

Marico unfolds digital transformation to drive business growth

The consumer goods manufacturer is leveraging automation to drive sales productivity, while digitizing retail channels for reduced dependency on ground staff.

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FMCG companies are adept to change rapidly and the same is helping some of the largest consumer goods manufacturers in the country during the Covid-19 situation.

While several industries are struggling to survive, FMCG players like Marico are looking at newer delivery and revenue models. With brands like

Parachute, Saffola, Set Wet, and Livon under its umbrella, Marico is among India's top consumer goods manufacturers.

Over the past couple of months, Marico has been focused on a digital transformation journey to enhance consumer engagement, drive sales through e-commerce and build data analytics capabilities for faster and efficient decision-making across the value chain.

According to Udayraj Prabhu, EVP, Business Process Transformation & IT at Marico Limited, Covid-19 situation has hastened the entire process of transformation. "What will emerge is a digitally connected complex supply chain, digitally connected consumers and agile organisations which are focused on consumer convenience".

To offer easy access of its products to the consumers during the current scenario, Marico is leveraging automation to improve resource allocation and drive sales productivity.

"The model enables Marico to garner higher volume growths through the recommendation of cross-sell/upsell opportunities as well as Marico's TSOE mobile application that generates a permanent journey plan based on an algorithm that takes into consideration the performance of key sales metrics", said Prabhu.

Retail app

In light of the current situation, the manufacturer has commenced tele-servicing and introduced an app for retailers. This enables retail partners to feed in their requirements digitally or through a phone call, thereby reducing the need for manpower and running business smoothly on a real-time basis. The FMCG firm has also launched a direct consumer online store where they can purchase Marico products directly from Marico.

Seeing the rising demand for sanitizers and personal care products, Marico has also launched hand sanitizer and vegetable/fruit cleaning products.

Due to the lockdown, the company's factories are operating at reduced capacity and currently focused more on producing essential products.

Boosting deliveries

Marico has partnered with companies such as Delhivery, Shadowfax and Lalamove to streamline our supply chain and ensure that its products are delivered to distributors to meet the rising demand.

Additionally, the company has also partnered with Swiggy, Zomato and Dunzo to enable consumers to order food items under the Marico portfolio.

As the economic scenario unfolds, Prabhu believes, sharp decision-making has become more critical than ever. "We are keeping a check on our discretionary spends and finding various ways to optimize cost through cloud-adoption, consolidation, retiring non-critical applications, open-source, start-up solutions, etc. Additionally, we have also collaborated with our business partners to find more efficient ways to manage costs".