



CELEBAL
TECHNOLOGIES

Retail Trade Promotion Optimization

Celebal Tech - Our Specializations and Strengths



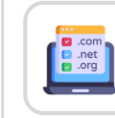
Key Strategic Partnerships



Advanced Specialization



- AI & Machine Learning
- Analytics
- Infra and Database Migration to Microsoft Azure
- Kubernetes
- Cloud Security



Deep Domain Expertise



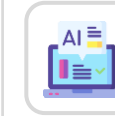
ISD Approved Partner



Azure Open AI industry driven Co-pilots.



ECIF Green+ AMM + Azure Innovate



AI Solutions To Help Retire AI Design Wins



IP Co-sell Partner with Marketplace Transaction and MACC enabled Solutions

3000+
Employees

1500+
Azure Certification

800+
AI Experience Professionals

250+
SAP Experts

Industries We Serve Globally



Manufacturing



Retail & CPG



Financial Services



Energy & Sustainability



Healthcare & Life Sciences

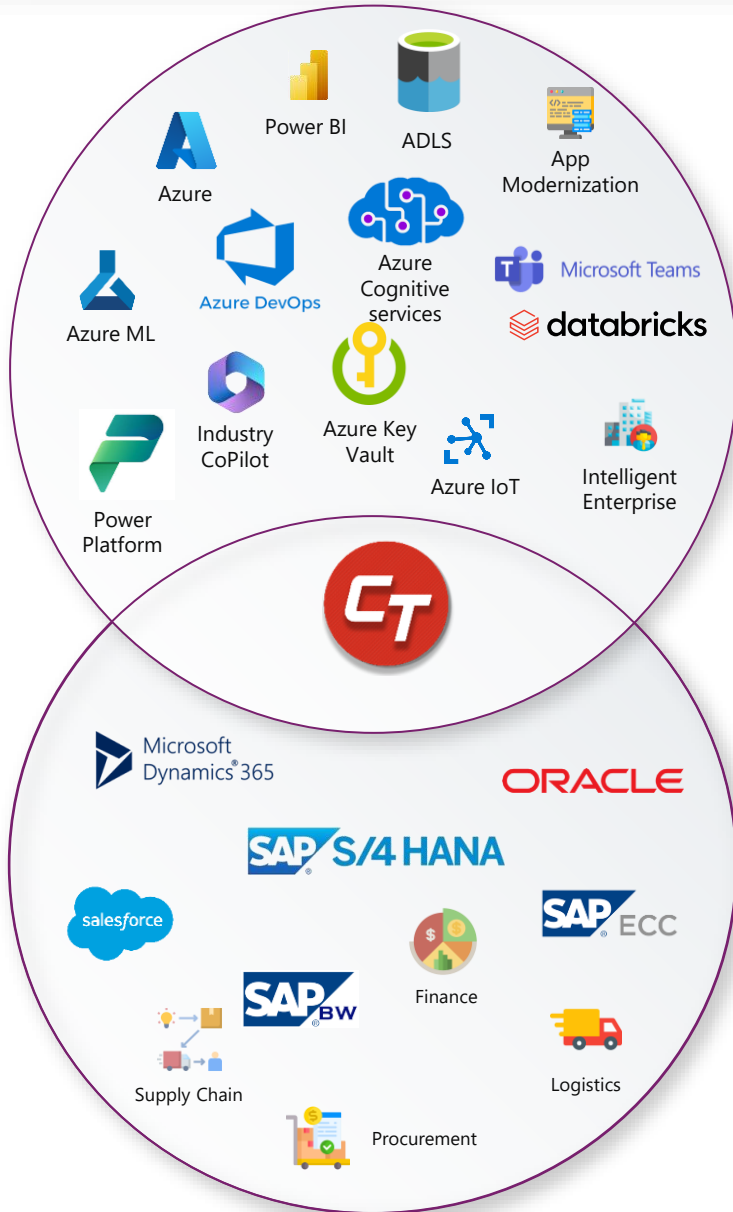


Media & Entertainment

US | INDIA | EUROPE | CANADA | APJ | MIDDLE EAST | AUS



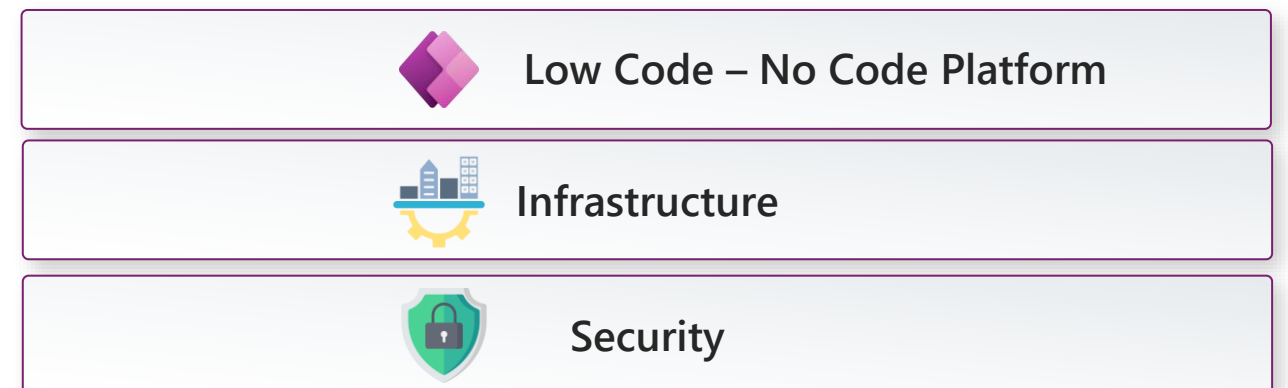
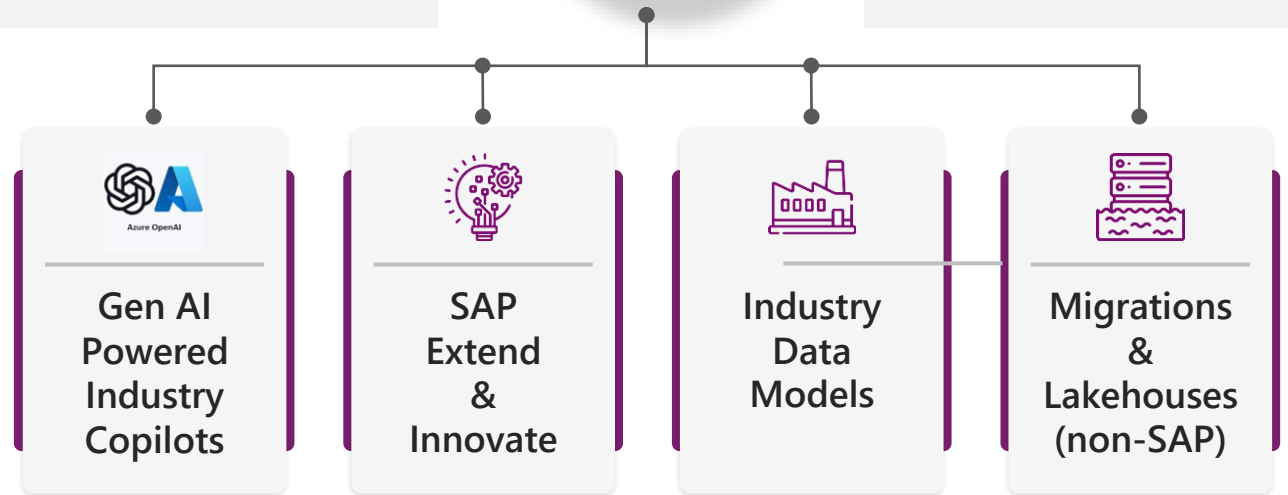
Traditional Enterprise meets Modern Cloud Innovation



- Deep Domain Expertise
- Open AI industry driven Copilots
- Premium Partner for SAP Extend and Innovate
- ECIF Green & Azure Innovate and AMM Cert.



- Partners with Microsoft Research
- IP Cosell Partner with Marketplace Transaction
- MACC enabled Solutions
- ISD Approved Partner



Business Opportunity

- Ineffective promotional strategies
- Suboptimal budget allocation
- Lack of visibility into promotional impact
- Fragmented cross-channel promotion planning



Solution

A comprehensive solution offering advanced analytics to measure effectiveness of Trade Promotions by leveraging historical sales data, customer demographics and external factors providing insights for optimal promotion strategies resulting in improved promotional ROI, increased sales and enhance customer engagement.

Persona Benefits and Value Creation



Marketing Manager

- Data-driven promotion planning
- Enhanced customer engagement through targeted and relevant promotions
- Insights into customer response



Sales Manager

- Enhanced ability to forecast sales based on past promotion data
- Enhanced visibility into promotional impact
- Better alignment between sales targets and promotional activities



Finance Manager

- Accurate budget allocation
- Reduced promotional overspend
- Improved ROI tracking

Solution Features



Promotion Planning & Execution

- AI-driven promotion strategy recommendations
- Optimal discount levels and timelines
- Cross-channel promotion alignment
- Real-time promotion performance tracking



Budget Optimization

- Data-driven budget allocation
- Forecasted ROI for different scenarios
- Automated promotion performance analysis
- Spend efficiency tracking



Impact Analysis & Reporting

- Customer segment-wise promotion impact
- Incremental sales and volume uplift analysis
- Cross-channel promotion performance comparison
- Competitor promotion benchmarking

Customer Key Facts



Implementation Window
~ 10-12 Weeks



Implementation Cost
\$120k

ROI



- 10 to 20 % Increase in Promotional ROI
- 15 to 30 % Reduction in Promotional Overspend
- 20 to 35 % Increase in Customer Engagement

Dashboards



Forecast vs.
Actual Sales
Uplift



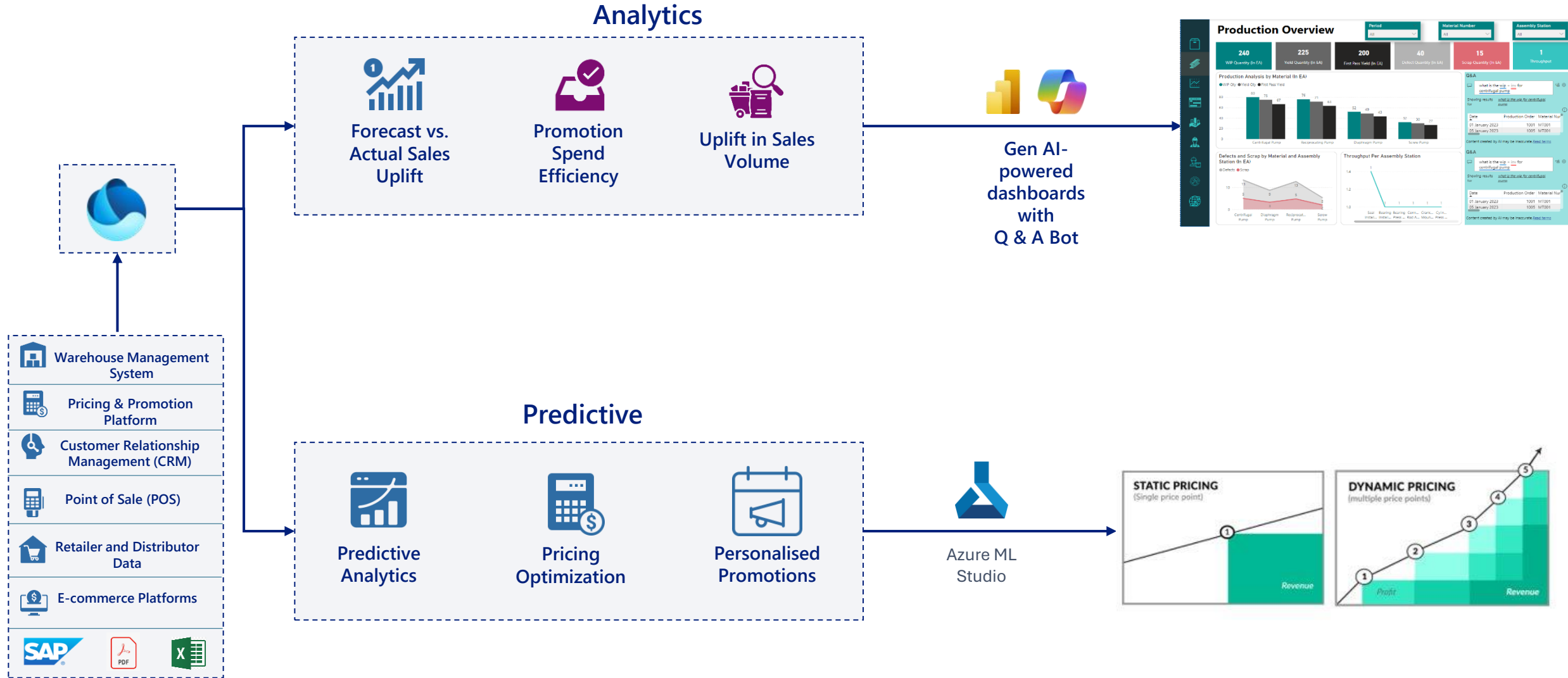
Promotion
Spend
Efficiency



Uplift in Sales
Volume

Data

- | | |
|---|---|
| <input type="checkbox"/> Historical Promotion Data | <input type="checkbox"/> Discount and Rebate Data |
| <input type="checkbox"/> Sales and Revenue Reports | <input type="checkbox"/> Coupon Redemption Data |
| <input type="checkbox"/> Customer Demographics and Segments | |



Analytics Value for Marketing Manager

- Enhanced Ability to Forecast Sales Based on Past Promotion Data
- Increased Visibility into Promotional Impact
- Better Alignment Between Sales Targets & Promotional Activities

KPIs (9)

Actual Sales FY

Actual Sales CY

Growth %

Promotion Sales CY

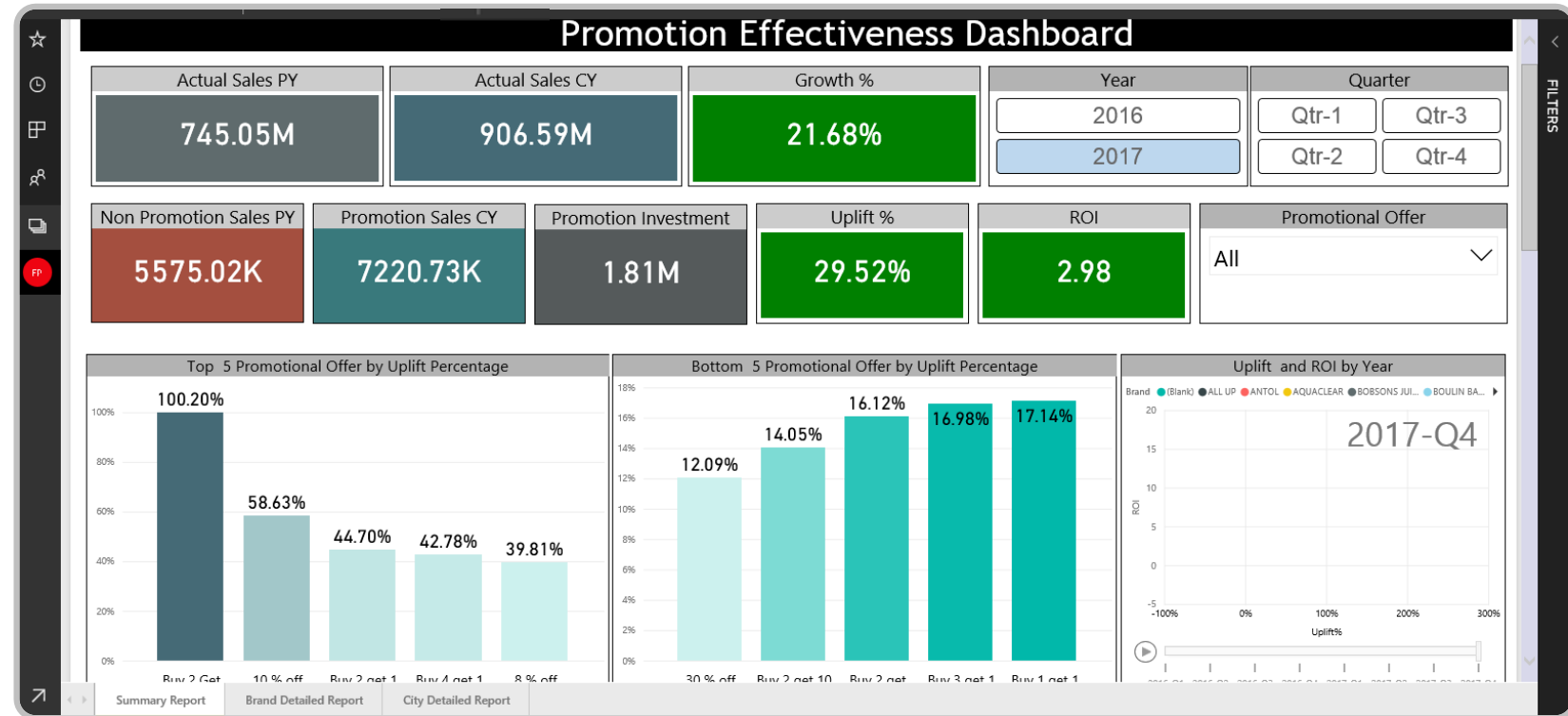
Uplift %

Sales Predicted, Actual Sales & Achievements % by quarter

Primary Sales vs Secondary Sales vs POS Sales

Top 5 States by Actual Sales

Bottom 5 States by Actual Sales



Analytics Value for Marketing Manager

- Effective Budget Allocation
- Reduced Promotional Overspend
- Improved ROI Tracking

KPIs (9)

Promotion Investment

ROI

Secondary Growth

Primary Growth

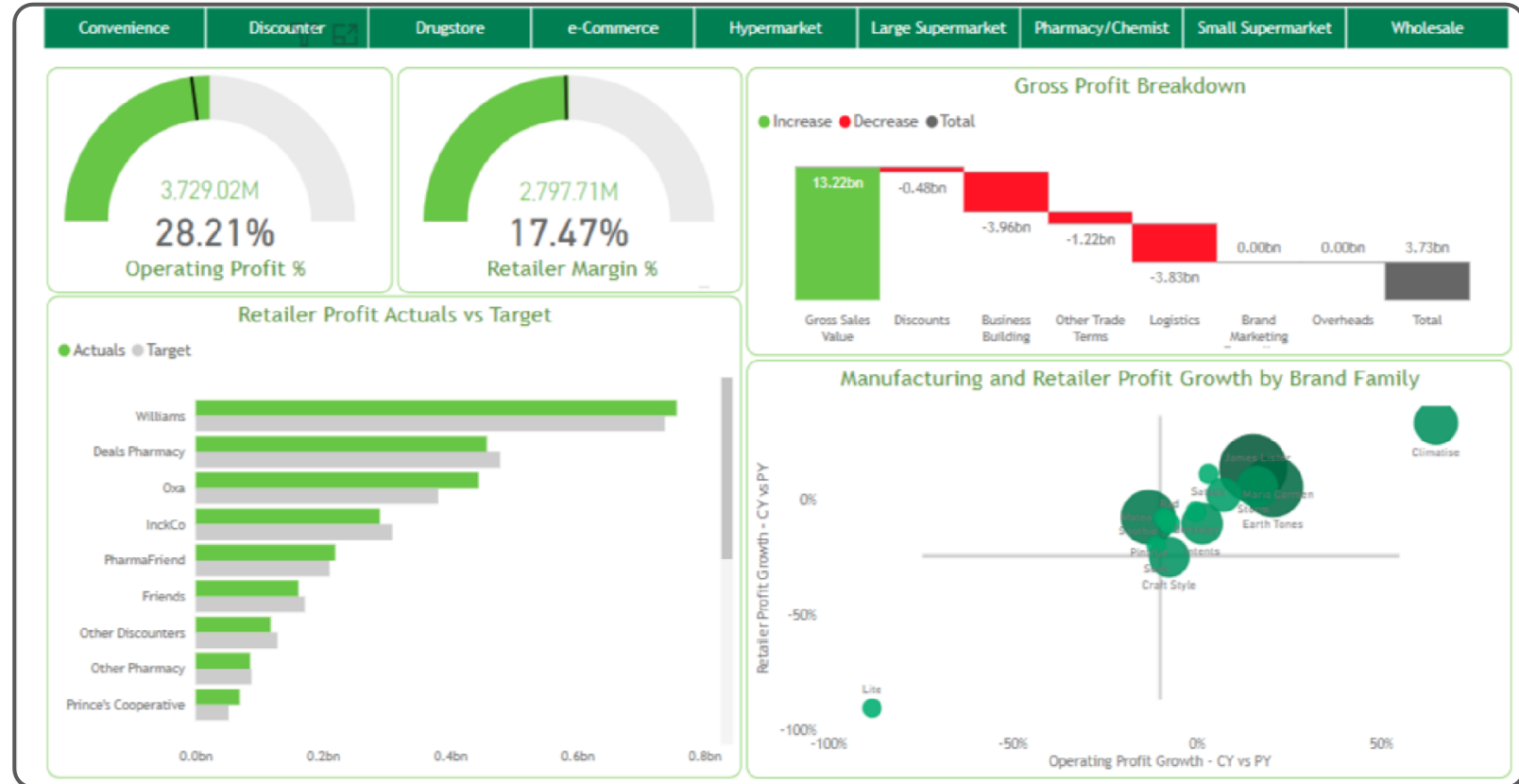
Predicted Sales

BPS

Sales ROI

BCG Matrix

Uplift & ROI by Year





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Thank You