



One of India's Leading FMCG Companies Improved Their On-Shelf Availability by Over 25% Using Infilect's Image Recognition AI.

With a wide range of product portfolios including biscuits, cakes, rusks, and dairy products, one of India's leading FMCG brands significantly improved its retail execution performance and per-store profitability nationwide in the Indian market. The solution has been deployed across all National Chains and SAMT stores in the Modern Trade channel.

## Key Highlights:

- ✓ 4500 Modern trade stores include all national chains – Super, Hyper, C&C and SAMT stores across India tracked
- ✓ 25% improvement in On-Shelf-Availability
- ✓ Improved adherence to 100 Visibility Compliance
- ✓ 1000+ SKUs recognized by Image Recognition AI
- ✓ >95% accurate insights for all KPIs
- ✓ Setup time less than 6 weeks



The company operates in a highly competitive packaged food market with a presence in 5 Million outlets (urban and rural markets) and generates a sales revenue of USD 1.5 Billion per annum.

## Infilect:

Infilect is a global leader in Image Recognition, a specialist in solving CPG's real-world retail execution problems and helping them drive per-store profitability at scale. Infilect's flagship products use visual intelligence algorithms to provide real-time and most accurate on-shelf metrics, AI-powered recommendations to drive store-level brand visibility, compliance tracking, and competitive intelligence



Deployed Across  
**16+**  
Countries Worldwide.



Covers  
**400k**  
Stores Monthly.



Processes  
**25M**  
Images Per Month.



## Bottlenecks At Various Retail Touchpoints



- Inability to generate real-time in-store execution insights more frequently and accurately.

Manual Audits

Tedious & Time Consuming

Low Scale



- Inability to track in real-time shelf metrics and map planogram rules.

Low Share of Shelf

Out-of-Stock



- Inability to monitor and measure visibility rules, promotional displays & pricing compliance inside stores and determine appropriate pay-out.

Compliance Issue

Low Brand Visibility



- Inability of other Image Recognition AI platforms to deliver real-time execution insights.

Other Image Recognition Apps

No Real-Time Data

Insights Delivered After 3 Days

## InfiViz By Infilect: The Key to Excellence & More



Infilect deployed its flagship image recognition product, InfiViz AI, to help one of the biggest players in the Indian FMCG industry overcome its challenges.



### Scope

#### CATEGORIES

**8**

Biscuits, Cakes, Rusk, Dairy, Wafer, Croissants And More

#### TOTAL BRANDS DETECTED

**340**

#### TOTAL SKUs DETECTED

**>1000**

## Solution Architecture

They approached Infilect to implement the InfiViz Image Recognition platform to gather insights on sales execution, promotion, and pricing across 4500 stores in the modern trade channel in India.

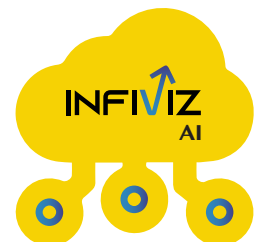
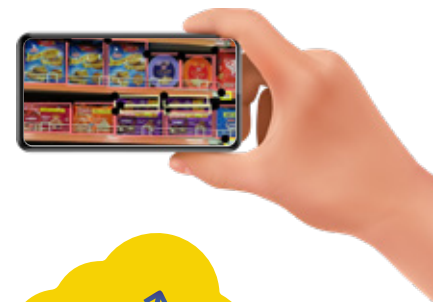


Critical and actionable execution insights are made available on the InfiViz Dashboard and shared using trackers directly into stakeholder inbox.

Execution insights and targeted action plans are available to on-field merchandisers within 1 day

### InfiViz Shots mobile app

Capturing of high quality in-store images by on-field merchandisers



Accurately identifies SKUs and display promotions from the images captured from every store

## Nationwide Coverage

**>500**

Merchandisers & Promoters

**4500**

Stores covering NC, C&C, SAMT

**>1,000,000**

Photos processed per month

**8**

Categories

## Massive Improvement In Retail Execution With Accurate Insights

- ✓ Delivered shelf metrics and retail execution insights to on-field merchandisers for over 8 categories.
- ✓ Delivered >95% accurate on-shelf metrics such as On-Shelf-Availability, Share of Shelf, and more.
- ✓ Identified all the brand's SKUs and competitor SKUs at the brand level.
- ✓ Identification & Recognition of new SKUs on the shelves in less than 3 days
- ✓ Analytics were populated on a Tableau-based dashboard and made available for all key stakeholders. Daily/weekly/monthly excel trackers with actional insights in the inbox.
- ✓ Improved penetration of SKUs per store (at brand & SKU level) through per-store precision-sales actions provided to sales managers/salesmen/retail stores.



Accurate and dynamic SKU detection

Detection of promotional displays and POSMs

>95% accurate detection even in cluttered shelves

## Operational Impact:



**25%**

week-on-week improvement in on-shelf availability.



**>95%**

accuracy in detecting SKUs, displays, and POSMs.



**32%**

of stores were discovered to be non-compliant.

## Stakeholder value created:

### Sales Directors

- Ability to lift per-store sales with real-time execution insights.
- Achieved targeted store distribution.
- Identified new growth opportunities in the existing stores.

### Trade marketing leaders

- Easy identification of non-compliance in real-time that helped save millions on retailer payouts.
- Incentives planning at a per-store level based on measured metrics.

### On-field merchandisers/Salesmen

- Super easy in-store image capture saving over 30 mins of audit time compared to manual audits
- High compliance, attendance and merchandising hygiene
- Fixing execution and compliance issues with month to date performance easily accessible using mobile dashboard and actions to perform based on previous visit



## Business Impact:



**2%-5%**  
lift in per-store  
sales.



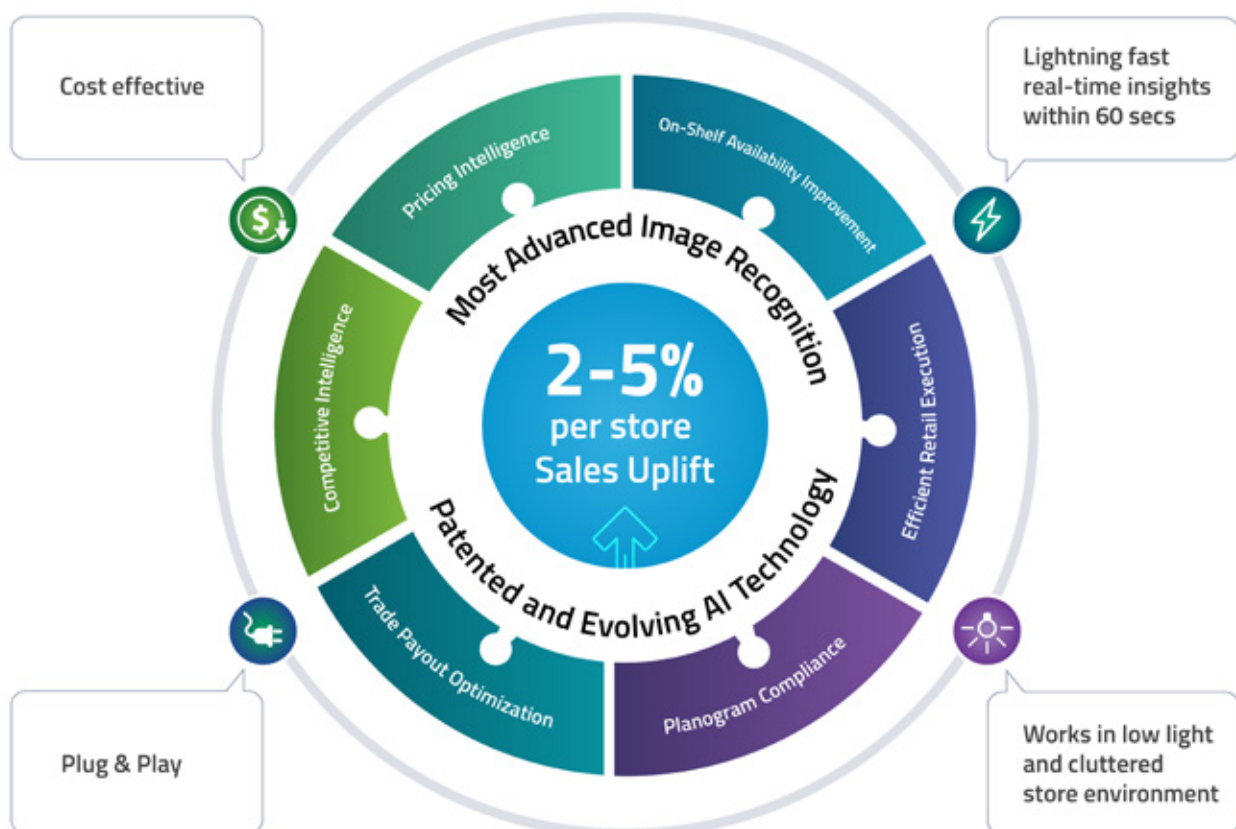
**30%**  
trade payouts  
impacted.



**70%**  
reduction in store  
audit time.

## Why Infilect?

- ✓ Patented and advanced Image Recognition algorithm.
- ✓ Cost-effective (20% less expensive)
- ✓ Less setup time : <2 weeks.
- ✓ Easy to use, no new learning curve.
- ✓ Execution insights in 60 seconds.
- ✓ Recognition of new SKUs on shelves within 2 days.



For more information, talk to our experts  
Sales: [anand@infect.com](mailto:anand@infect.com) | Partnerships: [vijay@infect.com](mailto:vijay@infect.com)

