



BOROSIL[®]

Driving 6.4% Sales Growth within 15 days

Transforming Sales for One of India's
Premier Homeware Brands

India's premier homeware manufacturer, Borosil has been setting industry standards for over five decades. Known for their innovative glassware, kitchenware, and consumer products, they serve millions of households while commanding significant market share in the premium segment.

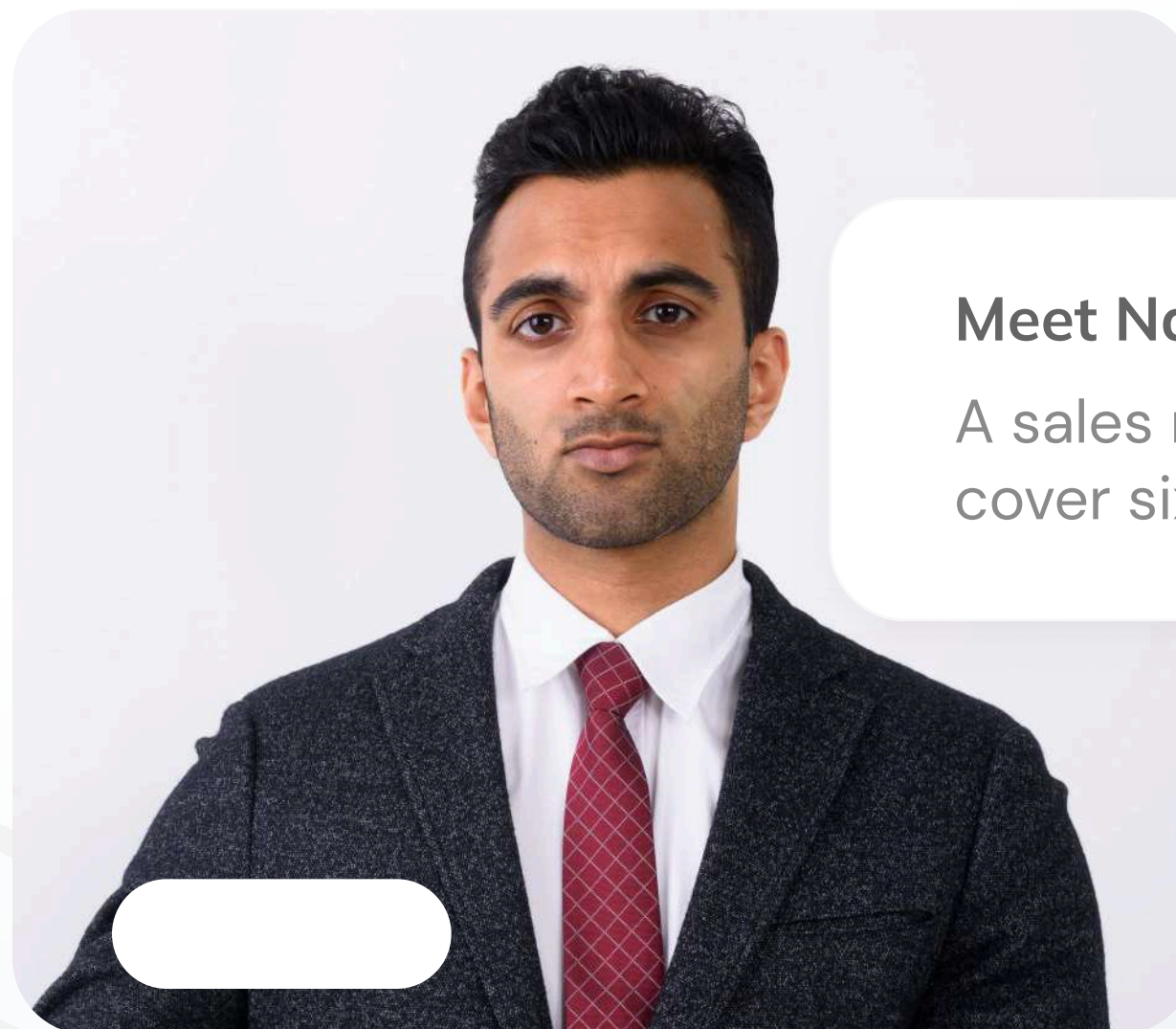
Their extensive distribution network spans across India, supported by a dedicated sales force managing relationships with thousands of retailers.



Challenge

The hardest market to sell in is India due to the sheer amount of diversity found in every block. From languages to culture, everything changes from city to city.

With an extensive catalog of 900+ products and a vast network of retailers, Borosil's sales team faced a critical challenge: how to maximize every customer interaction with personalized product recommendations. The complexity of their product range made it nearly impossible for sales representatives to optimize their pitches for each store.



Meet Narayan

A sales rep targeting to cover six shops today



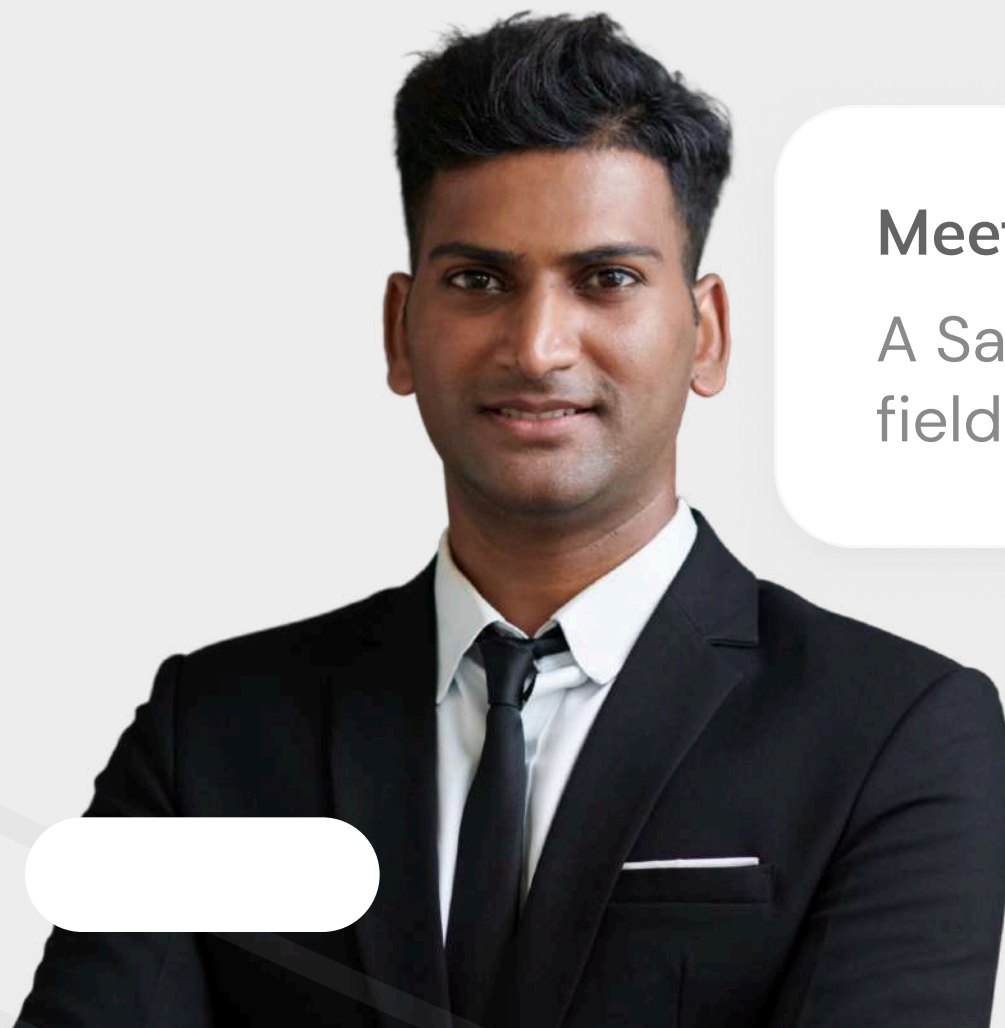
However, the first shop itself **consumed an hour of his time** as the manager was busy tending operations and customers



Not being able to **filter out the right products led to a trial-and-error approach** that wasted time. Relying on gut feeling didn't cut it



Narayan's frustration was palpable. Tailoring his **recommendations for every single shop** with limited time became increasingly difficult



Meet Amit

A Sales Head overseeing 12 field reps across 3 regions



No **real-time visibility** into rep activity visits, outcomes, or time spent per account



Data analysis remains a **time-intensive task**, often taking hours to uncover even basic insights.



Forecasting becomes guesswork when field data is incomplete or outdated



Information Overload

Sales representatives struggled to master details of 900+ SKUs



Inefficient Territory Planning

Difficulty in prioritizing store visits for maximum impact



Time Management

Excessive time spent researching which products to pitch to each store



No access to data

Sales reps operate in silos due to lack of real-time data access and system integration.



Missed Opportunities

Inability to spot cross-selling and upselling possibilities



Delay in insights

Analyzing rep-level performance data takes too long, delaying timely action and feedback.

Smart Product Matching:

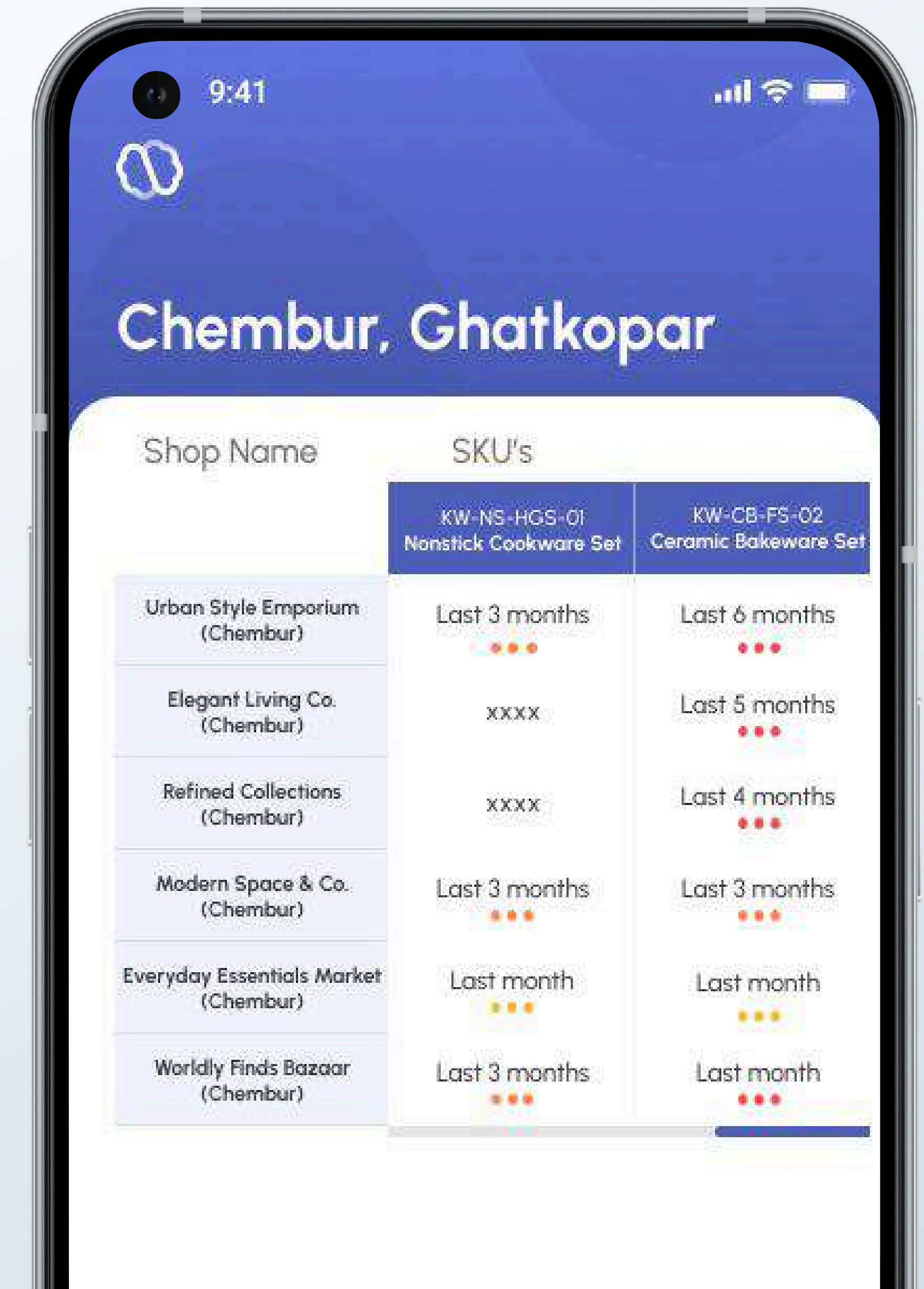
By analyzing historical data, NavAI identifies the most promising products for each store, considering factors like past sales, store demographics, and seasonal trends.

Automated Recommendations:

Sales representatives receive personalized WhatsApp messages with store-specific product recommendations, enabling focused and effective pitches.

Performance Analytics:

Regional managers gain access to detailed performance dashboards, helping them identify coaching opportunities and optimize territory management.



Sales Head

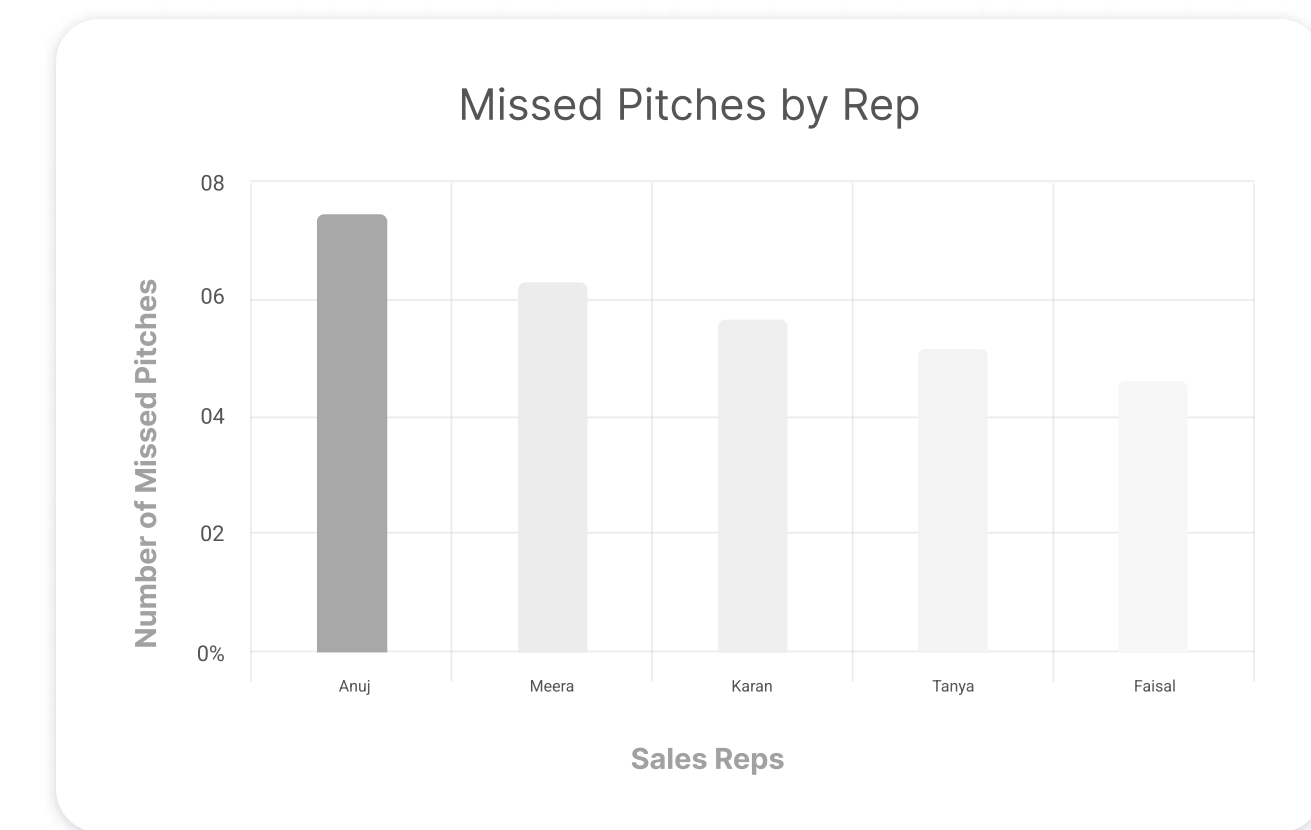
1. Let's say a Sales Head notices that **sales for cookware bundles have dropped** in key retail zones this month.
2. He wants to know which **sales reps haven't been actively pitching** these bundles in their recent store visits.
3. Instead of waiting for hours on a data analysis report, he simply **asks his question** to NavAI
4. NavAI returns data + charts **in seconds**
5. **Shares insight** with teams to address issues.



Which sales reps haven't pitched cookware bundles in the last 2 weeks, and how many store visits did they miss it in?



Reps who haven't pitched cookware bundles in the past 2 weeks



Estimated lost revenue: ₹3.2L across 5 zones

Type here...



Our AI sales assistant analyzes past sales and discrete factors to **forecast the exact** products that will be in demand.

After completing three shops within two hours, Narayan covered eight shops for the day, **33% higher than his target.**

01

Narayan stepped into the first shop and pitched the recommended products. As those were **the exact products out of stock**, he was able to close deals quickly without much to and fro. The manager placed the order and Narayan was free to visit the next shop

02

In the second shop, the manager greeted Narayan and **asked for a stock of 5 microwaves**. Narayan rechecked the **recommendations from our AI assistant** and the **microwave was the first** one on the list

03

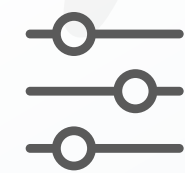
With two shops down, Narayan visited the third one. **He pitched toasters based on the recommendations of our AI assistant.** However, to his surprise, the manager claimed there was no need for toasters. Upon a little nudge, **the manager checked his stock and found toasters to be out of stock.** He immediately placed an order for 12 toasters.

04

Our AI sales assistant **finds hidden trends and patterns** that are usually overlooked by humans. It provides **hyper-personalized upselling opportunities** that are impossible to detect by both sales reps and retailers.



6.4% increase in overall sales



Optimised & efficient store visits



Higher conversion rates on product recommendations



Improved sales team confidence and productivity



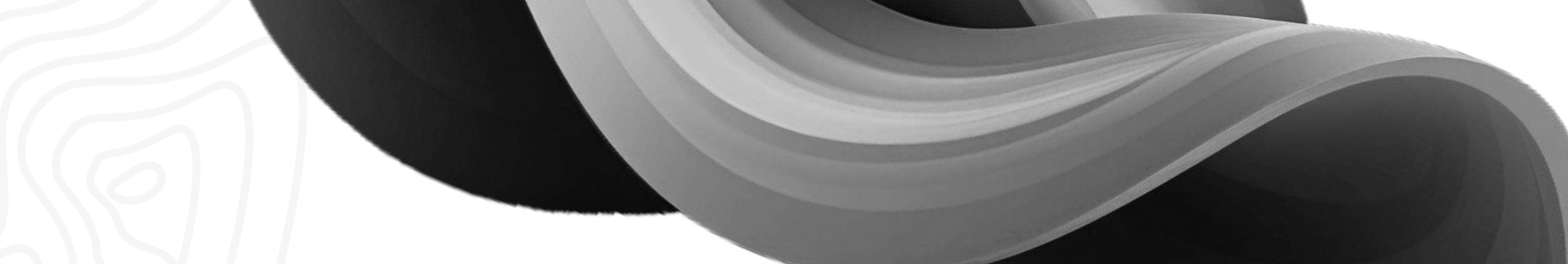
Enhanced data-driven decision making at all levels



Democratize data access to all levels of employees



Enterprise-grade data security with industry-standard protection measures



We're excited to partner with you and show how NavAI accelerates your AI journey—combining predictive intelligence, operational agility, and real-time decision-making. With services like data warehousing, structuring, and integration, NavAI lays the foundation to make your business truly AI-ready.

An AI First Company

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