BOTREE
SOFTWARE

How Nabati Achieved a 37.5% Increase in Sales Productivity and Doubled Their Business

About Nabati

Founded in 1985, Nabati is a global leader in indulgent snacking, headquartered in Indonesia with a strong presence across 25+ countries. Renowned for quality and innovation, Nabati is the most widely distributed and No.1 wafers brand in India.

Expanding beyond wafers, Nabati's diverse snack portfolio features Nextar, an indulgent brownie cookies filled with rich chocolate, and Siip, a crunchy and flavorful extruded snack brand. Driven by their mission to democratize the premium, Nabati bridges the gap between aspiration and affordability by delivering premium quality at affordable prices.

The Challenge:
Building a Category in a Challenging Market

Nabati started their operations in India in 2015. Unlike cream biscuits, wafers were relatively unfamiliar to Indian consumers. Nabati's primary objectives were to establish category leadership in the wafer segment, capture the untapped ₹4000 crore-market opportunity, and expand its direct distribution network.

However, their existing Sales Force Automation (SFA) system lacked the agility and advanced technological capabilities required to achieve these goals.

To tackle this, Nabati sought a partner that could help them effectively track efficiencies and make strategic decisions. The ideal solution needed to be user-friendly, agile, and robust enough to manage a large sales force team, while being adaptive and scalable with growth.

> "In India, people don't understand wafers, while they are more familiar with cream biscuits. Our aim is to capture the underlying ₹4000 crore opportunity within this segment by building the wafer category and, in doing so, grow Nabati. To achieve this, we need a partner with a strong backend and reliable tech support, one that could help us track sales performance effectively and drive growth through automation and better control."

Rahul Khandelwal
Country Manager, Nabati, India

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How Botree Software Helped Nabati Scale

To establish category leadership and expand market coverage with direct distribution, Nabati collaborated with Botree Software in 2023. Using Botree SFA and DMS, Nabati was able to streamline operations, enhance user-experience and improve efficiency through automation.

Using Botree Software Suite of Products, Nabati was able to:

1. Streamline Operations with 100% SFA Adoption

The simple and intuitive user interface of Botree SFA facilitated faster adoption enabling Nabati to achieve a remarkable 100% adoption rate within just two months of implementation.

With 600+ salespeople actively using the app, Nabati was able to streamline operations, enhance user experience, and gain visibility across the market and team performance. The data including brand-level, SKU-level, product basis captured through Botree SFA provided crucial insights into market feasibility, outreach potential, and the ideal consumer-market mix—helping Nabati prioritize the right markets for expansion.

2. Boost Sales Productivity with Simple UI/UX

With the seamless product image visibility, and real-time insights into available schemes during order booking provided Nabati's sales team with essential information at their fingertips. This reduced order-punching time and allowed the team to engage in meaningful conversations with retailers, effectively promoting new products and strategies.

Additionally features like geo-mapping, route optimization, and outlet sequencing combined with latitude and longitude altitudes further simplified daily workflows, enabling the sales team to locate outlets easily. These capabilities enhanced efficiency and ensured data accuracy, enabling smooth business scaling and efficient onboarding for both new and existing sales representatives.

3. Enhance Retail Execution with Improved Order Fulfillment and Visibility

With real-time visibility into distributor's stock availability, Nabati was able to resolve two major points that were causing significant losses: ordering of unavailable SKUs and non-delivery of products promised to the retailer. This transparency minimized order errors, improved order fulfillment rates, and strengthened retail execution.

Furthermore, insights into unbilled SKU's and unbilled outlets enabled Nabati's sales team to personalize retailer experience, improve range selling and optimize product assortment. These advancements enhanced retailer satisfaction and gave Nabati a competitive edge in the market.

> *"Retail execution is a key for any success. Product Recommender in Botree SFA has been working wonderfully for us. It prompts our salesmen with suggested SKU's based on the retailer purchase patterns, reducing order taking time. This has helped us in building personalized relationships allowing our sales team to spend more time selling new ranges."*
>
> **Suresh R**
> National Sales Manager, Nabati, India
>
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4. Expanded Market Reach with Data-Driven Actionable Insights

Using Botree DMS & SFA, Nabati gained visibility into brand and SKU-level performance across markets. These insights allowed Nabati to strategically focus on both urban and rural areas for growth, optimize its business strategy, and drive revenue growth.

With this data-driven approach, Nabati successfully doubled its business within a year and expanded market distribution by 1.7 times monthly, solidifying their position as one of the most widely distributed wafer brands in India.

> *"At Nabati, our approach is data driven. Botree's SFA and DMS solutions have been instrumental in providing last-mile distribution visibility and actionable insights. These data-driven models help us forecast market trends, identify business gaps and define the right direction to move forward. All of this coupled with regular training sessions, has been the key reason why Nabati, within just two years, became the largest distributed wafer cream biscuit brand and strengthened its leadership position in the category."*
>
> **Rahul Khandelwal**
> Country Manager, Nabati, India
>
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Key Results

Doubled Business Growth with 100% SFA adoption

Boosted Daily Productivity by 37.5%

Jump Shifted Direct Outlet Coverage – Monthly Distribution Shift by 1.7 Times

Improved Range Selling through 100% RTM Adherence

Customer Highlights!

3 reasons why Nabati chose **Botree Software**

Agile and Strong Tech Platform

Easy and Scalable Solution

Largest Distributor Network in India

About Botree Software

Botree Software is a pioneer and leader in DMS, SFA, and Analytics solutions, empowering businesses to enhance retail execution. With a legacy of over 25 years, the Botree Product and Insights ecosystem empowers more than 60 blue-chip customers, 95,000+ distributors, 33,000+ active sales representatives, and over 5 million retail stores, driving increased market share, revenue, and profit for its customers.

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Interested to Know How Botree Software Can Help Scale Your Business?

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