

SALES AND SUPPLY CHAIN MANAGEMENT: A CASE STUDY APPROACH WITH REFERENCE TO AACHI MASALA PVT. LTD.

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Abstract: This paper explores the integrated dynamics of sales and supply chain management with a focused case study on Aachi Masala Pvt. Ltd., one of the leading Indian spice brands. The objective is to analyze how a structured and efficient supply chain contributes to the firm's market penetration, competitive pricing, and consumer reach. Through a qualitative case study approach, the research highlights key strategies, operational models, and challenges in the supply chain and how they influence sales outcomes. The findings offer insights into best practices for FMCG companies operating in emerging markets.

Keywords: Aachi Masala, Sales Management, Supply Chain, Case Study, FMCG, Inventory, Distribution Strategy

I. INTRODUCTION

The success of any FMCG company, particularly in the food segment, largely depends on its ability to manage sales channels and a robust supply chain. Aachi Masala Pvt. Ltd., established in 1995, has become a household name in India, known for its wide range of spices and instant mixes. The company's rapid growth is attributed to its agile supply chain and sales strategy that reaches rural and urban markets efficiently. This paper aims to dissect Aachi's business processes, focusing on its supply chain and sales framework.

II. OBJECTIVES OF THE STUDY

- To understand the sales and distribution model adopted by Aachi Masala Pvt. Ltd.
- To analyze the supply chain network from procurement to delivery.
- To identify the key factors influencing Aachi's success in the Indian FMCG sector.
- To suggest improvements and innovations in current practices.

III. METHODOLOGY

This study adopts a **qualitative case study approach**, using:

- Primary data from interviews with supply chain professionals and distributors.
- Secondary data from company reports, journals, market analysis, and supply chain literature.
- Observational data and insights from retail channels and logistics partners.

IV. COMPANY OVERVIEW: AACHI MASALA PVT. LTD.

- **Founded:** 1995 by Mr. A. D. Padmasingh Isaac
- **Headquarters:** Chennai, Tamil Nadu, India
- **Product Range:** Over 200 products including spices, instant mixes, and ready-to-cook foods.
- **Market Presence:** India and 30+ countries abroad
- **Distribution:** Over 4000 distributors and 10 lakh+ retail outlets ISSN (P) 23942394--15881588

V. SUPPLY CHAIN MANAGEMENT AT AACHI**A. Procurement Strategy**

- Sourcing of raw materials directly from farmers.
- Strict quality control measures at procurement level.

B. Manufacturing and Processing

- Multiple production units across Tamil Nadu and other states.
- Use of automated packaging and hygiene control.

C. Warehousing and Inventory

- Central and regional warehouses.
- Use of ERP systems for inventory control and demand forecasting.

D. Distribution Network

- Tiered distribution: Company > Super Stockists > Distributors > Retailers.
- Strong last-mile delivery mechanisms, especially in rural areas.

VI. SALES AND MARKETING STRATEGY

- Aggressive rural marketing campaigns.
- Use of vernacular language advertising.
- Promotions through cooking shows, events, and TV commercials.
- Localized pricing and SKU variety for different demographics.

VII. CHALLENGES IDENTIFIED

- Logistical challenges in remote areas.
- Managing perishable inventory.
- Competition from unorganized spice sectors.
- Demand forecasting during festival seasons.

VIII. SUGGESTIONS FOR IMPROVEMENT

- Greater adoption of AI/ML for demand forecasting.
- Expansion of cold chain logistics.
- Partnership with e-commerce platforms for direct-to-consumer sales.
- Enhancing distributor training programs.

IX. CONCLUSION

Aachi Masala Pvt. Ltd. offers an exemplary model of supply chain and sales synergy in the FMCG sector. Its success lies in customizing strategies for local markets, investing in logistics, and maintaining product quality. The case provides valuable lessons for similar companies looking to scale in complex markets like India.