



**Leading FMCG Company  
Utilises Procol's ProOptimise  
Suite to Achieve 3% Direct  
Cost Savings**



# Overview

The client is a fast-growing FMCG company with an annual turnover of over INR 2600 Cr. The client exports to 60+ countries worldwide and has established itself as one of India's Most Trusted Brands.

Despite being one of the fastest growing businesses, the client lacked transparency across their INR 130 Cr packaging material procurement and sought to modernise their processes. The client wanted an end-to-end solution to redefine their buying process and lower overall procurement costs, and subsequently turned to Procol.

## Challenges

- Escalating procurement costs
- Scattered data and lack of centralised platform for day-to-day operations
- High turnaround time for quote approval and negotiation

## Solutions

- Implemented Procol's Pro-Optimise Module to achieve cost savings through multiple levers
- Aggregated data onto a centralised Procol platform to enable smart spend analysis and track purchase activity across business verticals
- Generated customizable reports to help the client evaluate their procurement process's efficiency
- Conducted online negotiations on Procol platform to reduce TAT (Turnaround Time) by 70%

## Impact

- Generated substantial savings of over INR **2 Cr** (3%) in just 1 year
- PO to award TAT decisions reduced from **6-7 days to 24-48 hours**
- Optimised spending worth INR **130 Cr** by implementing online negotiation events

# Future Roadmap

- **Multi-layer approval flow** with notifications during the live event for internal team communication.
- **Contract digitization** and management to manage existing contracts centrally and receive regular updates on renewals and pending deliveries
- **Vendor discovery** to explore more vendors for your respective categories at a single place
- **Collation, categorization, and management** of spend to improve visibility and achieve better cost savings

## About Procol

Procol® solutions support the marketplace for modern business, creating frictionless exchanges between thousands of buyers and suppliers across the entire source-to-contract process. Our market-leading solutions enable companies to simplify collaboration with their trading partners, make smarter business decisions, and extend their collaborative business processes with an open technology platform. More than \$1 billion in commerce has taken place via our network. To learn more about Procol solutions and the transformation they are driving, visit [www.procol.io](http://www.procol.io)



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