



# DATA UNPLUGGED INDIA

ADVANCING CX WITH AI

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# FMCG IS COMPLEX BUSINESS



**30L+ Kirana Stores**  
**20K Modern Trade**



**30K Salesrep**



**3000+ Distributors**



**10K Delivery Agents**



**3000+ HUL Field Force**



# USING AI TO EMPOWER KIRANAS

## Emerging channels at play



### Problem area for retailer:

Low footfalls

Want to attract customer

## EmPOWER our RETAILER



### Hyper-personalised ad

**Celebrity Credibility**



## POWER to Customize



Language



Brands



Discount



Home Delivery

## What did we **Achieve**

Lakhs of videos generated

**Top of Mind Recall**

**Increased footfall** at Stores

Positive Feedback

# CONTENT THAT CONVERTS USING AI

~1L

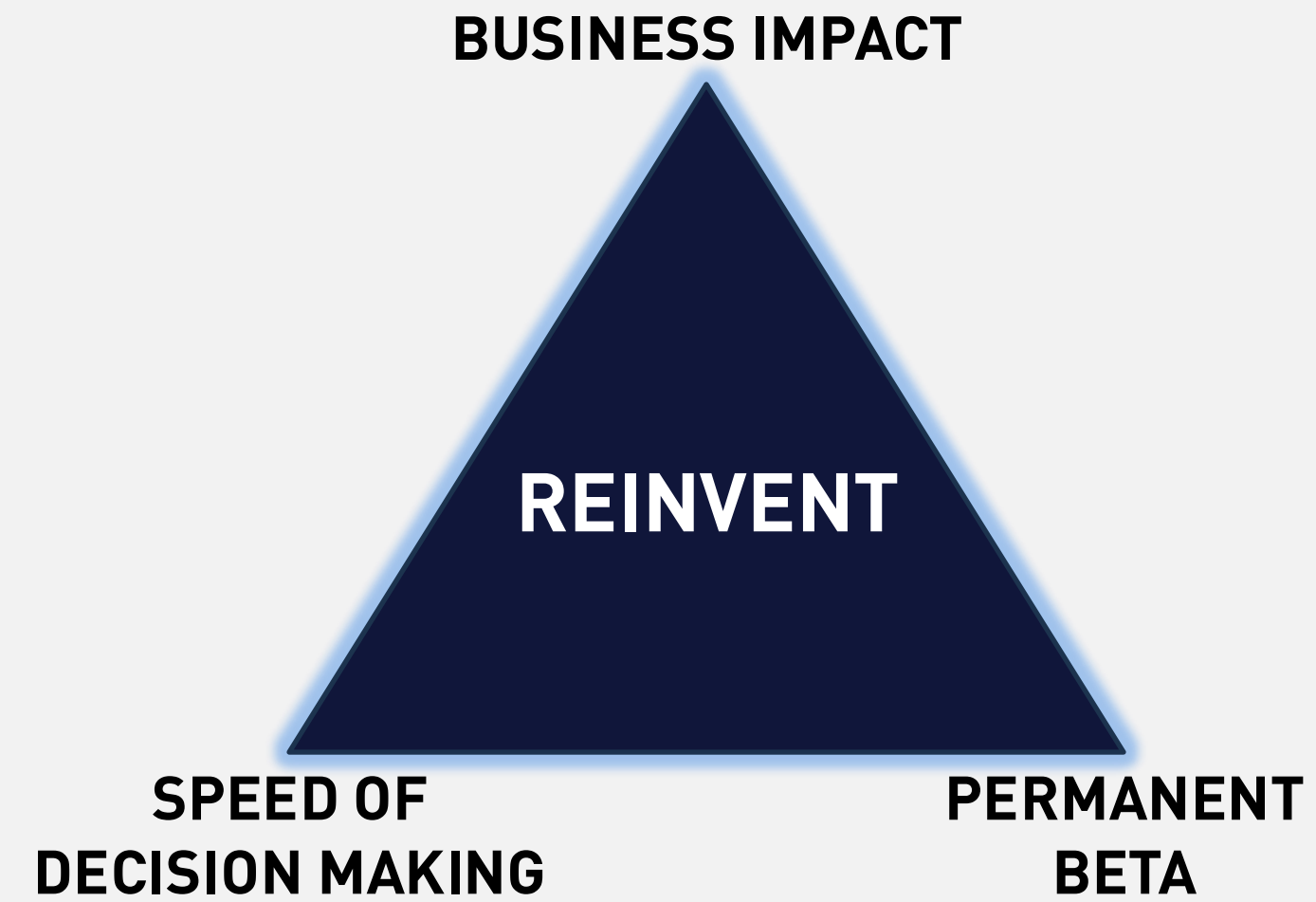
Content assets we  
produce every month



## Visual content Pre-testing - Gen-AI

- AI & APIs to delayer each creative on 80+ element
- Hygiene Check, Scoring and Annotation
- Gen AI content recommendation for better SEO

# KEY PRINCIPLES





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THANK YOU

