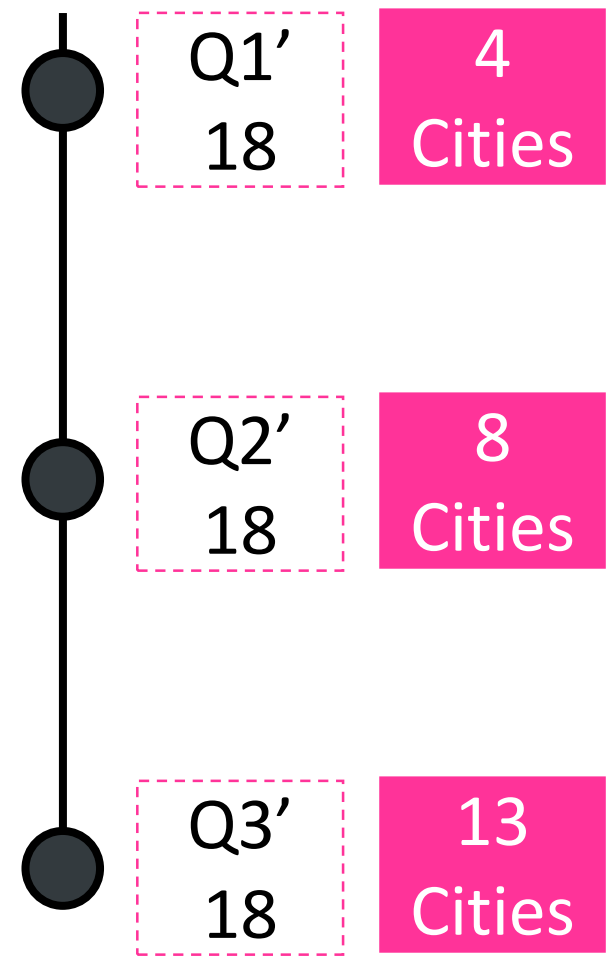**Business Transparency**

Customized Promotions

RAPID SCALE UP

Q1' 18 — **4 Cities**

Q2' 18 — **8 Cities**

Q3' 18 — **13 Cities**

DEMAND FULFILLMENT

- **N+2 Delivery**

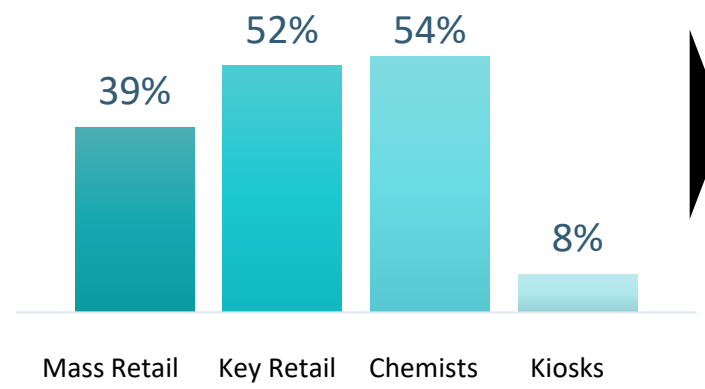- **Back end automation**

Delivery Transparency

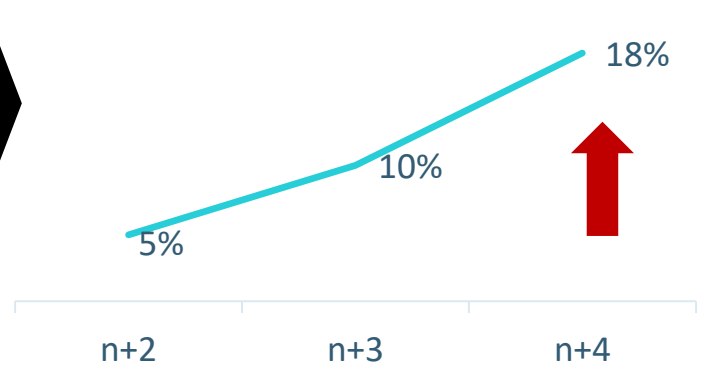**Automation**

Faster & on-time deliveries key for growth

+ **Delivery Optimization is key to improve last mile efficiency**

Higher the delay in delivery	Larger is the Cost of Delay	Lesser is the Productivity

Higher the delay in delivery

39% — Mass Retail
52% — Key Retail
54% — Chemists
8% — Kiosks

N+2 Delivery

Larger is the Cost of Delay

5% — n+2
10% — n+3
18% — n+4

%age Return as per delivery date

Lesser is the Productivity

90% — N+2
88% — N+3
81% — > N+3
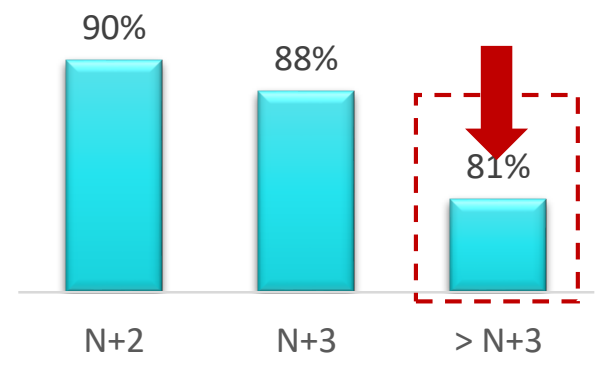
Probability of billing in next salesman visit

- **N+2 Delivery**

-   **Back end automation**

Delivery Transparency

Automation

Handling Complexity through Robotization

DEMAND GENERATION

- **Wiring up Program Stores**

- **Activate B2C**

Wire Up Stores

Direct to Consumer

Partnerships to wire up & win at scale

Reliance Jio

Hindustan Unilever Limited

airtel

mosambee

Billing Solution

Cashless Payments

Shopper Retargeting

Loyalty Program

- **Wiring up Program Stores**

- **Activate B2C**

Wire Up Stores

Direct to Consumer

B2B2C : Humarashop – The power of Hyperlocal

B2B2C : Humarashop – The power of Hyperlocal

DELIVERY PARTNER/STORE PICKUP

PARTNER DELIVERS

DELIVERY

RETAILER CLICKS DISPATCH

SHOPPER PLACES ORDER

ORDER

RETAILER GETS NOTIFIED

IT PLATFORM

SHOPPER

RETAILER

SHOPPER SEES REAL TIME

MASTERS

SHOP & PROMOTER UPDATES PRICES
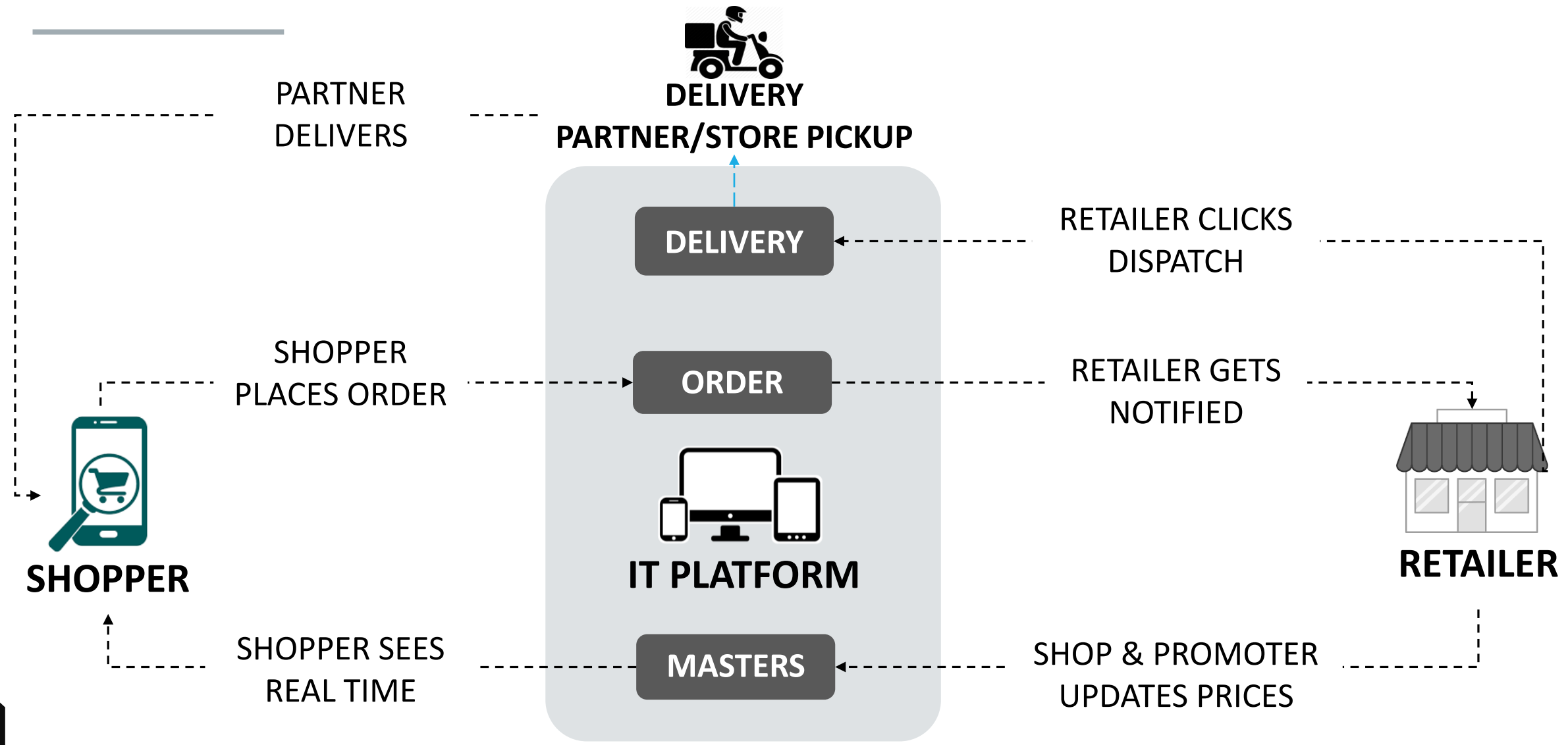
CD Strategy : Summary

DEMAND CAPTURE

More Stores

More Assortment

Democratize Ordering

DEMAND FULFILMENT

Delivery Transparency

Automation

DEMAND GENERATION

Wire up Stores

Direct to Consumer

THANK YOU