

FOR PACKAGED FOOD, SWEETS, NAMKEEN & SNACKS MANUFACTURERS

From recipe to retail shelf: one system for every batch, label and channel.

Indian food and snack brands win on taste, freshness and reach, and lose margin in the gaps between recipe sheets, the factory floor, distributors and the accounts team. Prabandh, an ERP with built-in product lifecycle management, closes those gaps on one data model, so every batch you make can be costed, tested, labelled, traced and sold with confidence.

EXHIBIT 1 The FMCG operating squeeze: where margin leaks today

1 Recipe cost drift Ingredient prices move weekly; recipe costs kept on spreadsheets do not. Scrap, pack sizes and festive hampers blur the true margin of each SKU.	2 Shelf-life and compliance risk Short-life products, FSSAI labelling, MRP rules and lab certificates. One wrong label or expired dispatch costs brand trust.
3 Channel sprawl Distributors, modern-trade EDI orders, quick commerce, franchise counters and your own online shop, each with its own price, scheme and paperwork.	4 Festive volatility Diwali and the wedding season can make the year. Forecast, capacity and raw-material plans must be one plan, not three.

EXHIBIT 2 Prabandh runs the full food value chain on one ledger

01 Plan S&OP runs that link demand forecast, plant capacity and raw-material demand into one festive plan.	02 Develop Recipes, versioned BOMs with approval, gift hampers, specifications and live recipe costing.	03 Source RFQs, purchase orders, goods receipt with incoming quality checks and supplier performance.
04 Make & assure Production orders, batch release through a lab gate, certificates of analysis and QC records.	05 Store & ship Multi-godown stock, lots and FEFO, shelf-life by channel, FSSAI labels and the dispatch gate.	06 Sell & account Every channel, GST and e-invoicing, and a double-entry ledger that closes the loop on cost.

ERP + PLM Product and plant on one data model	Built for India GST, e-invoice and FSSAI built in	Web-based Factory, office and field on one login	Modular Start where it hurts, add as you grow
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