

India's one of the largest retailers gains significant price competitiveness using **Sciative's** AI-powered dynamic pricing platform **BRIO**.



COMPANY PROFILE

The company is an Indian retail chain of consumer electronics and durables run, a subsidiary of fortune 500 company. Its product range covers more than 500 products across the electronics and consumer durable categories. Presently, they have a total of 190 offline stores in 32 cities in India

ISSUE THAT COMPANY WAS FACING

The company has relied heavily on traditional processes for competitive pricing and research. To gain a better understanding of the competitive landscape, they were manually searching and comparing products on the competition. This process could take up and hours. Furthermore, by the time the competitive pricing list was put into production, 30% to 40% of the SKUs would be out of stock or discontinued, and the lengthy process would start all over again.

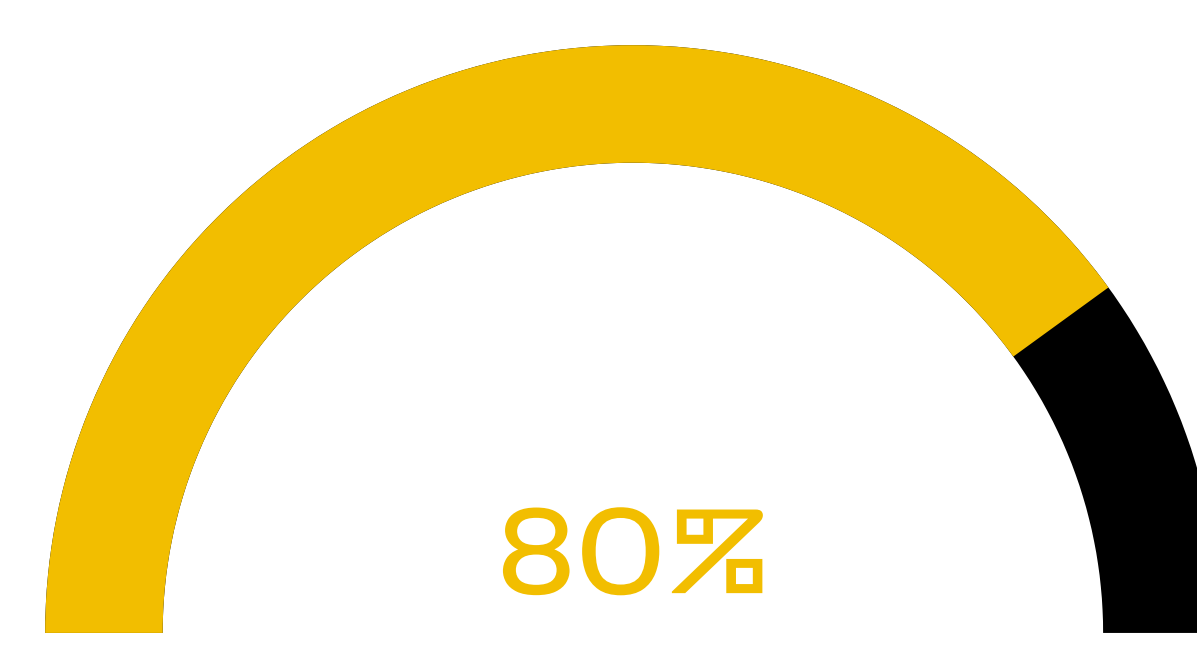
SOLUTION BY SCIATIVE

- Deployed pricing intelligence algorithm for setting optimum prices against the competition
- Track advance inventory sourcing and planning of supply chain by providing visibility into products missing from the catalog
- Accurate Positioning Real-time insights on positioning products based on the client's product offerings vs the competition
- Planning & Control Real-time, data-driven decision-making by aligning pricing with that of the competition.

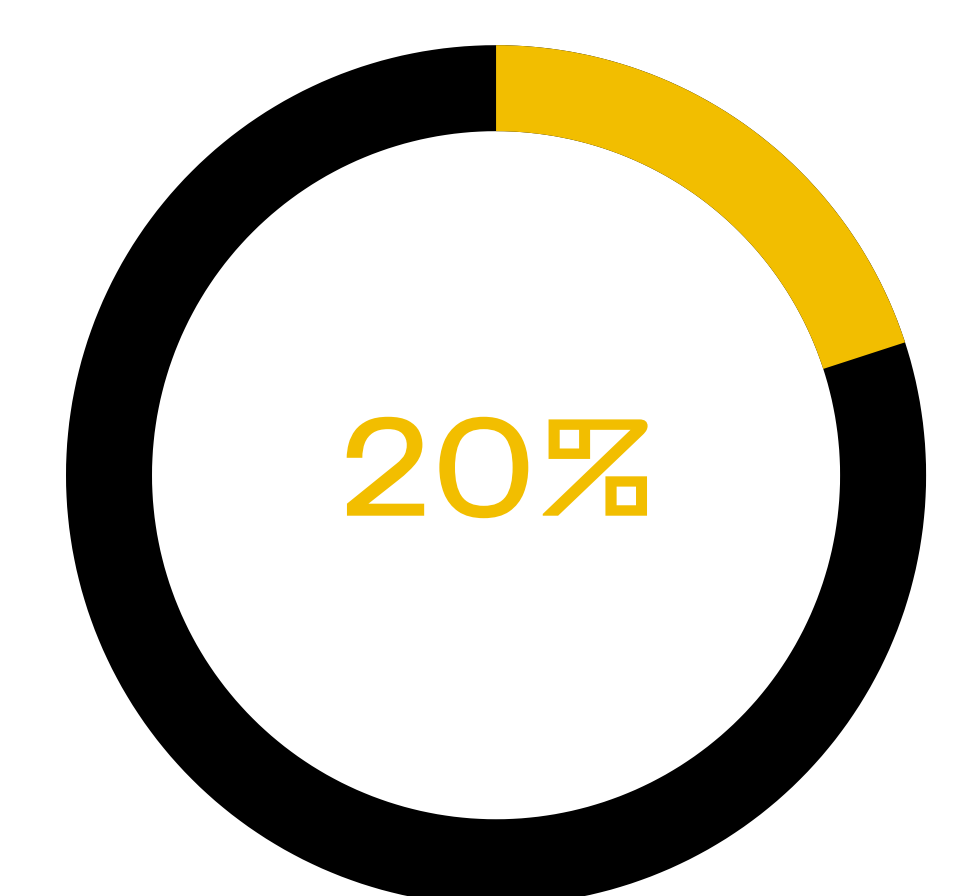
RESULTS DELIVERED BY SCIATIVE



Improvement in profit margins across product categories.



Reduction in manual efforts and Improvement in efficiency.



Of human resources were redeployed to other projects