

# Mobility

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For Dairy Industry



# Introduction

Indians are predominantly vegetarian and milk serves an important part of the diet. This makes India the largest consumer of milk.

Rising income levels leading to Higher Milk consumption, where consumers are shifting towards “Brands” that represent higher quality.

Brands are built over years of service excellence, which in turn rely on processes and systems

We understand that you are travelling on this journey and would like to add value to help you get there. We provide mobile solutions for



Collection Centers

Liquid Milk Sales

Marketing

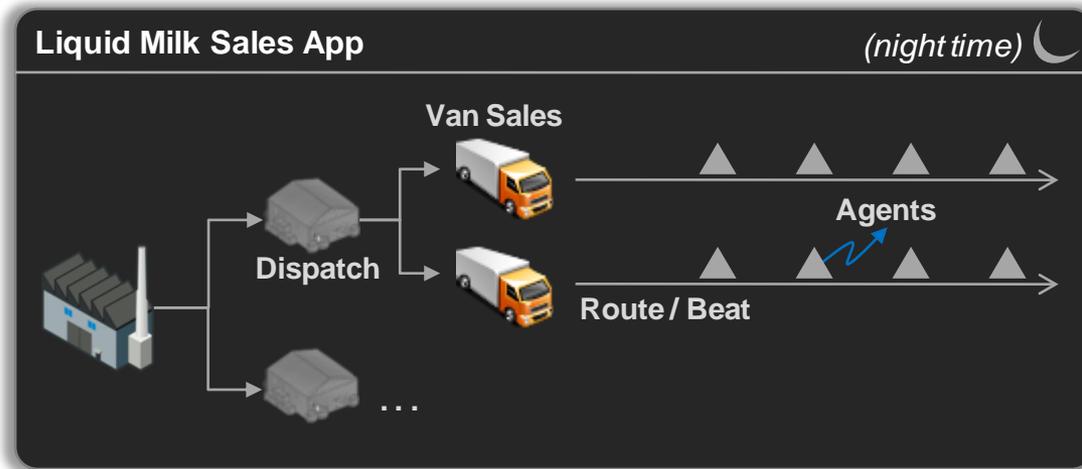
Milk Run

Milk Byproduct Sales

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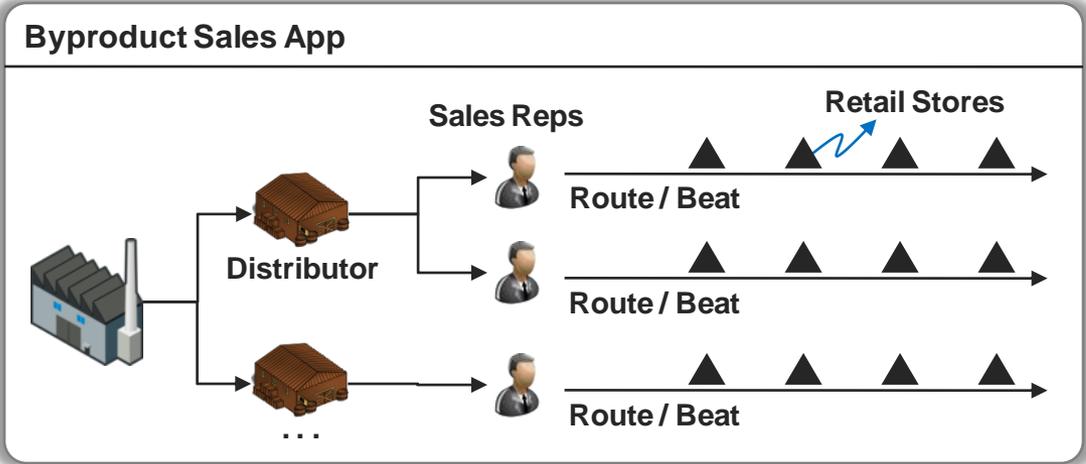
# Liquid Milk Sales app



- ✓ **Van sales man equipped with a mobile app**
- ✓ **Dispatch centre controls Van loading / un-loading**
- ✓ **Retail agents are made part of the system via their mobiles**
- ✓ **Admin teams manages the system via Web interface**
- ✓ **Finance team monitors sales, forecast**



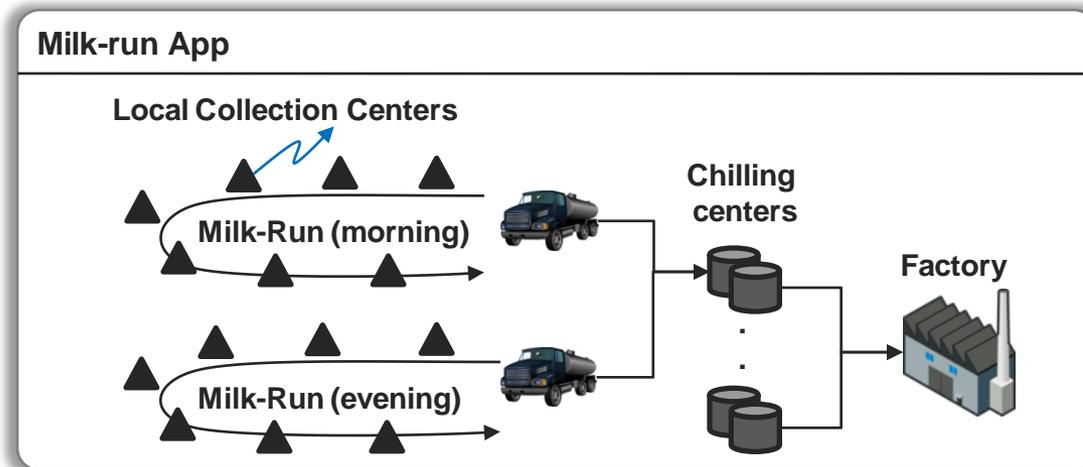
# Milk By-product Sales app



- ✓ **Sales reps equipped with a mobile app**
- ✓ **Sales reps capture secondary orders and upload to server**
- ✓ **Distributors view the secondary orders on their PC**  
*If equipped with software (like Tally ERP), the orders would could be imported directly as well.*
- ✓ **Sales reps can also track expenses, log daily activity – via mobile app.**
- ✓ **Admin teams manages the system via Web interface**



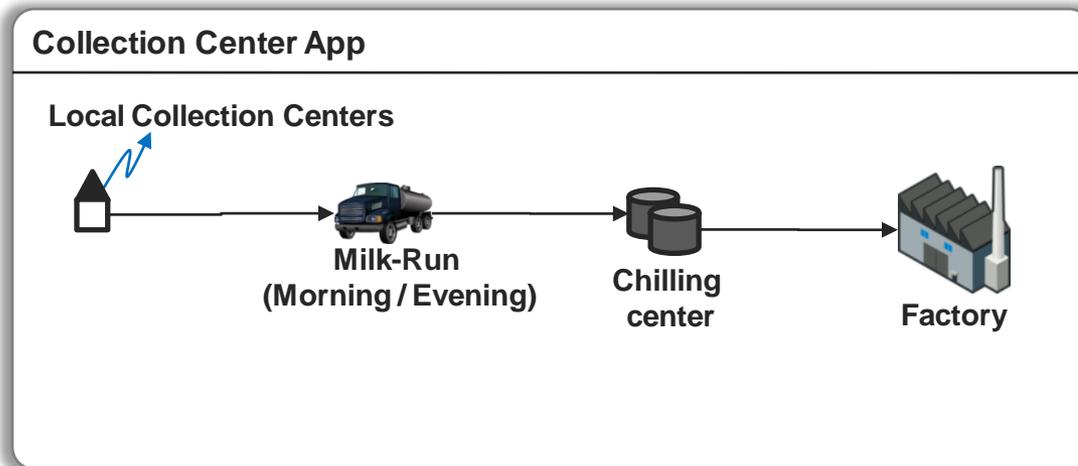
# Milk Run App



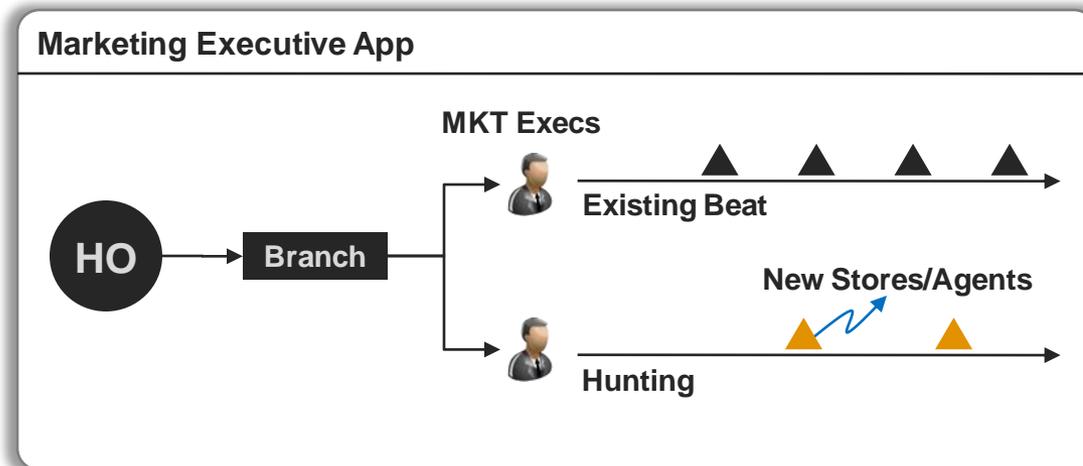
- ✓ **Milk run supervisors equipped with a mobile app**
- ✓ **Supervisor captures details of procured milk in the mobile and uploads to the server**
- ✓ **SMS confirmation send to the vendors immediately**
- ✓ **Chilling centre views the details of the procured milk by vendor**  
*If equipped with software (like Tally ERP), this could be imported directly as corresponding vouchers.*
- ✓ **Admin teams manages the system via Web interface**



# Collection center app



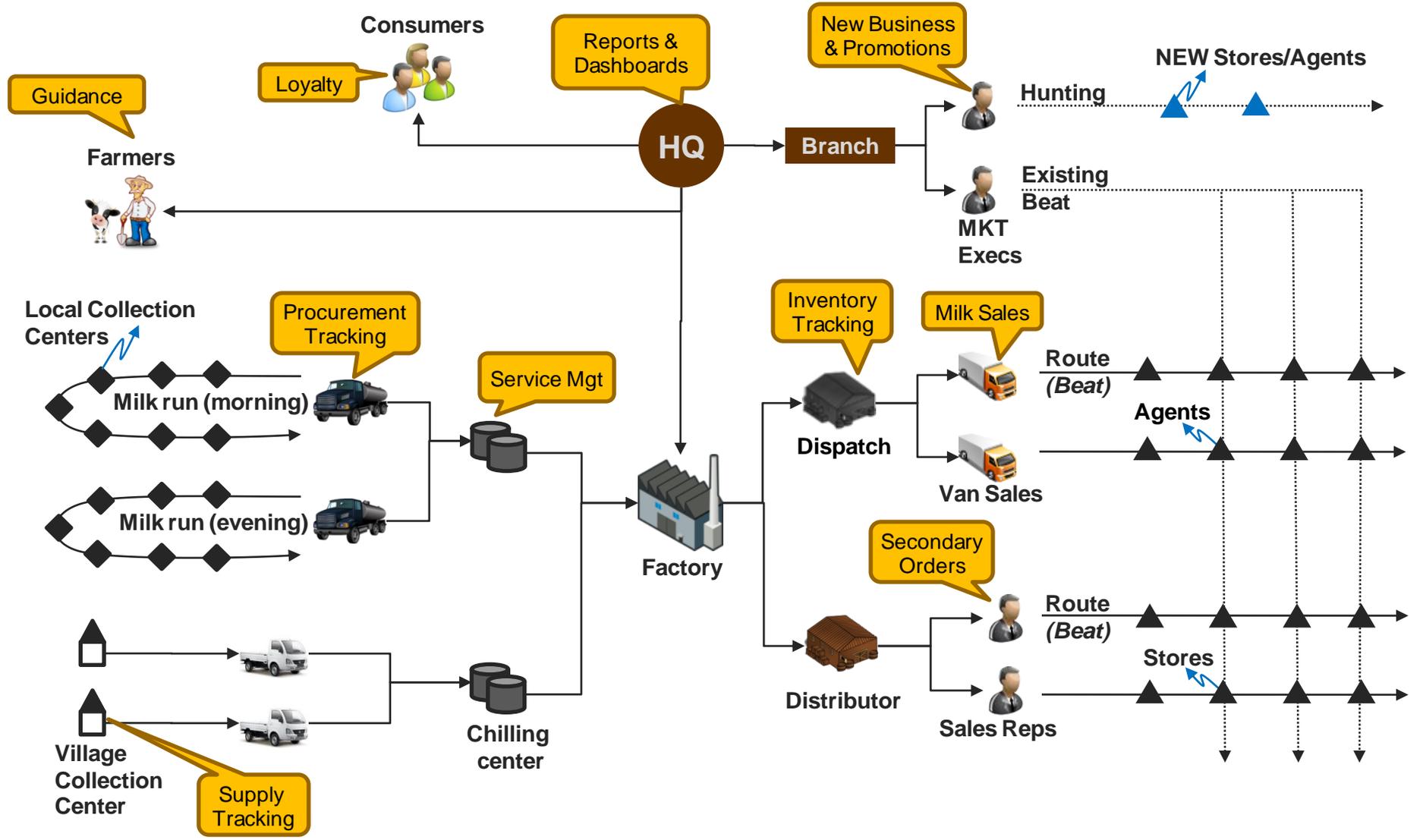
- ✓ **Collection centre (CC) users equipped with a mobile app**
- ✓ **CC records details of milk (Quantity etc) and uploads to server**
- ✓ **Chilling centre views the details of the procured milk by vendor**  
*If equipped with software (like Tally ERP), this could be imported directly as corresponding vouchers.*
- ✓ **Outstanding info by Vendor is updated in the server**
- ✓ **Collection center views outstanding by vendor**
- ✓ **Admin teams manages the system via Web interface**



- ✓ Marketing-executives (M-E) equipped with a mobile app
- ✓ M-E hunts for new outlets and captures info via mobile app
- ✓ M-E performs marketing audits via mobile app (POP, Dangers..)
- ✓ M-E can also track expenses, log daily activity – via mobile app.
- ✓ M-E then uploads all info to server
- ✓ Branch office validates & adds new outlets to beats
- ✓ Branch office monitors Marketing executives activities



# Our solutions for an Integrated Dairy Ecosystem



# Thank you

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Looking to hear from you !