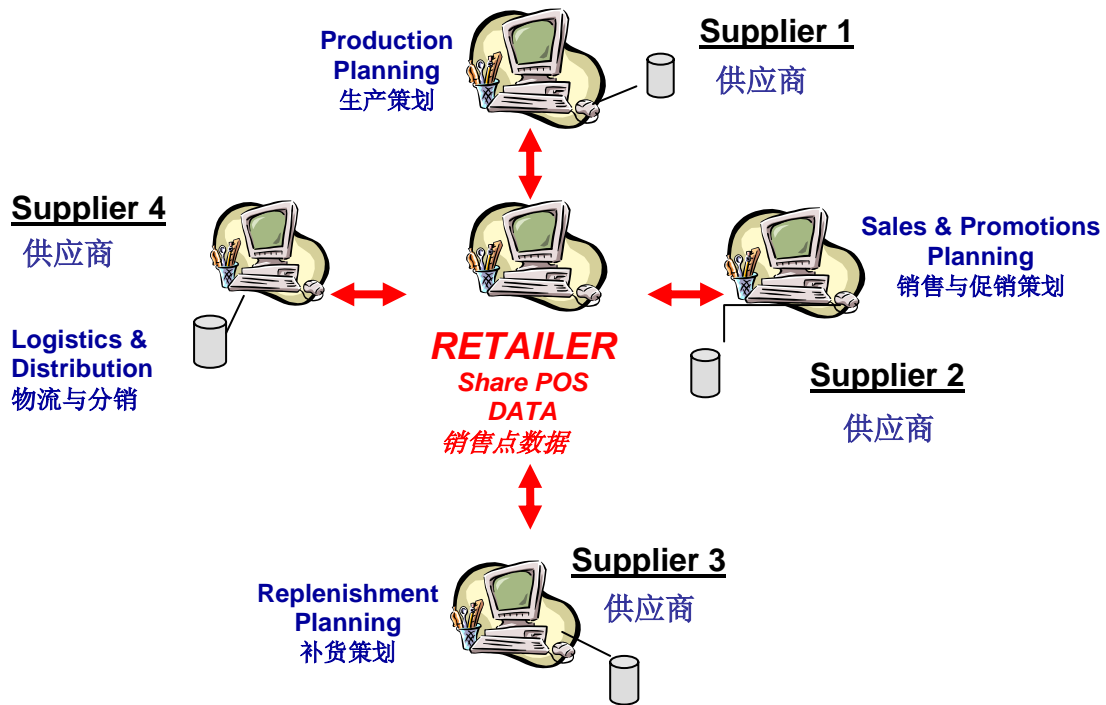


FACT SHEET

Collaborative Planning, Forecasting and Replenishment is a global business practice in the retail/fast moving consumer goods industry that is championed by global players like Proctor & Gamble, Tesco and Wal-Mart. It entails exchange of data like sales and inventory status to enable collaborative activities such as joint product sales planning, sales promotion management and replenishment planning. For more information, refer to www.cpfr.org



Benefits of CPFR

- Lower inventories
- Shorter replenishment times
- More efficient production
- Better insight into demand



- Fewer stock-outs
- Lower inventories
- More effective promotions
- Better customer service

- Right product
- Right place
- Right time
- Satisfied and loyal