



How **Saffola** is using the potent combination of store promoters and technology to **chase a Rs 500 cr target.**



The Saffola Consumer Products

Since 1960, **Saffola's** mission is to create a Heart Healthy India by inspiring and educating people on the importance of taking care of their heart. The brand encourages and applauds its customers to discover their own ways of being fit & heart- healthy, so that health becomes not only a journey but a sustainable part of their life.



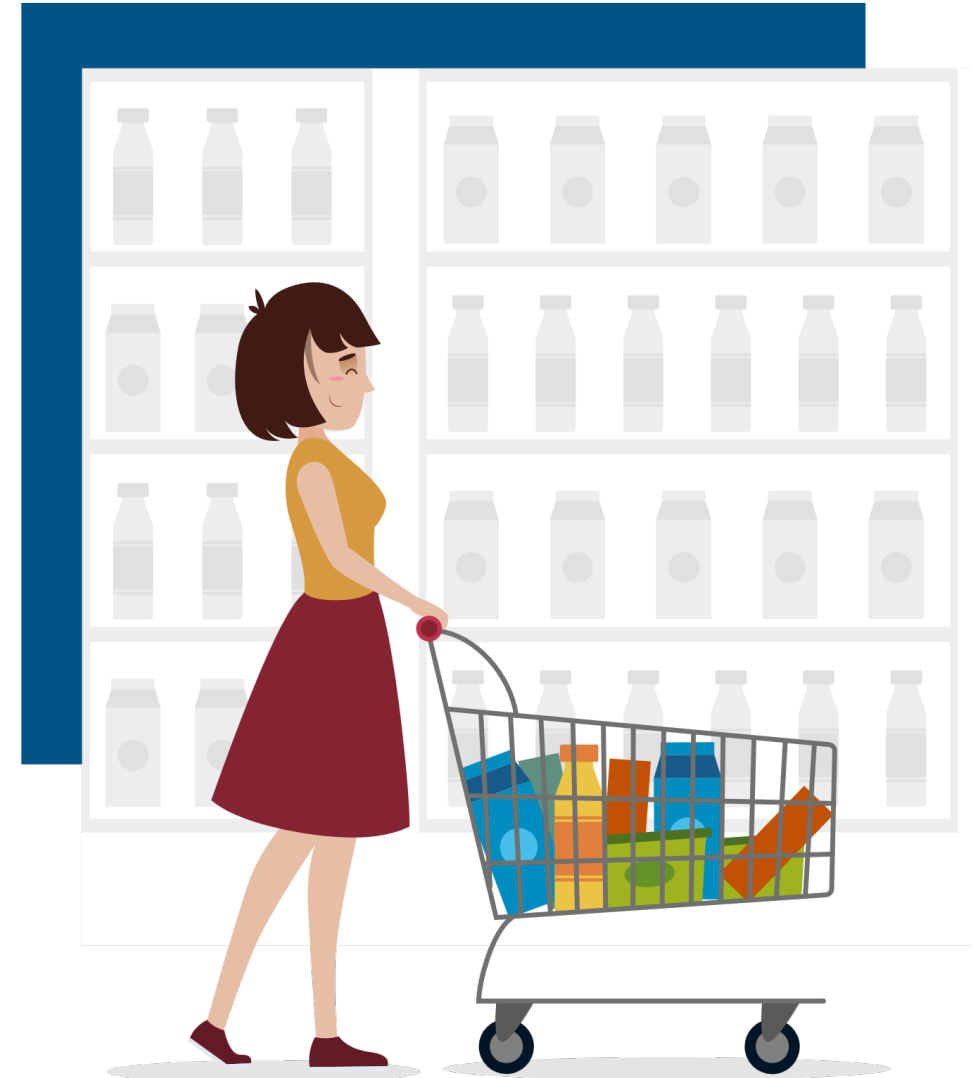
Mother-brand **Marico** reaches **5.3+ million** retail outlets in India.



Expected increase in stockist network in rural India by **25%** in 2 years.



90% share in Masala Oats.



Saffola: Playing big on the Health Card

In the last couple of years, spurred by the pandemic as well, Saffola has been pushing to strengthen the positioning of its brand as a preventive, healthy lifestyle advocating food product-not just an edible oil- by introducing health and wellness products under the range like masala oats and oodles (oats noodles) and many more.

Capitalizing on the, **“Jo dikhta hai, woh bikta hai.”** concept, the company wanted their consumers to have a more **‘see, taste, smell’** sort of an experience with their new products.



“We realized that to achieve the scale and effectiveness that Saffola wanted for its campaigns, we needed a strong technology partner by our side.”

Viru Mhatre,

Director at NM Ingenious Management Services Private Limited.

Saffola's Wishlist

To bring their products closer to the consumers, the brand partnered with Mr. Viru Mhatre's Ingenious Management Services to deploy the best on-ground promoters to carry out a strong execution of POS activities for their newly launched categories.

Saffola gave Viru's team a list of stores across Tier 1 and Tier 2 cities where they wanted to run their product promotions. They also had a very basic technology solution to track promoter performance as well as retail sales. The challenge was that other than monitoring attendance and stock taking, there wasn't much else they could do. The UI/UX was bulky, there was no provision for extracting detailed analytics, notifications (e.g. out of stock reports) had to be created manually every day and dashboards were maintained in excel sheets. This meant that they did not know how much time the promoters were actually spending in the outlet or how many customers were they meeting every day or if their shelves were properly stocked or the campaigns were running effectively.

As the brand was growing at an aggressive pace, the Saffola team needed a full service solution that offered:



Live tracking of promoter performance



A complete MIS in terms of opening stock, outlet sales, to derive actual sales.



Dashboards that offered real time visibility on key metrics.



Real time monitoring of multiple campaigns.

Saffola gets binocular vision with FieldAssist ModMart

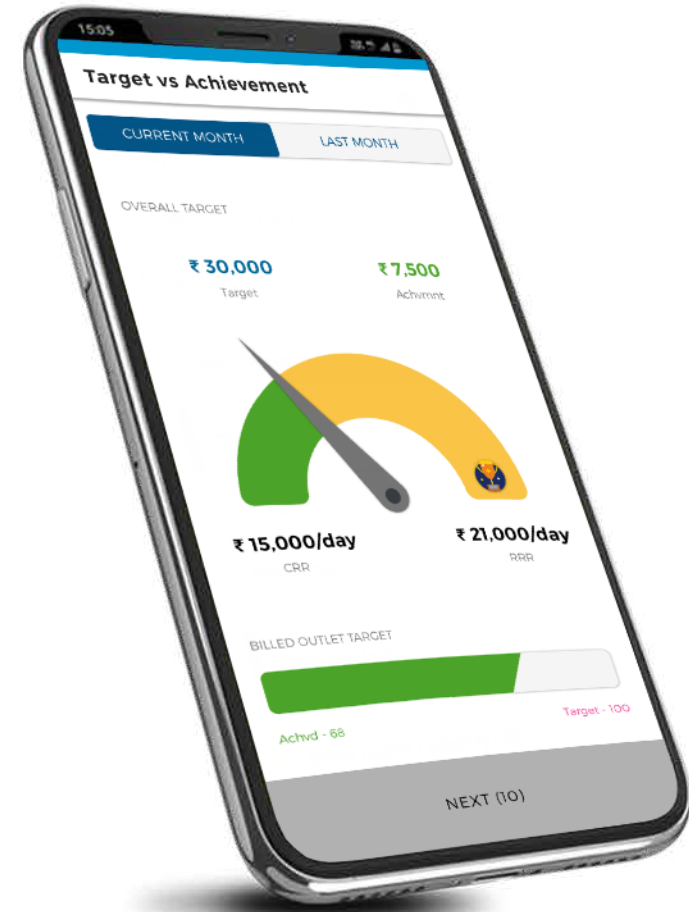
The FieldAssist team took a detailed 'Train the Trainer' session for over 50 Saffola promoters, and then these promoters further trained the remaining members of the in-store team. After deploying ModMart, Saffola increased its promoter presence from 60 to 100+ today, which is expected to jump to 800+ promoters across all product lines in the coming year. Today the team is able to achieve:

Improved Promoter performance

ModMart's geo-fencing feature makes promoters more accountable by authenticating every store visit via GPS location. For e.g. If a promoter is not within a few metres of the store, the app does not allow him or her to log in the attendance. Even if they try operating from a different store, the system will not allow them to mark their attendance.

Availability of right SKUs

Saffola now knows which designated SKUs must be made available at which outlets for maximum offtake. As on date, multiple SKUs with variants in each one of them are getting sampled in outlets every day. Promoters capture 'Out of stock' SKUs on the app where the mid-manager gets notified immediately so he can take corrective action in real time.





Visibility on Campaign execution

Now all active campaigns are visible on a single screen and managers can know the live status of each for each outlet. Whenever Saffola runs a campaign, they make a training video and share it on the app so the promoters know exactly which products to focus on. For e.g. one of the campaigns it runs currently is the peanut butter sampling, where promoters get consumers to sample the peanut butter and collect their feedback, which the mid managers can see in real time.

Detailed Analytics:

The dashboards that the Saffola team used to maintain on excel sheets are now available on the app's dashboard itself. The daily 'Out of Stock' report which was made manually earlier is now automated for each outlet. The mid-managers can track and know which supervisor is tracking which outlets, and what corrective action needs to be taken. ModMart also helps Saffola's promoters capture competitor activity very effectively for e.g. how many pasta brands or peanut butter brands are in each outlet, how many of them are running which kind of promotions etc.



Effective Product Placement:

Saffola can easily measure planogram adherence on tertiary offtake across different stores. They also have better insights on high-visibility product placement to increase purchase behaviour.

IMPACT

Targeted promotions like Peanut butter sampling, Mayonnaise Sampling, Oodles sampling and Customer Interaction survey.

33% increase in sampling activities done over a period of 2 months

132% corresponding increase in sales in the same time period.

1.5x increase over the previous year's same period sales



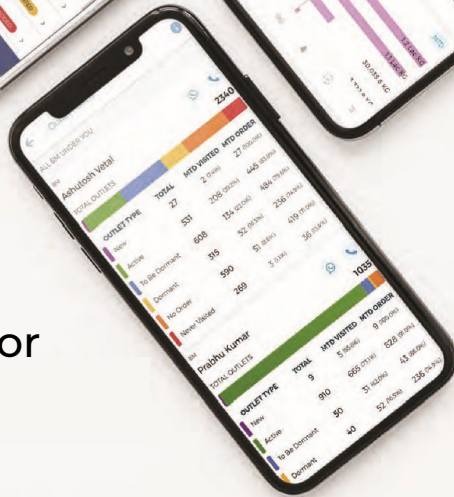
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