

# Formalising Workforce: End-to-End Management of 3000+ DSRs PAN India

## ABOUT CLIENT

The client is one of the leading FMCG companies in India. The company has five product segments namely Household Insecticides, Soaps, Hair Colours, Liquid Detergents and Air Fresheners with annual revenue of INR 12,000+ crores.



**3000+**  
Associates  
Managed



**20**  
Profiles Hired &  
Managed



**28**  
States &  
8 UTs



**100%**  
Compliances  
Adhered



## THE CHALLENGES

- DSRs did NOT receive benefits from formal employment - social security benefits
- High attrition and Low Productivity
- Lack of headcount transparency and control impacting the sales severely.



## Tailored Solutions for Client

**Formalising DSRs**  
Across 300 distributors

**Ghost Employees & Pilferage Control**  
Higher transparency & control on headcount

**Productivity Boost with Tech**  
Technology powered processes

**Processing Payrolling & Incentives**  
Timely and accurately with social security benefits

**Attrition Control**  
Lower rehiring and retention costs

**Dedicated Implant**  
For day-to-day associate care and resolution



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