

# D-Ruchi Activation



**COMPANY PROFILE**  
**CASE STUDY – NESTLE OPERATION**

# D-Ruchi Activation



- Started operation in 1996
- Handled Merchandising / Permanent Promoter Manpower activity across West
- Clients / Area / Team Size : HUL / West Rural / 60, HUL / West Urban / 150, Colgate / West / 120, Nestle / Mumbai & Pune / 272, Idea / Pune / 70, Marico / Pune / 40, Nokia / Pune / 21 etc
- Most of the above events are more than 2 year operations

# Case Study – Nestle Operation



- Operation spread: Mumbai & Pune
- Around 272 people working in Mumbai & Pune
- We have sustained the growth in resources with proper supervision / review / achieving deliverable at market place for Nestle.

# Sustainable Growth



- Almost double store coverage every 2 years
- Increasing no of resources was proportionate with no of store every year
- In-house Training and Development, ensure people retention and growth with us



## Diwali Celebration Every Year with the Team



# New TECH – Operations



- HHT operations across Channels of Merchandising: Urban & Rural for
  - Reporting
  - Attendance
  - Live Coverage
  - Real Time Images
  - Effective Plannogram at stores
  - OOS Reporting
  - POS speed to Shelf