

CREATING CUSTOMER WOW

with

PEOPLE

PRODUCT

PROCESS

THE ONLY

SalesCode offers the world's most advanced NextGen SFA and AI-powered eB2B platforms, and is probably **the only company** in the world that **Guarantees Sales Uplift**

3M+

SalesCode crossed **3M users** across its NextGen SFA and eB2B Platforms in 2024

65+

Salescode is trusted by **65+ Global CPG brands**

LARGEST

Unnati (ITC) and CokeBuddy are among the **largest eB2B deployments** in the world, built on **SalesCode eB2B platform**

200+

Our Team strength grew from **125 to 200+ members** in 2024

27%

SalesCode offered a 27% Average Salary Hike in its **annual appraisals** vs the industry std. of 8%

54%

SalesCode employees were **ranked as 'High Performers'** - A conscious deviation from the **'Bell Curve'**

FASTEST

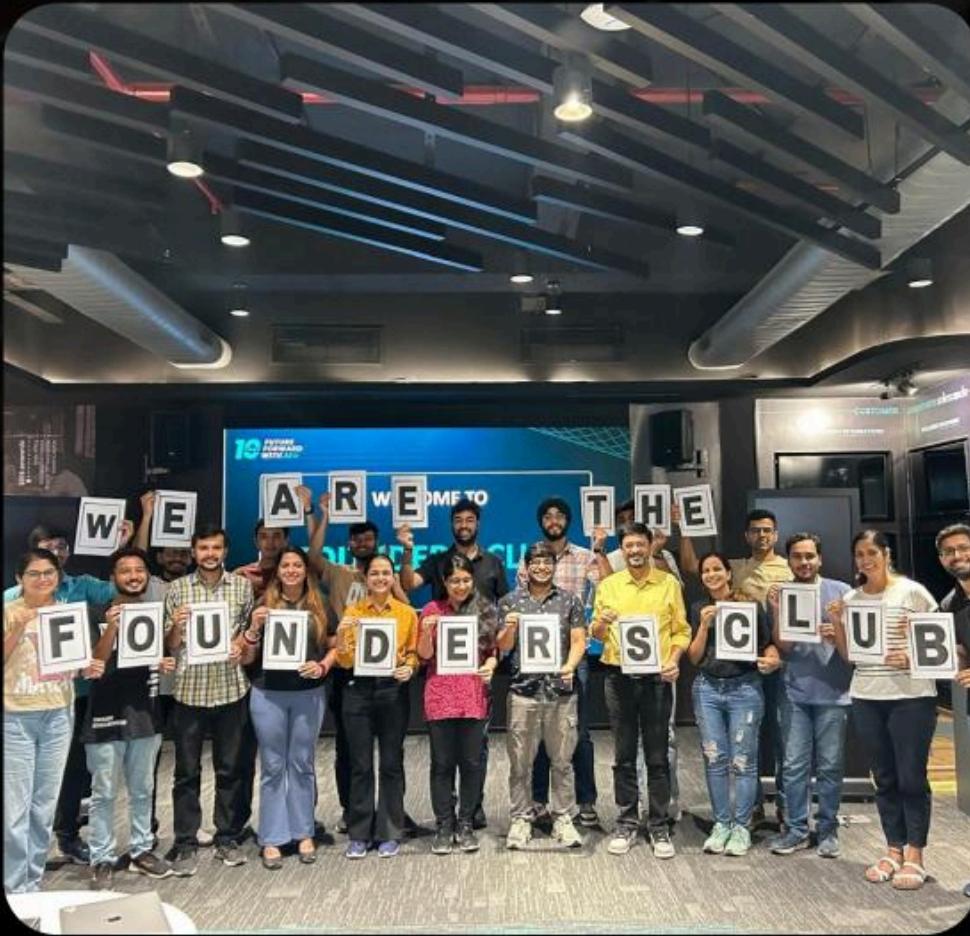
Using our proprietary data integration and deployment methodology -We successfully delivered **full scale SFA and eB2B deployments in <90 days**

18+

We now proudly deliver Sales uplift to CPG companies in **18+ countries**

A MILESTONE YEAR

2024 marked for us a
Decade of
Transforming Sales

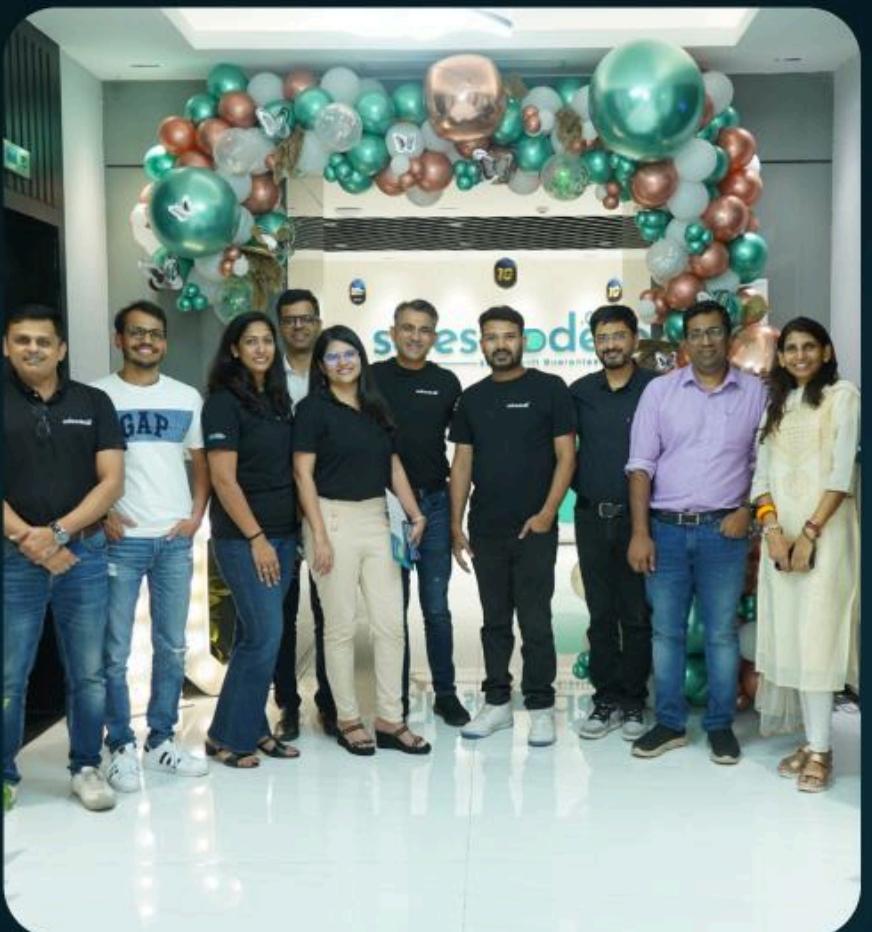




EXPANDING GLOBALLY

We launched **100%**
subsidiary in **Mexico**





Team SalesCode grew from

125 to
200+
Members



We added serious Fire-Power to
further strengthen our

Sales & Tech Expertise

New Leaders on Board



Miguel Piñeros Petersen

Global Director (LATAM)

**Group CIO
Coke (LATAM)**

24+ yrs of
Sales Expertise



Dev Arora

Chief Customer Officer

**Ex-CEO
Chai Point**

27+ yrs of
Sales Expertise



Vivek Prakash Gupta

Chief Business Officer

**Ex-AVP Commercial
Coca-Cola**

25+ yrs of
Sales Expertise



We created history with

salescode.ai CXO CONCLAVE

The SalesCode CXO Conclave brought together **150+ Industry leaders** and experts making it the biggest congregation of **CEOs, CXOs** and **Sales and IT leaders** from the CPG industry.



Sanket Ray
President
Coca-Cola
India & SWA



Sandeep Sule
CEO TM&D
ITC



Manish Anandani
Managing Director
Kenvue, India, South
Asia



Nikhil Sharma
Managing Director
Perfetti Van Melle
India



Sachin Sahay
EVP Sales Operations
& Development, ITC



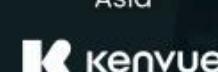
Ambuj Singh
VP Digital
Acceleration
Coca-Cola



Manish Gupta
President of Sales
Emami



Lalit Ahuja
Sr. Vice President
Zydus Wellness



We launched
Industry Defining Solutions

NextGen
SALES @ AI



AI DaaS

NextGen DMS for Distributors

The screenshot displays the AI DaaS Analytics Dashboard. It features several key performance indicators (KPIs) and data visualizations. At the top, there are three main sections: 'SECONDARY ORDER PREDICTION' (₹28900.3L), 'STOCK OUT LOSS PREDICTION' (₹1005.3K), and 'OUTLET ATTRITION PREDICTION' (12.4K OUTLETS). Below these are two line charts: 'Stock Out Loss Prediction' and 'Store Attrition Prediction'. The 'Stock Out Loss Prediction' chart shows a fluctuating line with a red annotation for '28K Stock out loss'. The 'Store Attrition Prediction' chart shows data for outlets across different risk levels. To the right, there is a 'Delivery Cost Reduction' section showing a 4% reduction with a truck icon. At the bottom, there are buttons for 'Stocks overview', 'Purchase', 'Sale', and 'Stock products'.

salescode Studio

The screenshot shows the salescode Studio interface. It displays a list of selected modules: 'Must Do Tasks', 'Outlet List', 'Order', 'KPI Review', and 'Attendance'. To the right, there is a 'Features list' for the 'Order' module, which includes 'Catalog', 'Check out', and 'Order tracking'. Below this is a preview of a mobile application interface, showing a catalog, a checkout screen, and an order tracking screen.

salescode Studio

World's first Fully Composable Architecture



SalesLens

Real-time Sales Visualisation

The screenshot shows the SalesLens real-time sales visualisation dashboard. It features various data charts and metrics. At the top, there is a header with the SalesLens logo and navigation buttons for 'System Status', 'APIs', and 'User profile'. Below this are several data cards: 'Report' (63), 'Adopted' (39), 'Total Active Users' (202), 'Outlet Adoption Insights' (Active Outlets 60%), 'Dormant Outlet Insights' (No Outlet 50%), 'Self Order Statistics' (Order Count 88), and 'Sales' (7368.24). The dashboard also includes a 'User View' section with a pie chart showing user distribution across different roles: MTR (142), ADM CO (10), SUPERVISOR (22), ADMIN (2), and SALESREP (0).

We are

Grateful for Appreciation

from

Top CPG Leaders

“ Pivotal Part of our Journey



Juan Pablo Rodriguez

Chief Executive Officer, HCCB



“ We have come a long way from where we started



Sandeep Sule

Divisional Chief Executive, TM&D , ITC Limited

“ Pleasure working with such a dedicated team



Jagadeesh Konathala

Chief Digital Information Officer PN ASIA, MARS



“ First & Best Platform for Sales



Sachin Sahay

EVP Sales Operations & Development, ITC



THE END OF
SFA

We Launched the
End of SFA

campaign against Outdated Sales Automation Tools

An outdated ~~SFA~~ can cost
more than one can imagine...

Followed up with the Disruptive **Sales Uplift Guarantee**

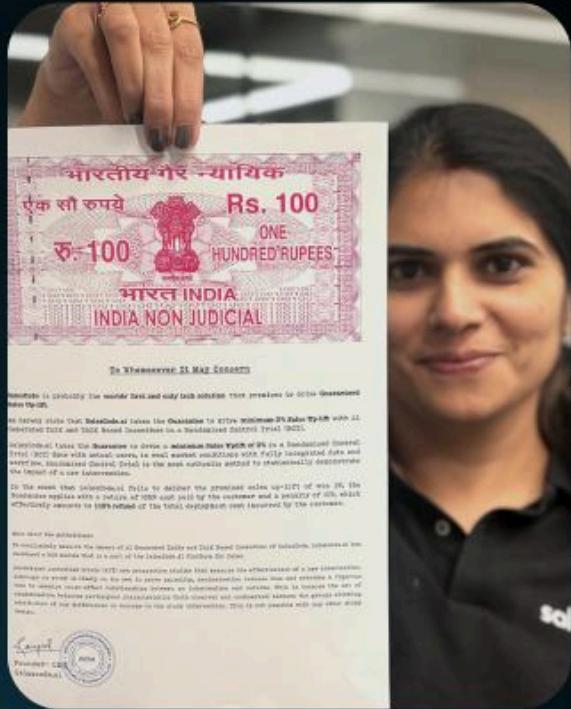
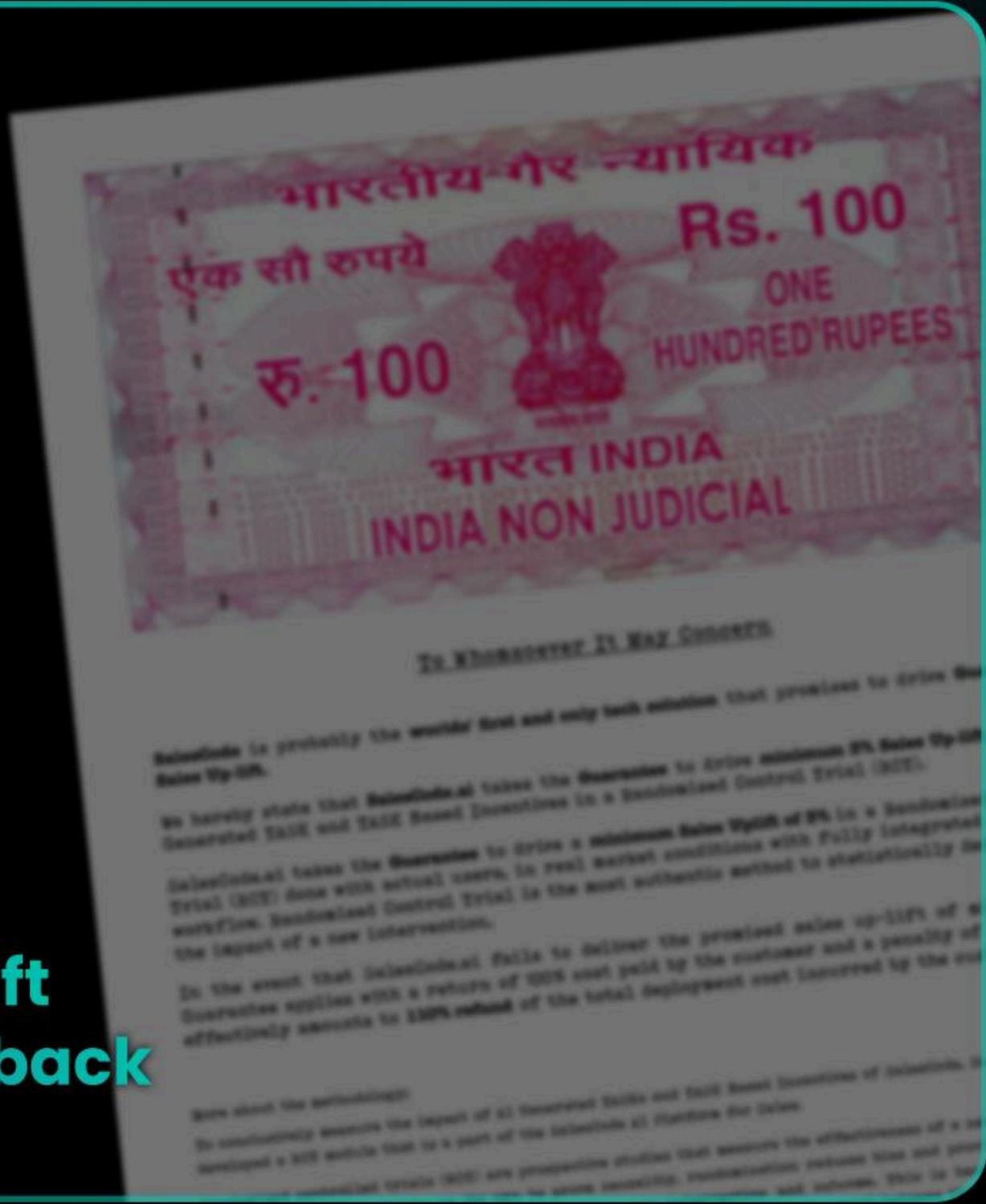
The Only

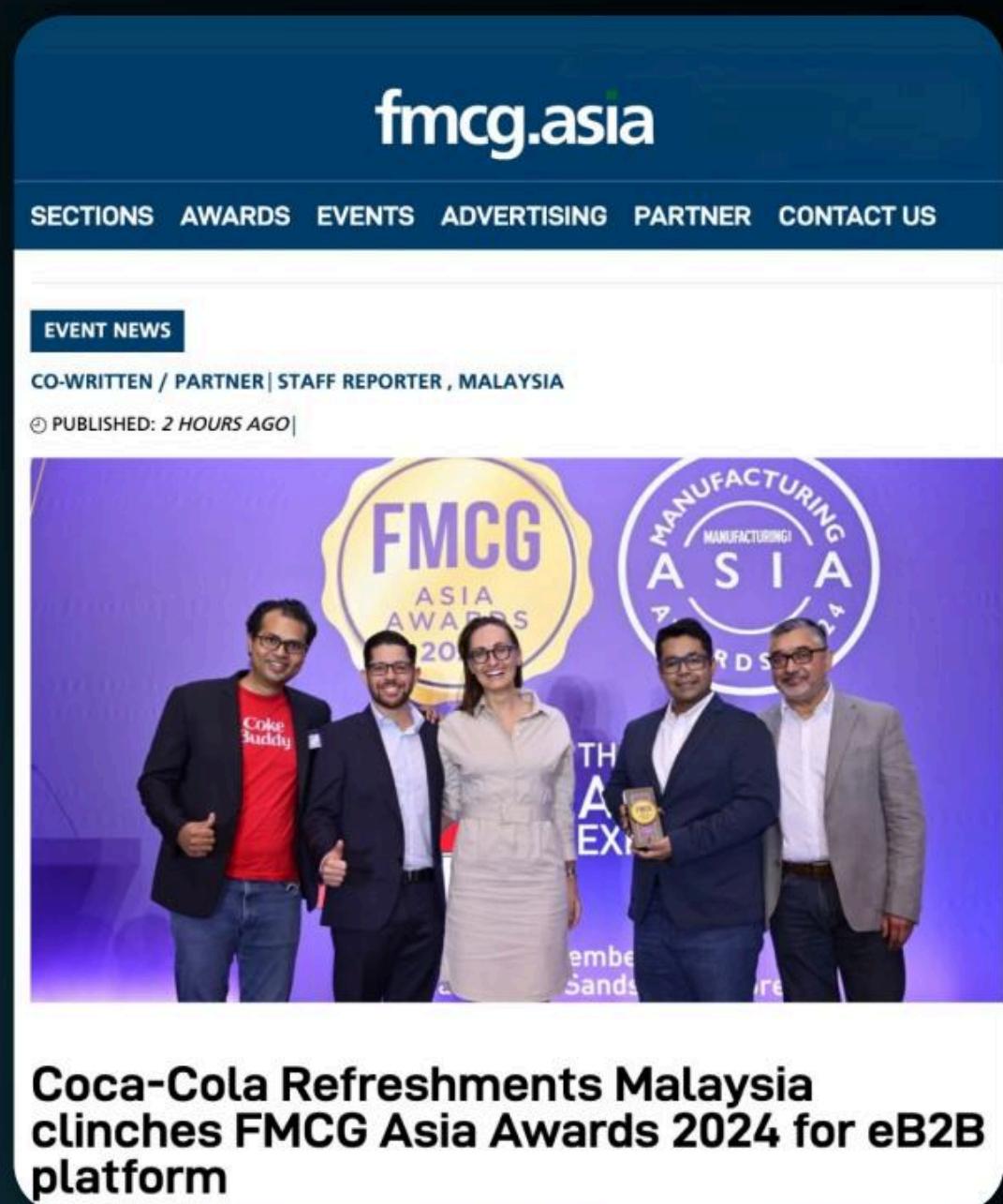


that

Guarantees **Sales Uplift**

Get minimum **3% sales Uplift**
or we will give **110% money back**





fmcg.asia

SECTIONS AWARDS EVENTS ADVERTISING PARTNER CONTACT US

EVENT NEWS

CO-WRITTEN / PARTNER | STAFF REPORTER, MALAYSIA

PUBLISHED: 2 HOURS AGO

FMCG Asia Awards 2024

Manufacturing Asia Awards 2024

Coca-Cola Refreshments Malaysia clinches FMCG Asia Awards 2024 for eB2B platform

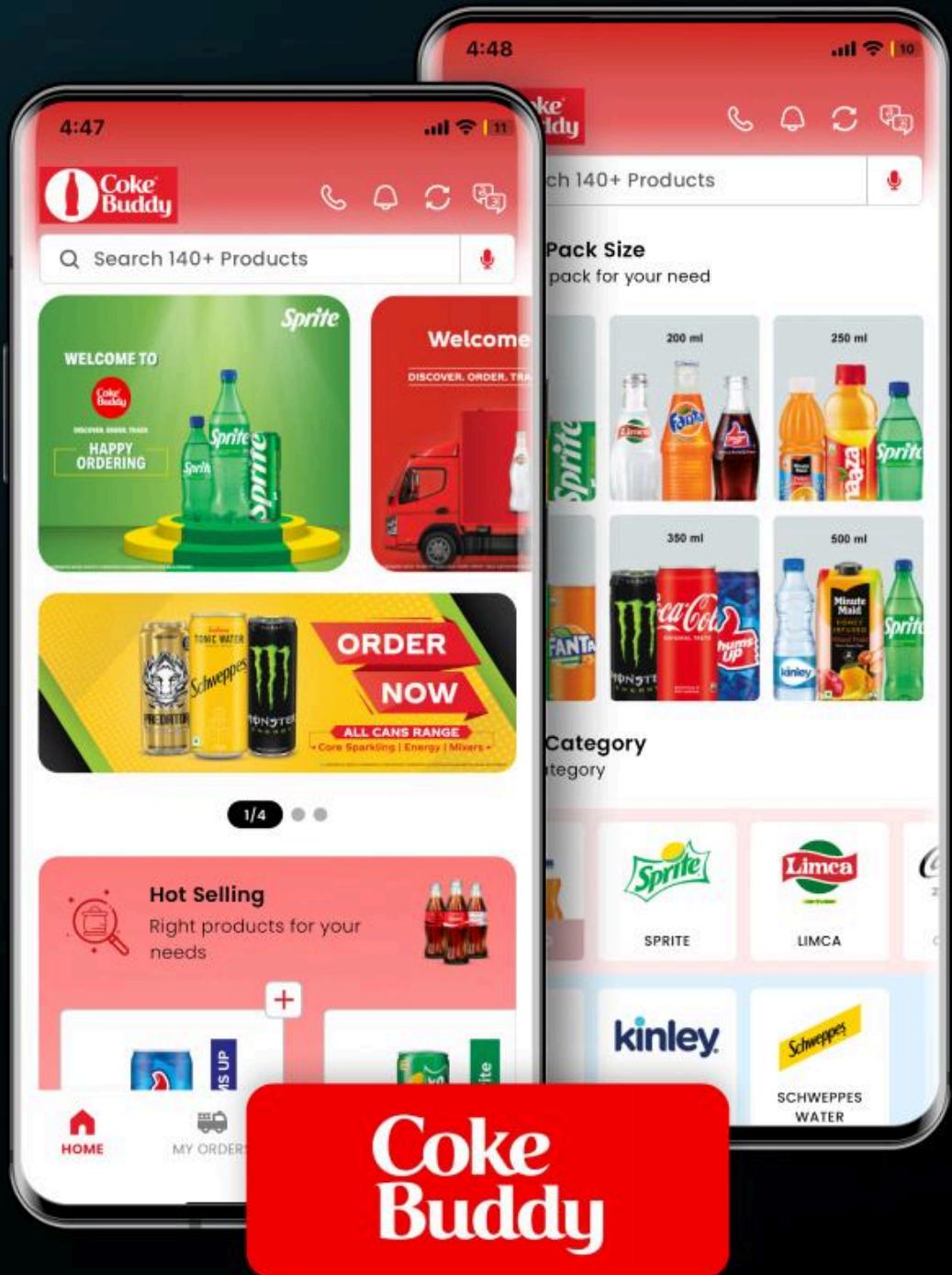
Photo: Five people standing together on stage at the FMCG Asia Awards 2024, holding an award.

Feels great to be a part of the eB2B revolution

INDUSTRY RECOGNITION

Coca-Cola Refreshments Malaysia clinches FMCG Asia Awards 2024 for eB2B platform

A matter of pride for us as technology partners for Coca-Cola's eB2B **#CokeBuddy** on SalesCode eB2B platform



“Coke Buddy was built around our **retail partners' needs**, providing a **personalised and efficient experience**” he explained. He added that Coca-Cola's ongoing **machine learning and AI** initiatives continue to enhance the platform, enabling increasingly **precise recommendations and actionable insights.**”



Md. Abdul Mukaddem

Digital Commercial Director for Coca-Cola Singapore, Malaysia & Brunei





But not all was Hard work...

**We Partied Hard
and in Style!**



10 years of transforming CPG sales, but....

It is still
Day 1

“Every Sales and RTM process and automation invented in the **last 30 years** will be **REINVENTED** in the next **3 years!**”

salescode.ai
Sales Uplift Guaranteed



THANK YOU
for being part of our journey.

Wishing you
A Happy New Year

2025