

FOR DISTRIBUTORS, WHOLESALERS AND BRANDS SELLING THROUGH TRADE

Every order, scheme and rupee owed, from beat to bank, in one system.

Indian distribution runs on thin margins and long credit. Field visits, principal schemes, counter sales, collections and GST usually sit in different books, and the gaps between them are where margin and cash disappear. Prabandh Sales & Distribution puts the whole trade cycle on one ledger, so you can grow volume without losing control of schemes, credit or service.

EXHIBIT 1 The distribution squeeze: where margin and cash leak today

1 Scheme leakage

Principal schemes are worked out in spreadsheets and claimed late, or never. A wrong slab quietly gives margin away.

2 Credit that runs ahead of cash

Receivables stretch while credit limits live in a salesman's memory and reminders depend on someone finding the time.

3 Thin field visibility

Which outlets were visited, what they ordered and which beats are under-covered are answered by phone calls, not data.

4 Promise versus delivery

Orders book fast, but part deliveries, back-orders and returns blur what each customer actually received, and when.

EXHIBIT 2 Prabandh runs the full demand-to-cash cycle on one ledger

01 Cover

Territories, beats and outlet routes, journey plans and visit logs for every field salesman.

02 Order

Enquiries, quotations with revisions and sales orders, tracked line by line in a live order book.

03 Fulfil

Stock across godowns, delivery challans with dispatch and delivered dates, and e-way bills.

04 Bill

GST and e-invoices with a credit check at billing, and scheme benefit accrued as each invoice posts.

05 Collect

Receipts, advances and TDS on receivables, with staged overdue reminders sent to customers.

06 Settle & review

Returns and credit notes, scheme claims to the principal, OTIF and the trade scorecard.

Playbook-led

8 value chains, 48 processes, 178 tasks mapped

Built for India

GST, e-invoice and e-way bill built in

One ledger

Every document posts to the books as it is made

Controls by design

Role scoping, approvals, period locks

Six capability pillars for running a trade business with control

EXHIBIT 3 What Prabandh does, and what it is worth to you

Order to cash - Enquiry, quotation with revisions, order, invoice - Line-level order book with late-delivery alerts - Channel price lists, sales BOMs, recurring invoices Benefit · One version of every order, from first enquiry to cash in the bank.	Field force & coverage - Beats, outlet routes, journey plans and visit logs - Trade KPIs and a scorecard per salesman - Agent commission accrued and settled from invoices Benefit · Cover more outlets with the same team, and pay commission on facts.
Trade schemes & claims - Slab schemes per line, invoice or period - Accrued at invoicing, reversed on cancels and returns - True-up and principal claims, claimed vs. settled Benefit · Claim the principal-funded scheme money you are owed, on time.	Credit, collections & cash - Credit limit enforced when an invoice is raised - Receipts, advances, bulk receipts and TDS - Staged overdue reminders sent automatically Benefit · Lower receivable days without slowing the sales team down.
Counter, loyalty & online shop - Counter POS: split tenders, drawer counts, offline sync - Loyalty programmes with earn and redeem - Online shop on your own domain, with offers Benefit · Serve retailers, walk-ins and online buyers from one stock.	Delivery, compliance & accounts - Challans with dispatch and delivered dates; OTIF - GST, e-invoice and e-way bill; GSTR-1 and 3B - Credit notes and every document posted to the GL Benefit · Ship on promise and file on time, with stock and books in step.

EXHIBIT 4 Where the value shows up, and how to measure it

Value lever	How Prabandh enables it	KPI to track
Scheme recovery	Automatic accrual, true-up and claim tracking	Claimed vs. accrued; days to settle
Working capital	Credit check at billing, reminders, advances	Receivable days; overdue %
Coverage	Beats, journey plans and visit logs	Outlet coverage; visits completed
Service level	Per-line order book, OTIF from challan dates	Customer OTIF %; open order value
Gross margin	Customer prices, scheme cost and margin reports	Margin after schemes, by customer

Walk your trade cycle through a live demo

Beat, order, scheme, invoice and collection, mapped to our 178-task implementation playbook.

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