salescode.ai
Sales Uplift Guaranteed

WRAPPED 2024

The **Biggest Force** of Disruption ever !!

salescode CXO CONCLAVE

EXPERIENCE salescode
THE CODE OF FUTURE READY SALES TEAM AND TRADE

AL EXCELLENCE AW
FOR NEXT GEN SALES
ITC Limited

Future defining trends & disruptions that will shape the next 10 years - AI, eB2B, D2C, Q-Comm
"What will change permanently and What will never change"

Rs. 100
ONE HUNDRED RUPEES
भारत INDIA
INDIA NON JUDICIAL

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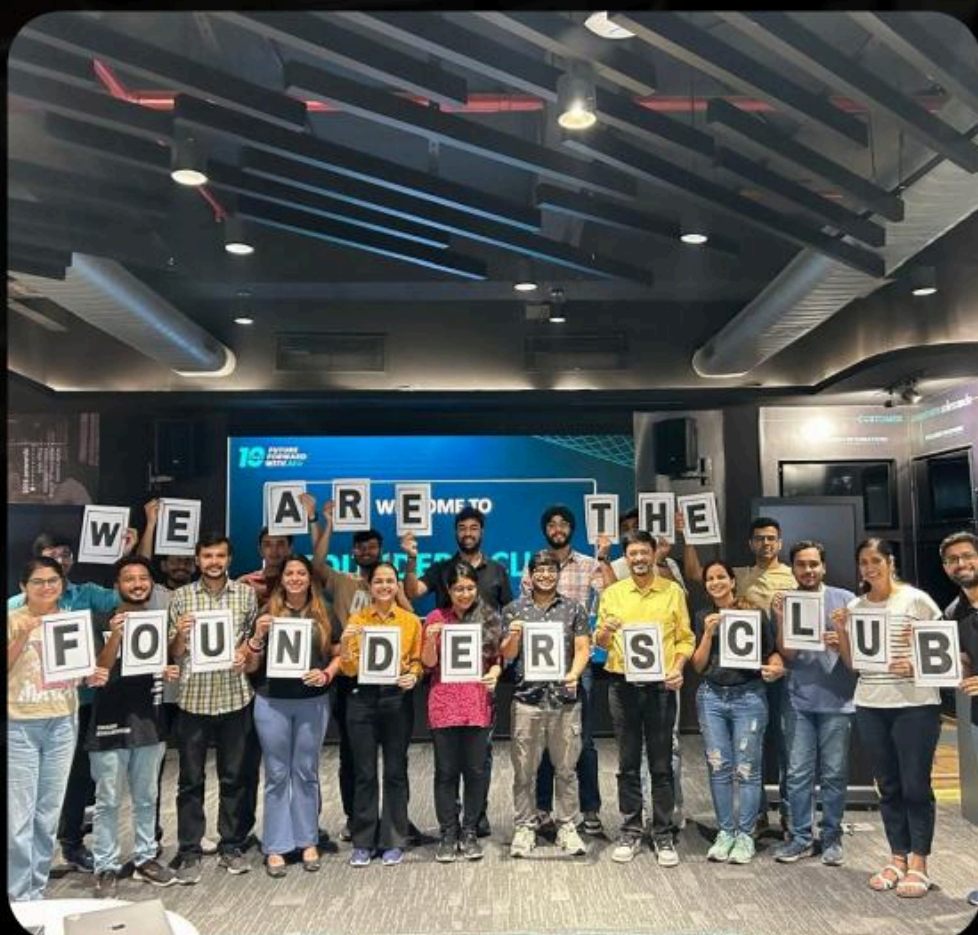
18+
We now proudly deliver Sales uplift to CPG comapnies in **18+ countries**

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
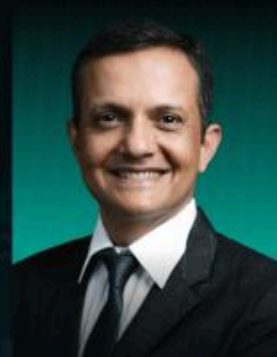
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CXO CONCLAVE

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.

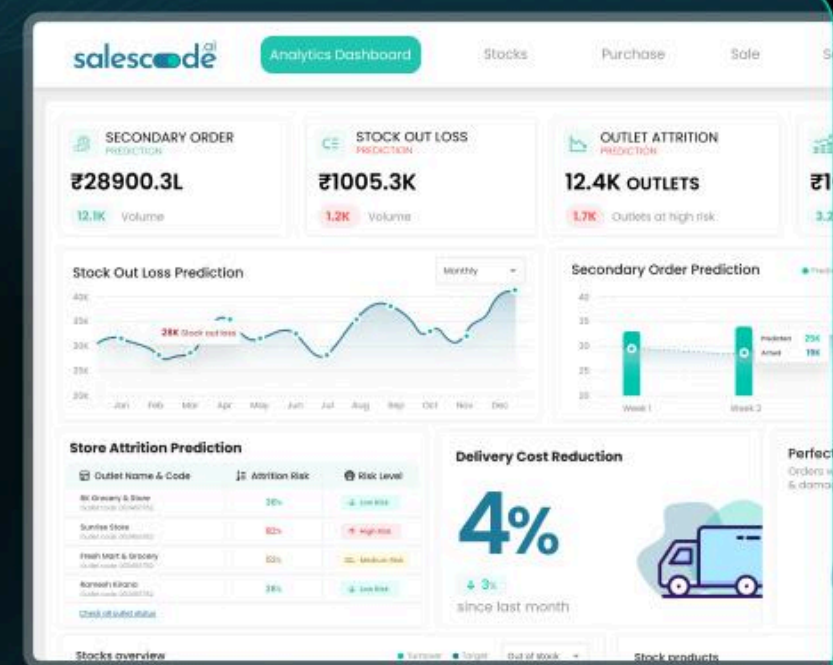| **Sanket Ray**	**Sandeep Sule**	**Manish Anandani**	**Nikhil Sharma**	**Sachin Sahay**	**Ambuj Singh**	**Manish Gupta**	**Lalit Ahuja**
President **Coca-Cola** India & SWA	CEO TM&D **ITC**	Managing Director **Kenvue**, India, South Asia	Managing Director **Perfetti Van Melle** India	EVP Sales Operations & Development, **ITC**	VP Digital Acceleration **Coca-Cola**	President of Sales **Emami**	Sr. Vice President **Zydus Wellness**
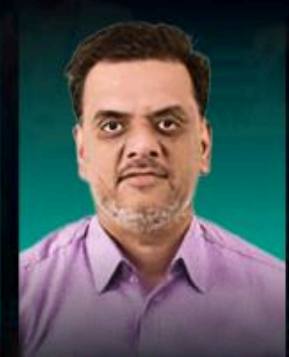
We launched
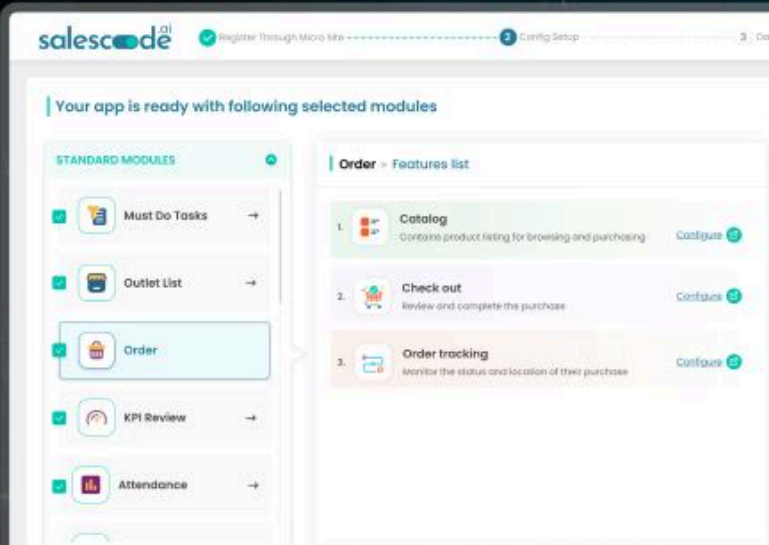## Industry Defining Solutions

NextGen SALES @AI

AI DaaS
NextGen DMS for Distributors

AI DaaS
Next Gen
DMS

salescode
Studio
World's first Fully Composable Architecture

salescode Studio

SalesLens
Real-time Sales Visualisation

SalesLens

We are
Grateful for Appreciation
from
Top CPG Leaders

" **Pivotal Part of our Journey**

Coca-Cola

Juan Pablo Rodriguez
Chief Executive Officer, HCCB

" **We have come a long way** from where we started

ITC Limited

Sandeep Sule
Divisional Chief Executive, TM&D , ITC Limited

" **Pleasure working with such a dedicated team**

MARS

Jagadeesh Konathala
Chief Digital Information Officer PN ASIA, MARS

" **First & Best Platform for Sales**

ITC Limited

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...

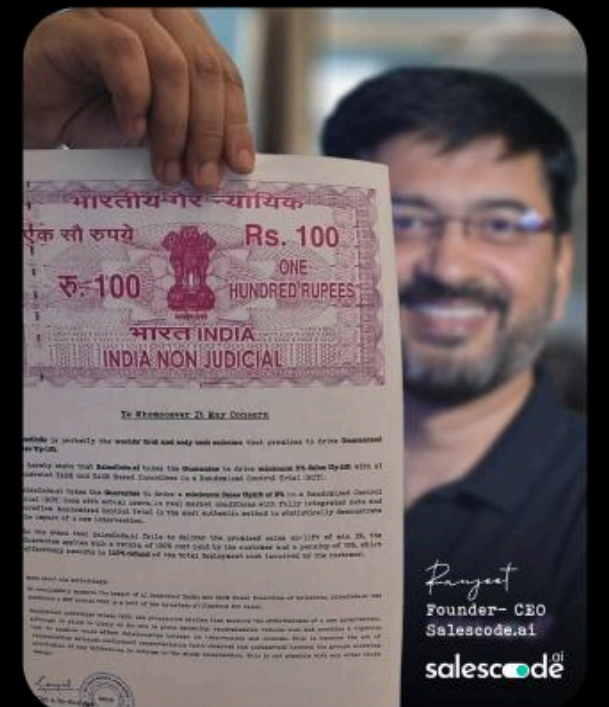# Followed up with the Disruptive
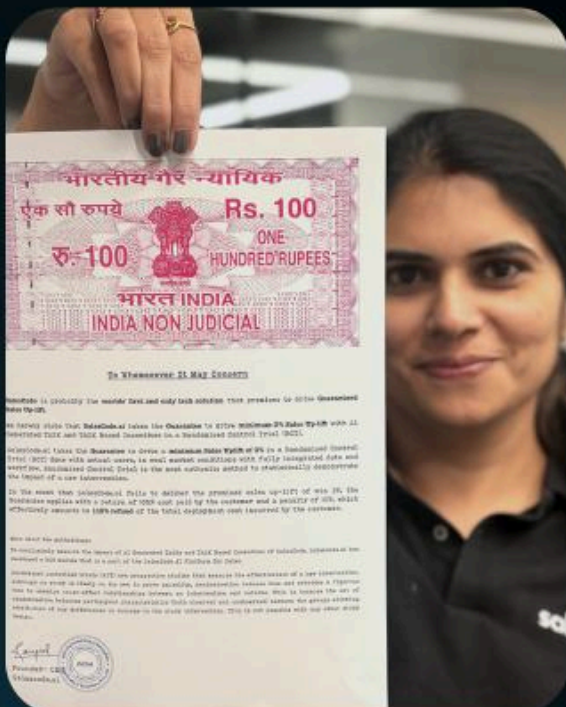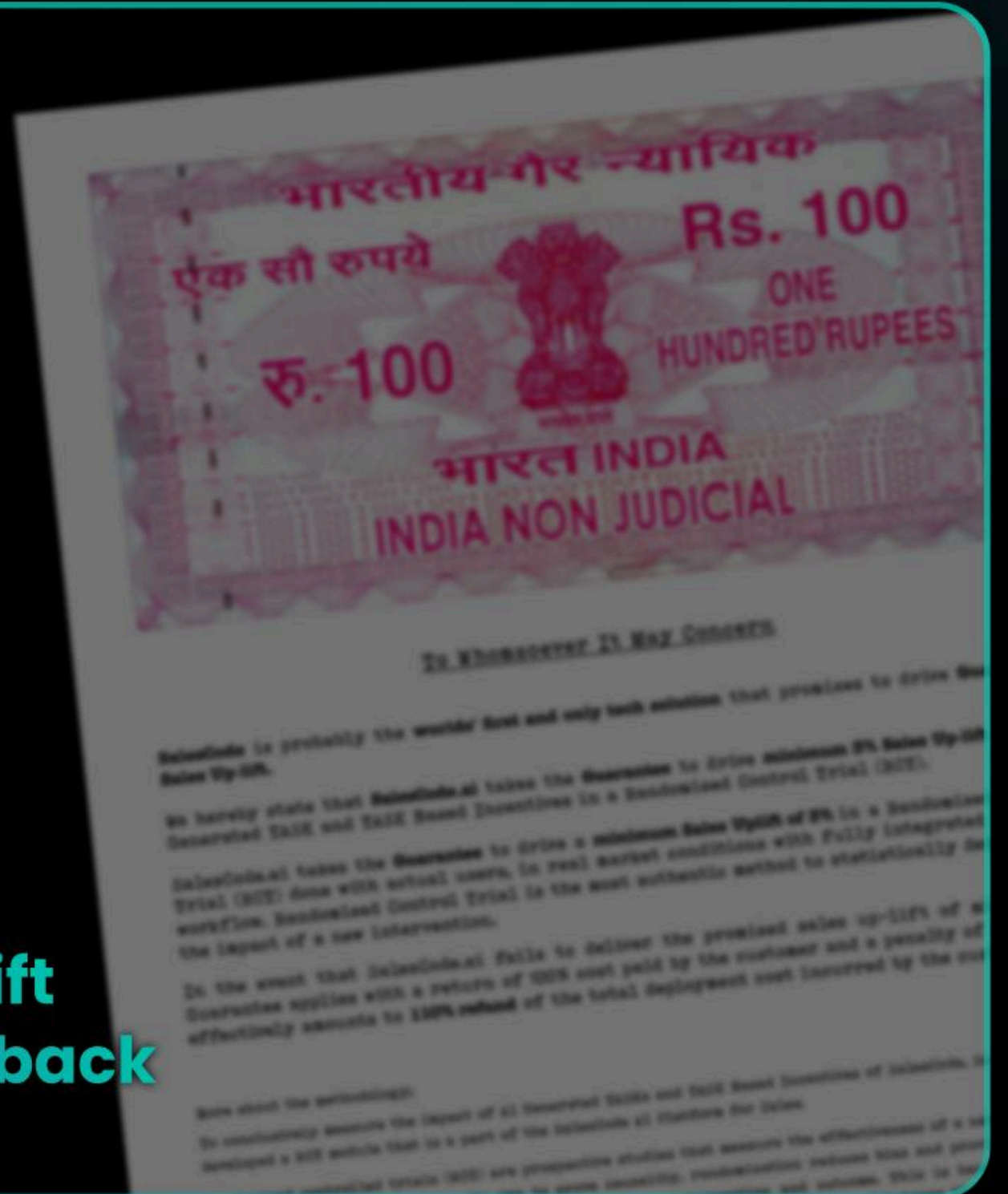# Sales Uplift Guarantee

The Only
AI
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*

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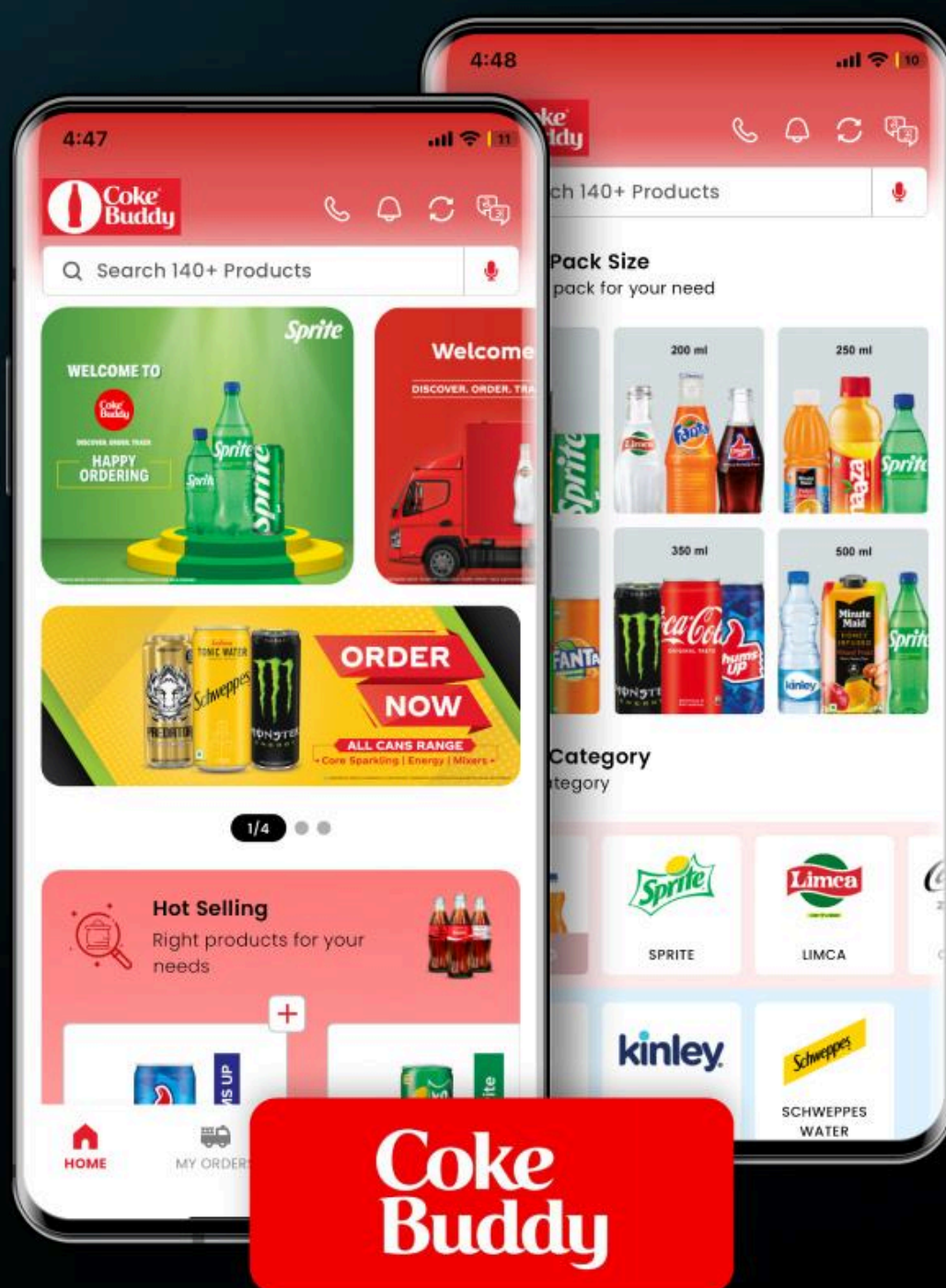

Feels great to be a part of the eB2B revolution

INDUSTRY RECOGNITION

Coca-Coca 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

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" 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**."

Coca-Cola

Md. Abdul Mukaddem
Digital Commercial Director for
Coca-Cola Singapore, Malaysia
& Brunei

Coke Buddy

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**!"

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THANK YOU
for being part of our journey.

Wishing you
A Happy New Year

2025