

A bubbling start-up brings the fizz of non-alcoholic beer for Millennials

How Coolberg used sales automation to expand outlet penetration across Tier II & III cities.





Coolberg's Story

Launched in 2016 as India's first crafted zero-alcohol beer brand, Coolberg aims at Millennials and teetotalers to offer a category-busting portfolio of drinks that are modern, trendy and aspirational. Coolberg's variety of premium zero-alcohol and alternate beverages brings its customers a pleasant respite with palate-teasing flavours and premium branding.



Launched
2016



6⁺
Flavours



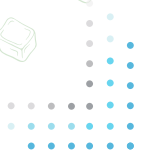
100⁺
cities
presence



Raised series A
funding of
\$3.5 Million



Economic Times
Promising
Brand **2019**





The Goal

To offer a sensational drinking experience with an array of zero-alcohol beverages to diverse customers all across the country.

The Wishlist



Grow market reach by identifying the universe of all outlets in Tier II and Tier III cities.



Receive quick market insights on the new SKU launches.



Real-time Sales Intelligence for future ramp-ups.





The Hurdles



Sales force was shrunk by about 100 salesmen during the COVID crisis.

Blindsided by Lack of data



Manual processes led to poor visibility on outlet penetration and new SKU-wise sales performance.



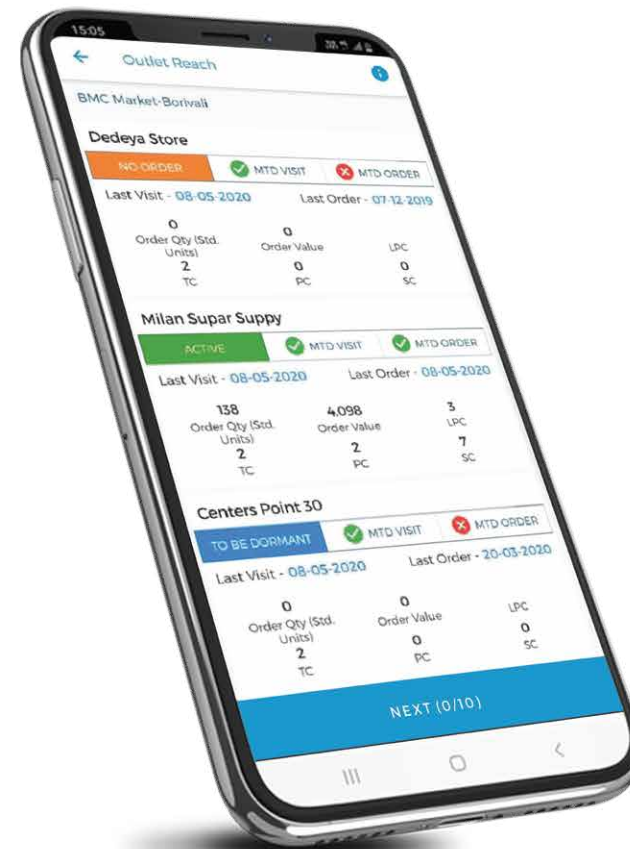
Inaccurate and fragmented data affected product planning and primary sales for middle managers.



How did FieldAssist resolve these challenges?

Digitisation of On-Field workflows

- ▶ Launched **Beat-o-meter**, a feature co-created with Coolberg to identify active and not-active outlets.
- ▶ Improved on-field compliance for sales teams with features like **geofencing**.
- ▶ Enabled **focus product tagging** to new SKUs.





What has Coolberg achieved today

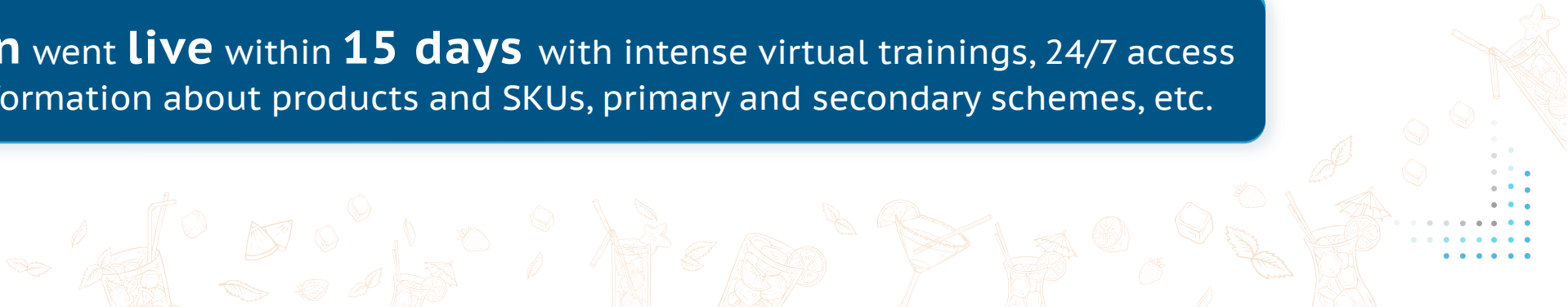
Market and Product Reach

- The total outlet coverage doubled with **effective funnel management** of outlets.
- **Market intelligence** from the FA app helped launch Focus SKUs in the range of Rs. 10-15 effectively.

Real-time Sales Intelligence

- **Granular geographical analysis** with daily tracking of increase in outlet coverage.
- **Comprehensive real-time reports** like employee performance report, employee productivity report, order report, outlet master etc.

FA adoption went **live** within **15 days** with intense virtual trainings, 24/7 access to videos for information about products and SKUs, primary and secondary schemes, etc.





**Sourav
Bikash Rana**

Head of Business
Strategy at Coolberg

Accurate and real-time information about product performance across geographies has helped us in optimizing production planning and placing our SKUs more efficiently. Visibility of stocks at different levels (Super Stockists, Distributors & Outlets) allows us to plan our primaries better.

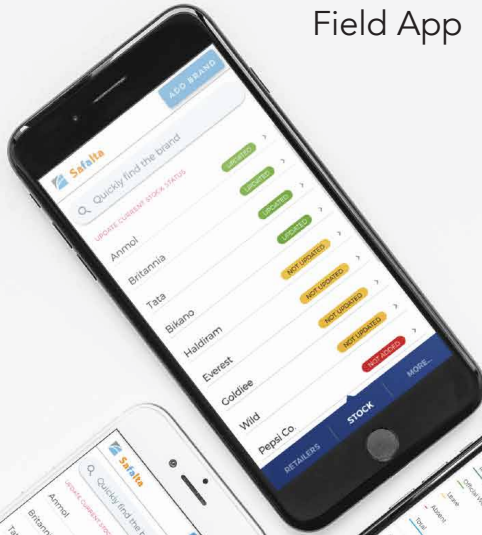
FieldAssist has been a game-changer in Coolberg's growth story. With their platform we can now easily convert data into information that can help us solve real- business problems by having the power of quick decision-making.



India's leading FMCG companies rely on our solutions to make meaningful decisions every day



Field App



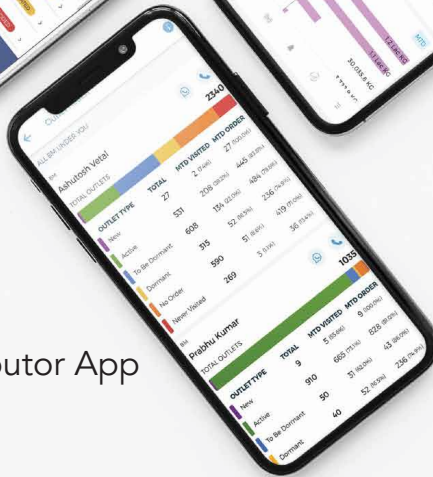
Retailer App



FA Analytics App



Distributor App



Take control of your Growth!

[Learn more](#)