

Go-to-Market Excellence

Scaling up distribution reach

Expanding Reach and Distribution

We have made significant strides in our Go-to-Market strategy by expanding our reach into untapped markets.

This expansion has been widespread, with penetration into new cities across all regions of India. Additionally, we've added 317 new retail wire distributors and 371 new FMEG distributors, further strengthening our distribution network.

122

Districts identified with untapped potential



Distributor Activation

We have identified large distributors and districts with slow growth rates. To improve sales, we're activating these areas by intensifying our focus and efforts. Our team is committed to achieving better sales and strengthening our presence in these markets.

317

Distributors added in retail wires business during FY23

371

Distributors added in FMEG business during FY23

