



Routes.NXT

Revolutionizing FMCG distribution through intelligent mobile technology

About Routes.NXT



Routes.NXT is a comprehensive mobile application designed specifically for Wholesale and Retail FMCG Companies - enabling business owners, managers, and in-charges to efficiently assign, track, and manage products such as food, water, oil & gas, and hardware, with ease and accuracy.

The application streamlines day-to-day operations by providing real-time visibility into product movement, sales activities, and distribution routes, enabling organizations to optimize their supply chain and field operations. With user-friendly features for task assignment, route planning, inventory monitoring, and performance tracking, Routes.NXT empowers organizations to reduce manual effort, improve accountability, and make data-driven decisions.



 CHALLENGE

The Problem

Lack of Proper Tracking

Wholesalers and retailers struggle with inadequate tracking and management systems for drivers and goods, leading to inefficiencies and lost visibility across the supply chain.

Cash Flow Challenges

Managing cash inflow and outflow remains a persistent struggle, with manual processes creating bottlenecks and reducing financial transparency for business owners.

Rising Operational Costs

Operational expenses continue to climb as businesses lack the tools to optimize routes, reduce waste, and improve overall efficiency in their distribution networks.

Our Solution

A comprehensive mobile application where owners and in-charge personnel of FMCG products can transform their operations through intelligent automation and real-time insights.



Tracking & Management

Complete visibility into driver locations and goods movement with real-time tracking and comprehensive management tools.



Driver Booking

Book drivers from other transport companies seamlessly when your own drivers are unavailable, ensuring uninterrupted operations.



Custom Reports

Generate detailed reports on routes and cash flows based on your specific requirements and preferences.



Field Operations

Drivers can place new orders and add customers directly from the app, streamlining field operations and capturing opportunities instantly.

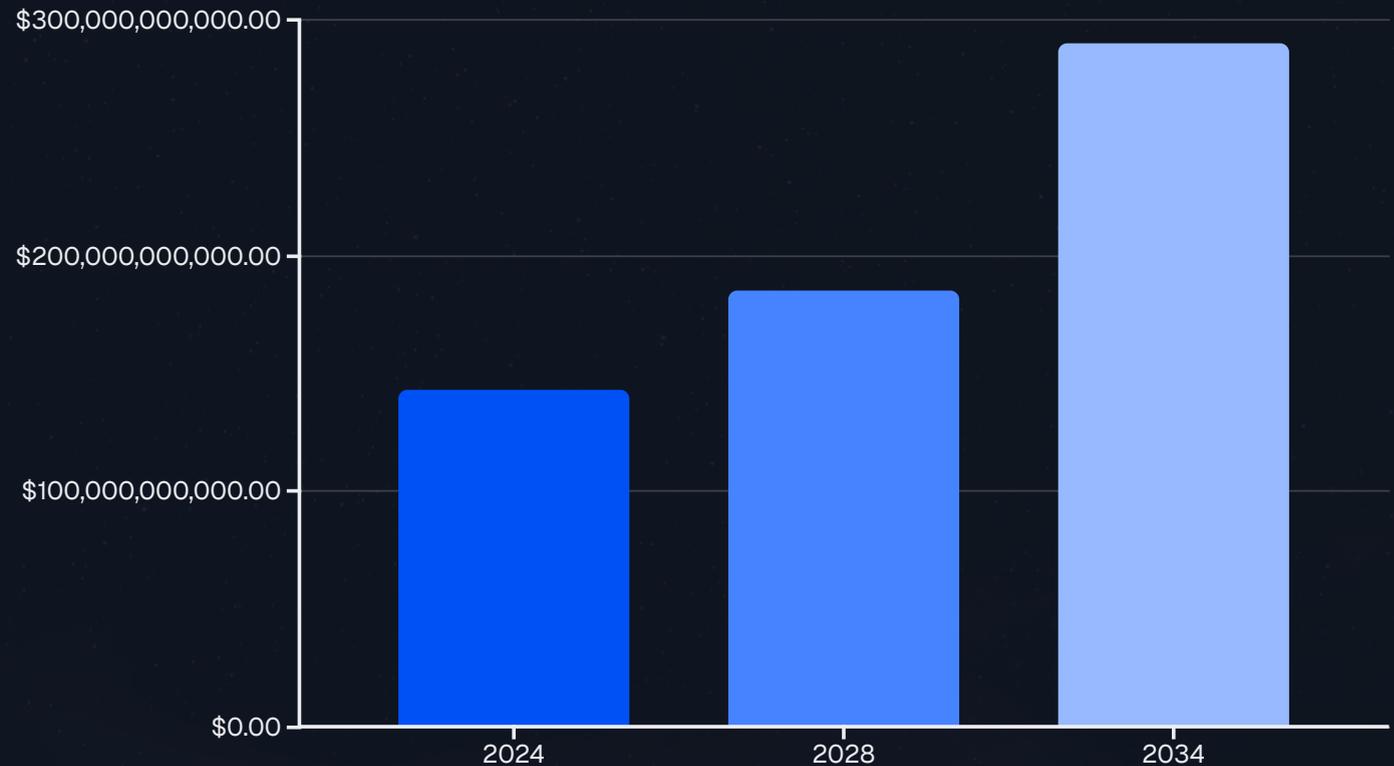
Market & Size

India FMCG Market Overview

The Indian FMCG market presents a massive opportunity for Routes.NXT, with substantial growth projections and significant employment impact across the sector.

- India FMCG Market Size was valued at **USD 142.91 Billion in 2024**
- The FMCG Industry has grown at a Compound Annual Growth Rate (CAGR) of **7.15%**
- Projected to show a CAGR of **8.3% through 2034**
- The FMCG Sector accounts for approximately **5% of total factory employment in India** according to the India Brand Equity Foundation (IBEF)

This robust market growth, combined with the sector's significant employment footprint, creates an ideal environment for Routes.NXT to scale and capture market share across wholesale and retail FMCG operations.





MILESTONES

Journey So Far

1

2021: Initial Recognition

Idea shortlisted for Capital Café's 2021 initial sector-wise pitching, validating the market need and business concept.

2

2021: Innovation Grant

Received Cat 3 Innovation Grant by IEDC, KSUM, 2021, providing crucial early-stage funding and institutional support.

3

Team Expansion

Successfully expanded the core team with specialized talent across product development, design, and growth management.

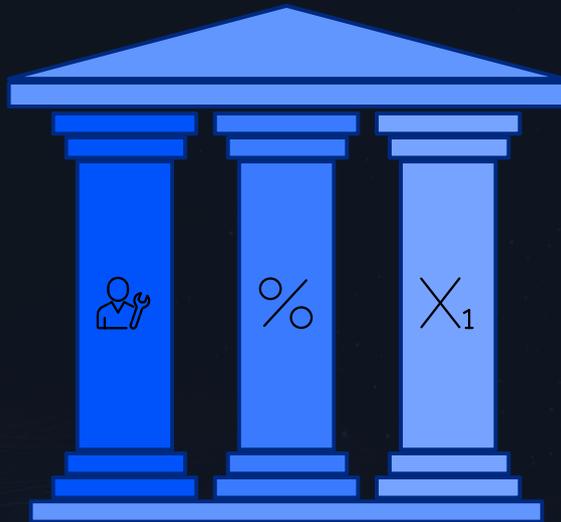
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Current: Product Revamp

The app is undergoing comprehensive revamp in both product and business aspects, including mobile app redesign and website rebuilding to enhance user experience and market positioning.

Revenue Model

Routes.NXT operates with a flexible, dual-segment revenue model designed to maximize value for both individual businesses and enterprise clients.



Service Model

Core platform services for B2B and B2C

B2C Commission

Transaction commissions from individual users

B2B Subscription

Recurring enterprise plans plus commissions

Service Model

The platform is designed to cater to both B2B and B2C segments, ensuring value-driven solutions for diverse customer needs.

B2C Revenue

For the B2C segment, revenue is generated on a commission-based model, with collections aligned to policies defined during the initial stage.

B2B Revenue

For B2B clients, the platform operates under a flexible model that includes both subscription-based plans and commission-based arrangements, depending on agreed policies.

Go-To-Market Strategy

Routes.NXT employs a multi-channel customer acquisition strategy leveraging both digital marketing and direct outreach to capture leads across the FMCG sector.



Social Media Channels

Active presence and engagement on Instagram and LinkedIn to build brand awareness and connect with potential customers in the FMCG space.



Outbound Lead Generation

Proactive lead generation through Google Search, LinkedIn, and Instagram to identify and reach potential clients actively seeking solutions.



Inbound Lead Generation

Strategic Meta Ads campaigns driving qualified inbound leads from businesses looking for FMCG management solutions.

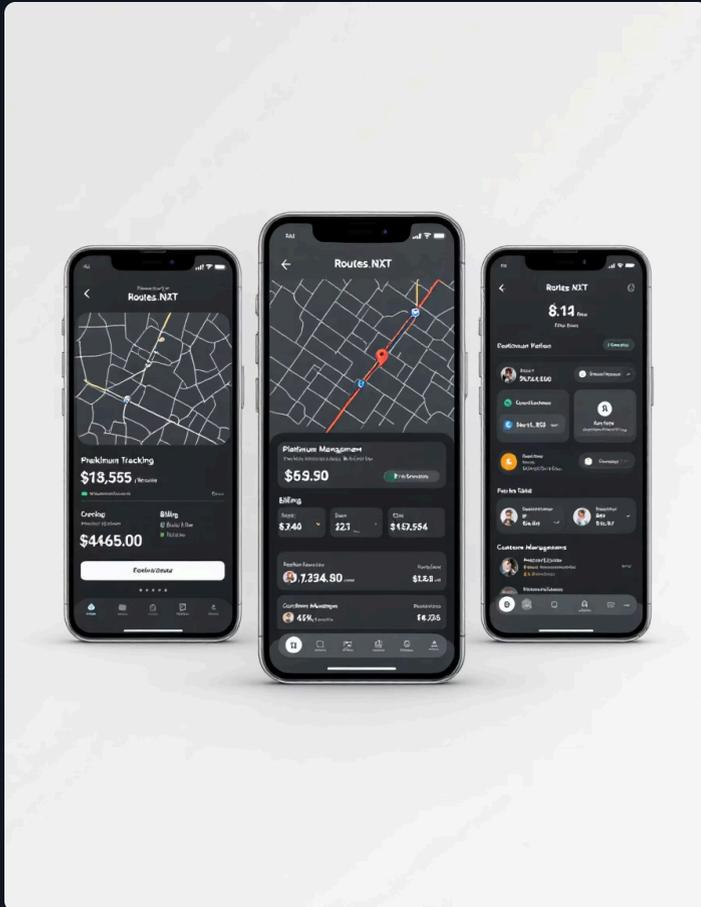


Website Enquiries

Lead enquiries coming from the website (currently undergoing revamp to enhance conversion and user experience).



The Product



Hybrid Mobile Application

Routes.NXT is a hybrid mobile application for both Android & iOS platforms, specifically designed for Fast Moving Consumer Goods companies with comprehensive features that transform field operations.

Core Features:

- **End-to-end Monitoring:** Complete visibility across all operations from warehouse to delivery
- **Live Support:** Real-time assistance and communication for field teams
- **Expense Management:** Track and control operational costs with detailed reporting
- **Bluetooth Billing:** Seamless on-the-go invoicing and payment processing
- **Customer Generation & Management:** Build and maintain customer relationships directly from the field

By centralizing product and route management on a single platform, the app enhances operational efficiency, minimizes errors, and supports seamless coordination between management, sales teams, and delivery personnel, ultimately driving productivity and business growth.

The Team

Routes.NXT is powered by a diverse, talented team of co-founders bringing complementary expertise across product development, design, and business growth.



Afsal M A

Founder & Project/Product Manager



Tintu Joseph

Co-founder & UI/UX cum Flutter Developer



Nusrath C P

Co-founder & UI/UX Designer cum Developer



Nasma Farzin

Co-founder & Growth Manager



Amritha A

Co-founder & Graphics cum UI/UX Designer

CONTACT

Connect With Us

We're eager to discuss how Routes.NXT can transform your FMCG operations. Reach out to our team through the following channels to learn more or explore partnership opportunities.



Email Us

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Visit Our Website

www.routesnxt.com



Call Us

+91 9037681744



Connect on Instagram

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