

---

CASE STUDY

# SHEETAL COOL PRODUCTS

Ahmedabad, Gujarat, India

---

**Sheetal**

# OUTLINE OF TOPICS

## WHAT WE'LL DISCUSS

---

- About Company
- Project Overview
- Pain Points
- Solution
- Facts & Figures
- Result
- Project Timeline
- Solution Look Over
- Contact Us

---

**THINK ABOUT IT:**

**With Citta's HRMS and CRM, our  
efficiency and distributor  
management improved drastically!**

---

---

# ABOUT SHEETAL GROUP

Sheetal Cool Products Ltd stands as a prominent force among the rapidly expanding FMCG companies in the nation. They are a renowned milk and frozen food manufacturer and distributor with an extensive network of retailers and distributors. As the company grew, managing employee data, distributor relationships, and sales tracking became increasingly difficult, necessitating a centralized HRMS & CRM solution.

PROJECT

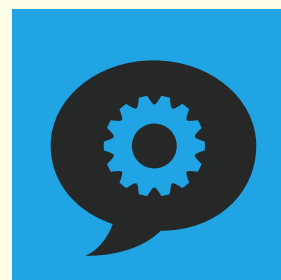
# OVERVIEW

Sheetal Group struggled with manual payroll management, ineffective distributor tracking, and unstructured sales data. Citta implemented a custom HRMS for payroll automation and an integrated CRM to enhance distributor communication and sales monitoring, leading to improved operational efficiency and business growth.

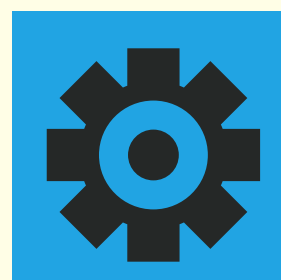
# PAIN POINTS FOR SHEETAL COOL PRODUCTS



Manual payroll processing – Time-consuming and error-prone salary calculations.



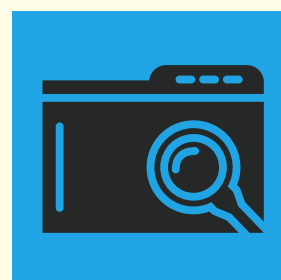
Distributor management inefficiencies – No structured data tracking.



Unorganized sales tracking – Lack of a centralized sales system.



No real-time reporting – Slow decision-making due to outdated data.



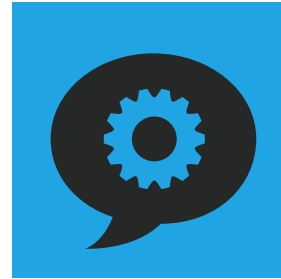
Lack of communication tools – Difficulty in tracking distributor interactions.

# OUR SOLUTIONS

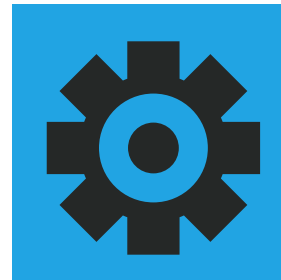
## FOR SHEETAL COOL PRODUCTS



Automated HRMS payroll module - Improved accuracy and processing speed.



CRM implementation for distributors - Streamlined relationship management.



Sales data tracking system - Centralized order and performance tracking.



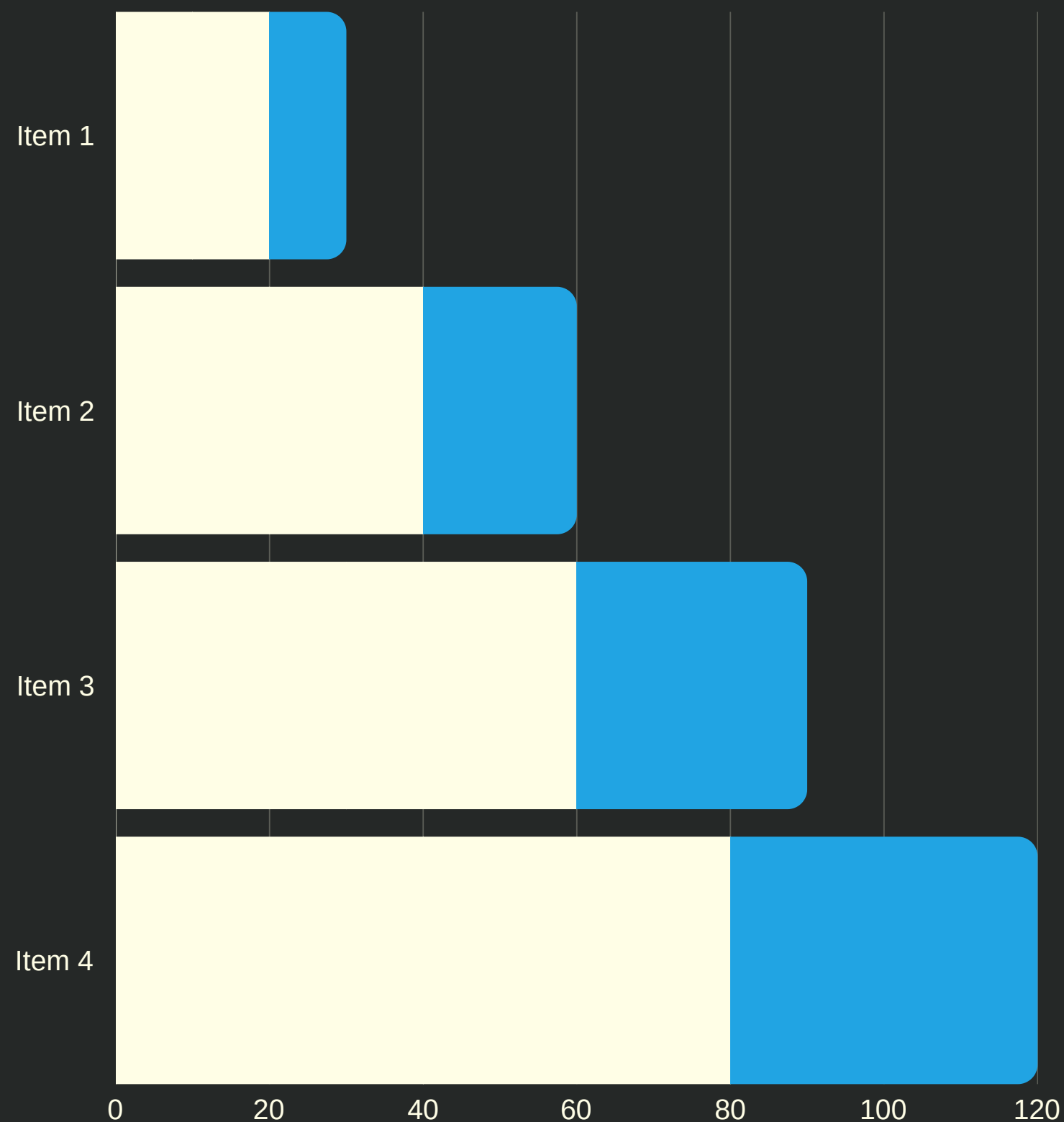
Real-time reporting dashboard - Faster decision-making insights.



Distributor communication tools - Enhanced engagement and collaboration.

# FACTS & FIGURES

- **35%** faster payroll processing using automation.
- **30%** improvement in distributor engagement through CRM.
- **20%** better sales tracking with centralized data.
- **25%** increase in workforce efficiency.





**IMPROVED  
DISTRIBUTOR  
COMMUNICATION.**

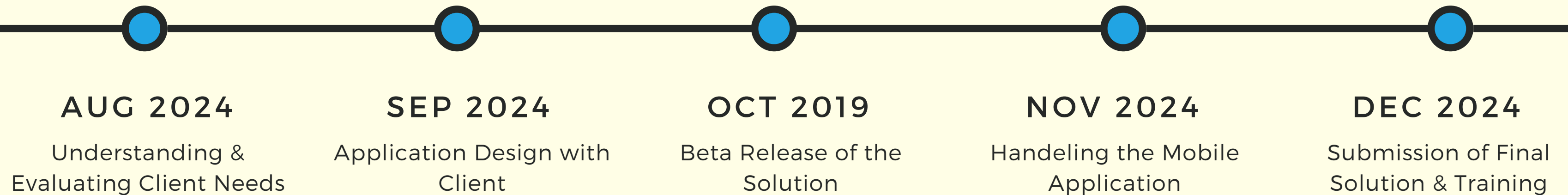
---

**BETTER  
WORKFORCE  
MANAGEMENT.**

---

# SHEETAL COOL PRODUCTS TIMELINE

## A 5-MONTH JOURNEY



# Solution Look Over

Sheetal
WESTGATE  
01-04-2024 - 31-03-2025
1:18 PM
Citta Admin

My Desk

HRMS

CRM

Setting

Work Force 

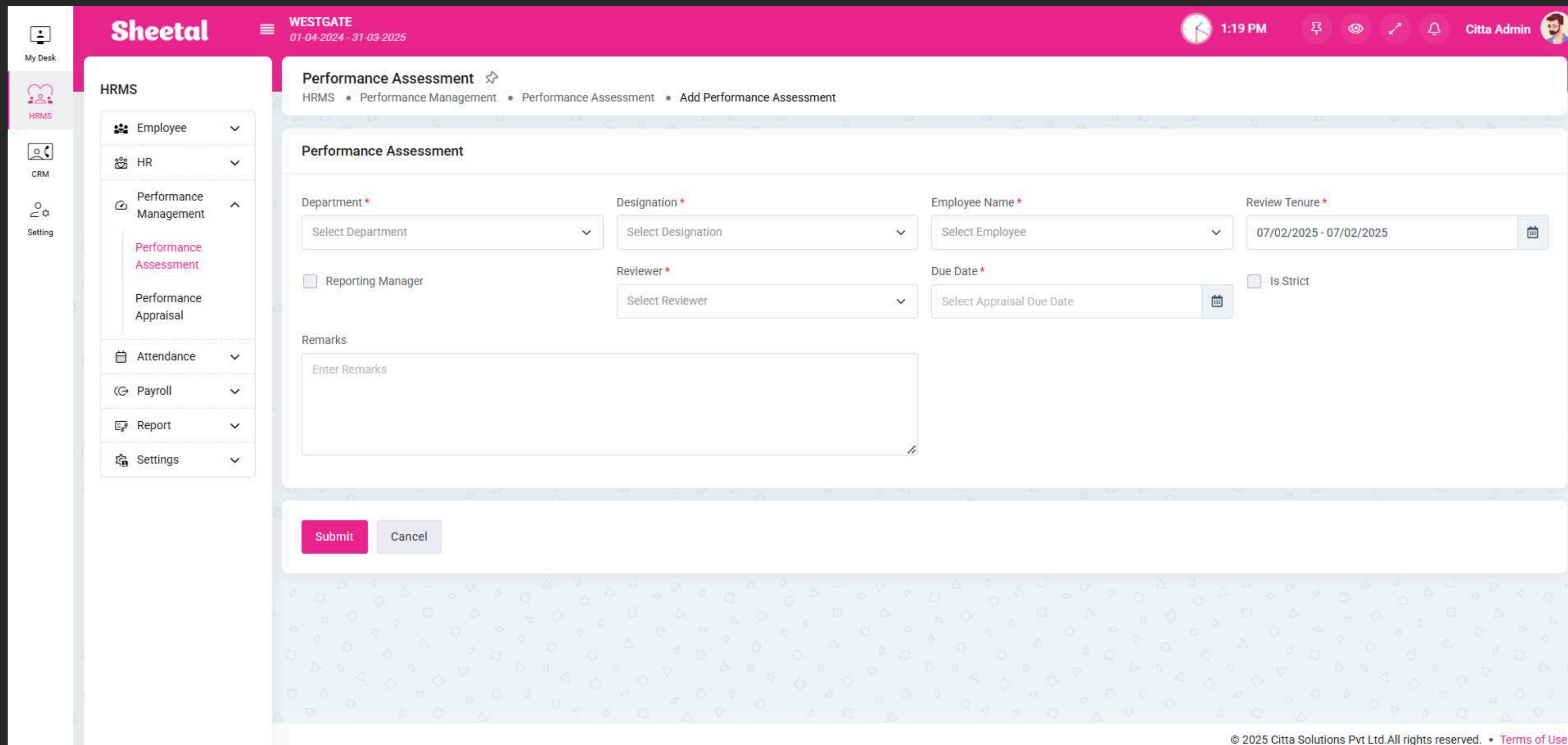
Search...

+ ADD

HRMS • Employee • Work Force

SR#	EMPLOYEE NAME	EMPLOYEE ID	DEPARTMENT	REPORT TO	JOINING DATE	PROBATION END DATE	CONTACT DETAILS	STATUS	ACTION
1	<b>Bhavik Nai</b> <small>Back Office Administrator</small>	00176	Administration		01 Jan 2025		9785970686 Bhaviknai486@gmail.com	<span style="color: #ff0000;">●</span>	
2	<b>Kanisha Rakeshbhai</b> <small>Social Media Manager</small>	00175	Sales & Marketing		01 Jan 2025		9727831480 kanisharshah@gmail.com	<span style="color: #ff0000;">●</span>	
3	<b>Zakeeuddin Mohammad</b> <small>Sales &amp; Marketing Officer</small>	00174	Sales & Marketing		01 Dec 2024		7569465051 mmohdzakeeuddin@gmail.com	<span style="color: #ff0000;">●</span>	
4	<b>Pradeep Kumar</b> <small>Sales &amp; Marketing Officer</small>	00173	Sales & Marketing		01 Dec 2024		9914800749 pardeepkhanna047@gmail.com	<span style="color: #ff0000;">●</span>	
5	<b>Ravinder Saund</b> <small>Regional Sales Manager</small>	00172	Sales & Marketing		01 Dec 2024		9814959349 saundravinder@rediffmail.com	<span style="color: #ff0000;">●</span>	
6	<b>Neeraj Chaurasia</b> <small>Area Sales Manager</small>	00171	Sales & Marketing		01 Dec 2024		7987774915 nvicky39@gmail.com	<span style="color: #ff0000;">●</span>	
7	<b>Pratik Gavali</b> <small>Sales &amp; Marketing Officer</small>	00170	Sales & Marketing		01 Dec 2024		9284993514 pratik.gavali24@gmail.com	<span style="color: #ff0000;">●</span>	
8	<b>Pankaj Dumbre</b> <small>Sales &amp; Marketing Officer</small>	00169	Sales & Marketing		01 Dec 2024		9356792627 dumbrepankaj@gmail.com	<span style="color: #ff0000;">●</span>	
9	<b>Abhishek Pradhan</b> <small>Sales &amp; Marketing Officer</small>	00168	Sales & Marketing		01 Dec 2024		9776557455 Abhishekpradhan0505@gmail.com	<span style="color: #ff0000;">●</span>	
10	<b>Somnath Ojha</b> <small>Area Sales Manager</small>	00167	Sales & Marketing		01 Dec 2024		7848099623 ojhasomanathctc@gmail.com	<span style="color: #ff0000;">●</span>	

# Solution Look Over

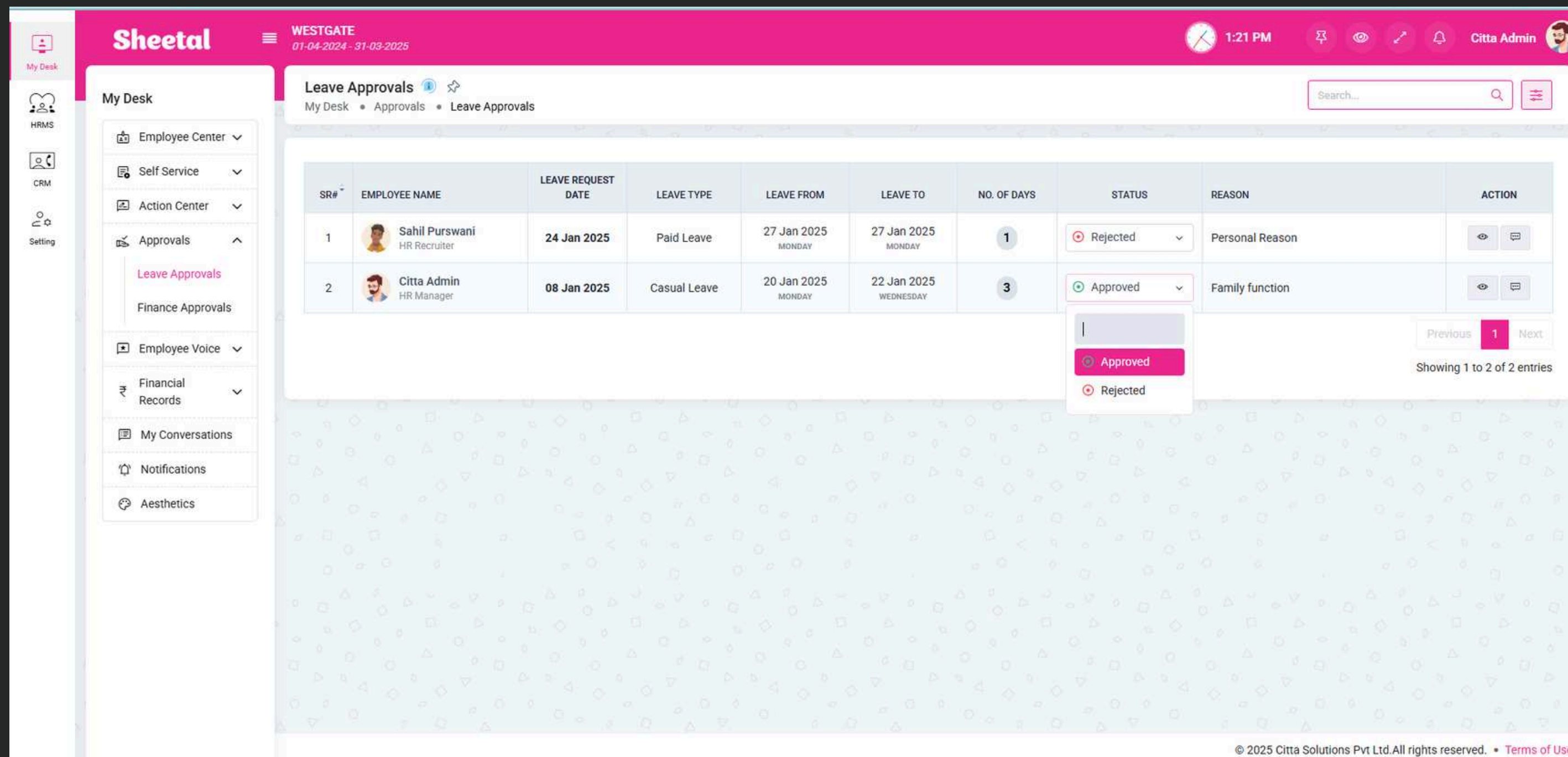


The screenshot displays the 'Performance Assessment' form within the Sheetal HRMS application. The interface includes a top navigation bar with the company name 'Sheetal', a user profile 'Citta Admin', and a clock showing '1:19 PM'. A left sidebar contains a menu with categories like 'My Desk', 'HRMS', 'CRM', and 'Setting'. The main content area shows the 'Performance Assessment' form with the following fields:

- Department \***: Select Department (dropdown)
- Designation \***: Select Designation (dropdown)
- Employee Name \***: Select Employee (dropdown)
- Review Tenure \***: 07/02/2025 - 07/02/2025 (calendar icon)
- Reporting Manager
- Reviewer \***: Select Reviewer (dropdown)
- Due Date \***: Select Appraisal Due Date (calendar icon)
- Is Strict
- Remarks**: Enter Remarks (text area)





At the bottom of the form, there are 'Submit' and 'Cancel' buttons. The footer contains the copyright notice: © 2025 Citta Solutions Pvt Ltd. All rights reserved. • Terms of Use

# Solution Look Over



**Sheetal** WESTGATE 01-04-2024 - 31-03-2025 1:21 PM Citta Admin

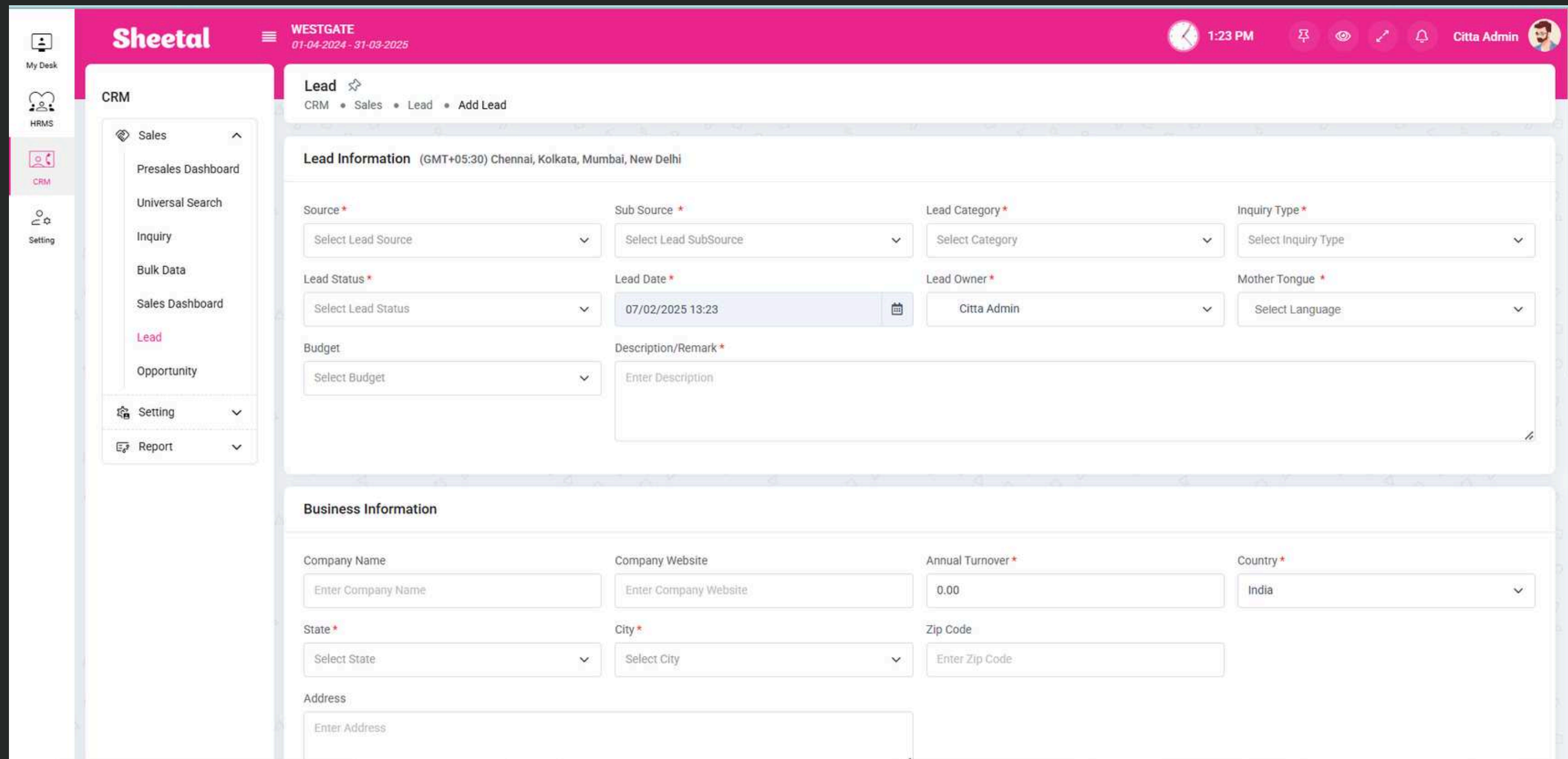
My Desk • Approvals • Leave Approvals

SR#	EMPLOYEE NAME	LEAVE REQUEST DATE	LEAVE TYPE	LEAVE FROM	LEAVE TO	NO. OF DAYS	STATUS	REASON	ACTION
1	Sahil Purswani HR Recruiter	24 Jan 2025	Paid Leave	27 Jan 2025 MONDAY	27 Jan 2025 MONDAY	1	Rejected	Personal Reason	 
2	Citta Admin HR Manager	08 Jan 2025	Casual Leave	20 Jan 2025 MONDAY	22 Jan 2025 WEDNESDAY	3	Approved	Family function	 

Showing 1 to 2 of 2 entries

© 2025 Citta Solutions Pvt Ltd. All rights reserved. • [Terms of Use](#)

# Solution Look Over



**Sheetal** WESTGATE 01-04-2024 - 31-03-2025 1:23 PM Citta Admin

**CRM**

- Sales
  - Presales Dashboard
  - Universal Search
  - Inquiry
  - Bulk Data
  - Sales Dashboard
  - Lead**
  - Opportunity
- Setting
- Report

**Lead** CRM • Sales • Lead • Add Lead

**Lead Information** (GMT+05:30) Chennai, Kolkata, Mumbai, New Delhi

Source \*  Sub Source \*  Lead Category \*  Inquiry Type \*

Lead Status \*  Lead Date \*  Lead Owner \*  Mother Tongue \*

Budget  Description/Remark \*

**Business Information**

Company Name  Company Website  Annual Turnover \*  Country \*

State \*  City \*  Zip Code

Address

# Solution Look Over

Sheetal
WESTGATE  
01-04-2024 - 31-03-2025
1:24 PM
Citta Admin

CRM

- Sales
- Presales Dashboard
- Universal Search
- Inquiry
- Bulk Data
- Sales Dashboard
- Lead
- Opportunity

Setting

Report

**Nilesh Prajapati** 🇮🇳🌐

nileshprajapati@outllok.com

1754785214 📞

Ahmedabad, Gujarat, India

Franchise Inquiry

NA

**Follow Up Date - 24 Dec 2024 10:00 AM**

Created On: 24 Dec 2024 10:00 AM

Follow Up Type: Ringing

Priority: Ringing

Next Followup date: 24 Dec 2024 10:00 AM

Subject: Ringing (24-12-2024 10:00:34)

Description: Ringing (24-12-2024 10:00:34)

Assign To: Citta Admin

Outcome

ringing

Next Follow Up
Convert to Oppotunity
Close Lead

**Follow Up Activities**

**Follow Up Overdue**

Follow-up Date: 24 Dec 2024 10:00 AM

Actual Follow-up Date: 07 Feb 2025 13:23 PM

Ringing

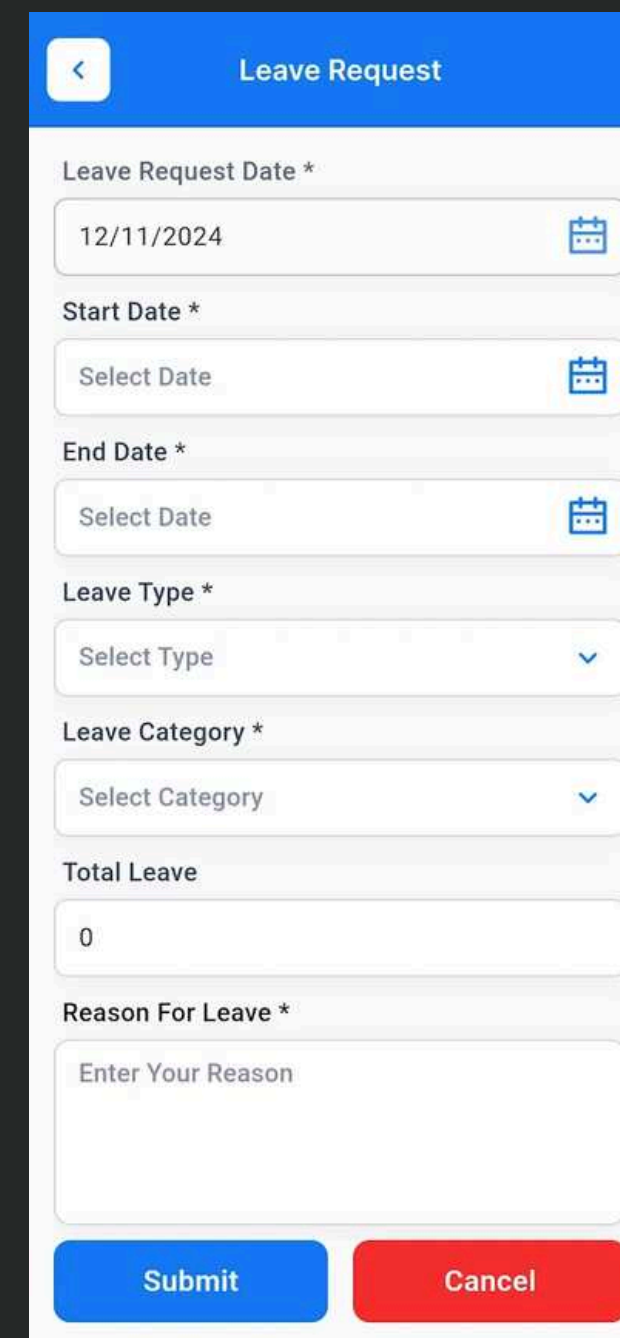
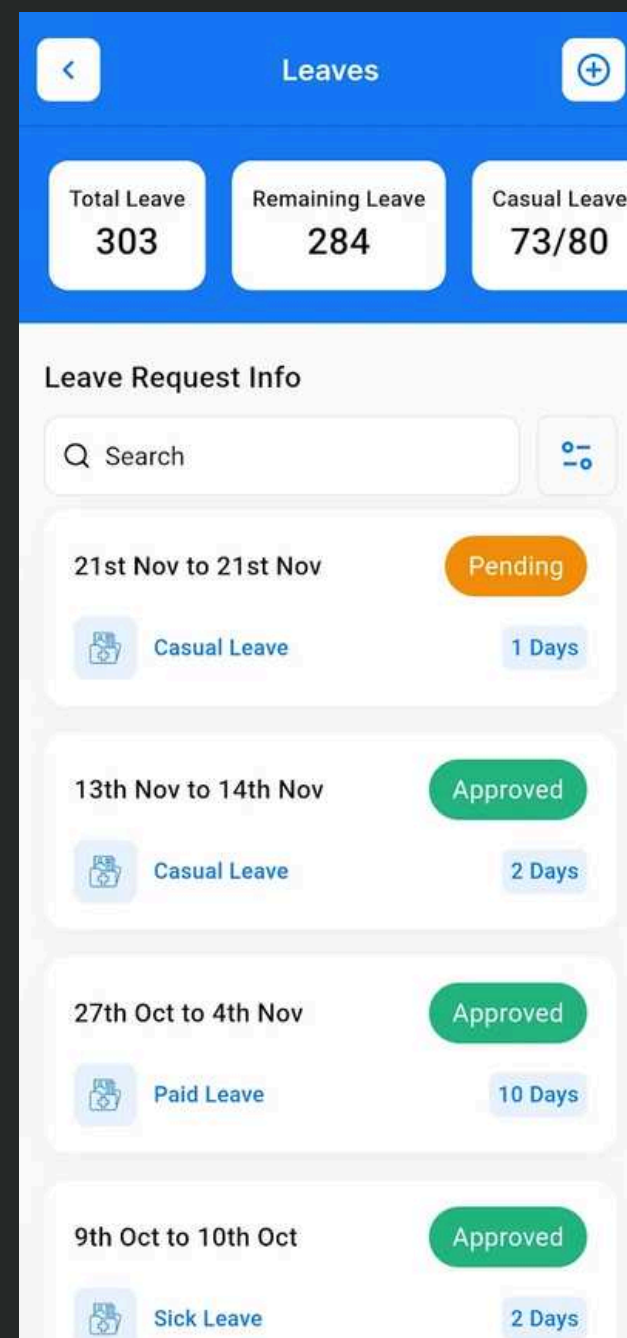
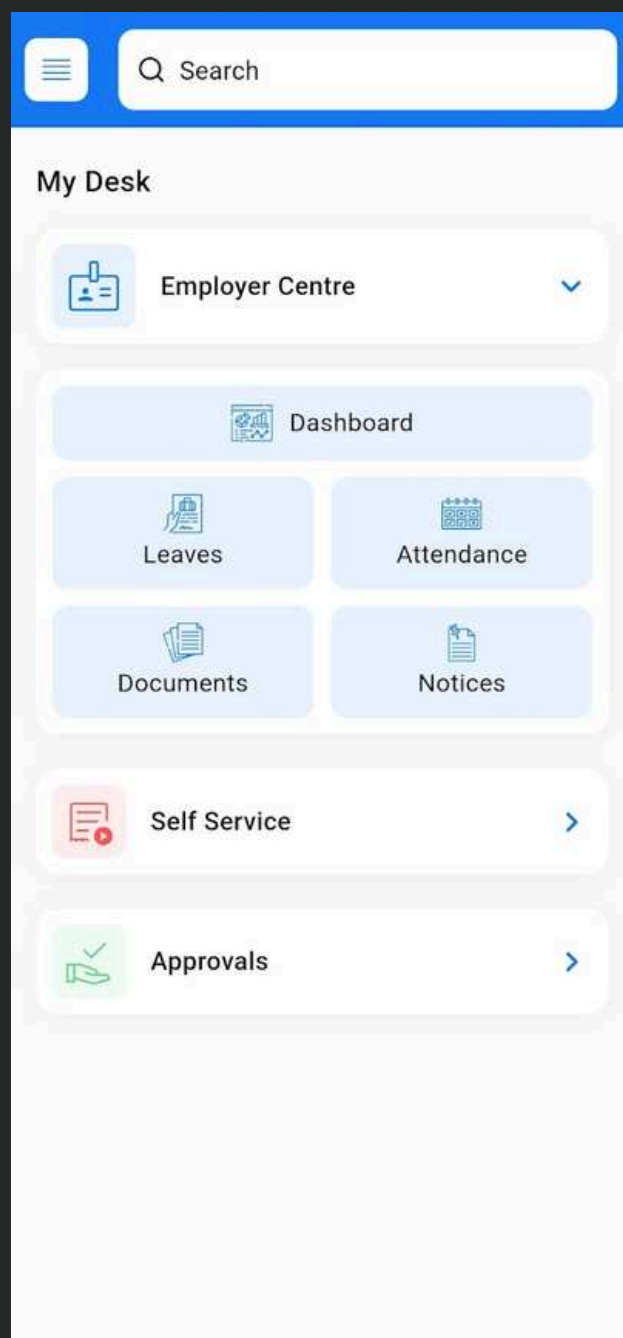
Ringing (24-12-2024 10:00:34)

**Inquiry Assigned**

Citta Admin

Tuesday, 24 Dec 2024 10:00 AM

# Mobile App Look Over





# CONTACT US

FOR QUESTIONS, COMMENTS,  
AND MORE INFO

---

## ADDRESS

#911, Times Square  
Arcade, Opp. Rambaug, Nr.  
Ravija Plaza, Thaltej-Shilaj  
Road, Thaltej. Ahmedabad-  
380059.

---

## PHONE

+91 79 4107 6111  
+91 79 4899 1546  
+91 81 4029 7820

---

## EMAIL

[business@cittasolutions.com](mailto:business@cittasolutions.com)

---

## WEBSITE

[www.cittasolutions.com](http://www.cittasolutions.com)

