



Ishtrasha Pvt.Ltd

Consumer Goods Services

Presented by

ISHTRASHA PRIVATE LIMITED



Introduction



In the CPG/FMCG industry, the focus is on high-value, scalable, and low-capital-intensity services.



Established in 2026, **Ishtarsha Private Limited** is a fast-growing professional outsourcing service provider. Headquartered in India.



The priority is on cost savings, flexibility for seasonal peaks, digital transformation, and specialization in CPG needs.



Cater to the service needs of CPG industries, including regulatory compliance, traceability, promotions, and omnichannel retail support.





Ishtarsha Pvt.Ltd

CPG Industry Challenges & Trends

The CPG/FMCG industry faces supply chain challenges such as demand volatility, inventory optimization, supplier resilience, logistics costs, and faster fulfillment expectations. Key focus areas include supply chain digitalization, AI-driven forecasting, sustainable sourcing, procurement automation, omnichannel distribution, and end-to-end visibility.

Supply chain volatility

Challenge-Geopolitical issues, raw material shortages, shipping delays.

Sol- Multi-region sourcing strategy & real-time visibility dashboard, early-warning system using AI/ML + global partners

Inflation & cost pressures

Challenge: Rise in raw material, packaging, and energy costs.

Sol- Strategic sourcing + Long-term contracts+ route optimization & multi-modal transport + Better demand forecasting & inventory optimization.

Labor shortages

Challenge: Hiring & retaining skilled supply chain, quality, and compliance professionals.

Sol-Dedicated or shared teams, continuous training on latest CPG practices and ready pool of domain experts.

Regulatory compliance

Challenge: Plastic Waste Rules, ESG reporting, traceability demands..

Sol- Sustainable sourcing & packaging support, Built-in compliance team with regular audits.

DTC demands

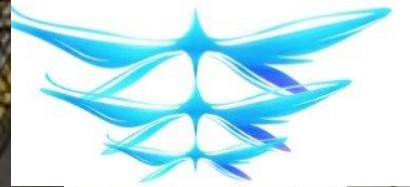
Challenge: Handling smaller order sizes, faster delivery, reverse logistics.

Sol-Specialized fulfillment & omnichannel support and Integrated WMS.

Margin squeeze

Challenge: Rising input costs, inflation, and price sensitivity.

Sol- Cost optimization through Low-Cost Country, Strategic procurement & spend analytics, Process automation (RPA) for non-core activities



Service Major Categories



Services Analysis

We deliver specialized outsourcing solutions tailored for the **Consumer Goods (CPG/FMCG) industry** — helping brands reduce costs, scale faster, and focus on innovation while maintaining quality and compliance.

Customer Experience & Support

- Multilingual customer support via voice, email, chat, social media.
- Product inquiry handling, complaint management, claims processing.
- D2C order support, Technical support, Social listening and community management.



Sales, Marketing & E-commerce Support

- Order processing, platform management, content upload.
- Digital marketing: content creation, social media advertising.
- Trade promotions management, category management support.
- Outsourced sales support: lead generation, merchandising coordination.
- Analytics and insights reporting on sales performance.



Supply Chain, Logistics & Procurement

- Spend analysis and procurement optimization
- Procurement and supplier management
- Inventory management, demand forecasting support, order fulfillment coordination.
- Logistics tracking, warehousing support
- Supply chain visibility and basic analytics



Quality, Compliance & Product-Related Services

- Quality assurance coordination, testing liaison.
- Regulatory compliance support
- Packaging design coordination or artwork management.
- Basic R&D support or innovation scouting
- Sales, consumer, and supply chain analytics
- AI/ML support for forecasting, personalization



Ishtrasha Follow 6-D Process



Discover: Entry into customer business challenges; uncover growth opportunities and craft strategies aligned with vision.



Develop: Build and deploy robust systems, tools, and teams.



Define: Objective setting, outline scope and timelines and specify customer deliverables to build roadmap to success.



Deploy: Roll out solutions integrating with minimum downtime and maximum efficiency.



Design: Create tailored solutions, processes, and required tech to meet customer goals.

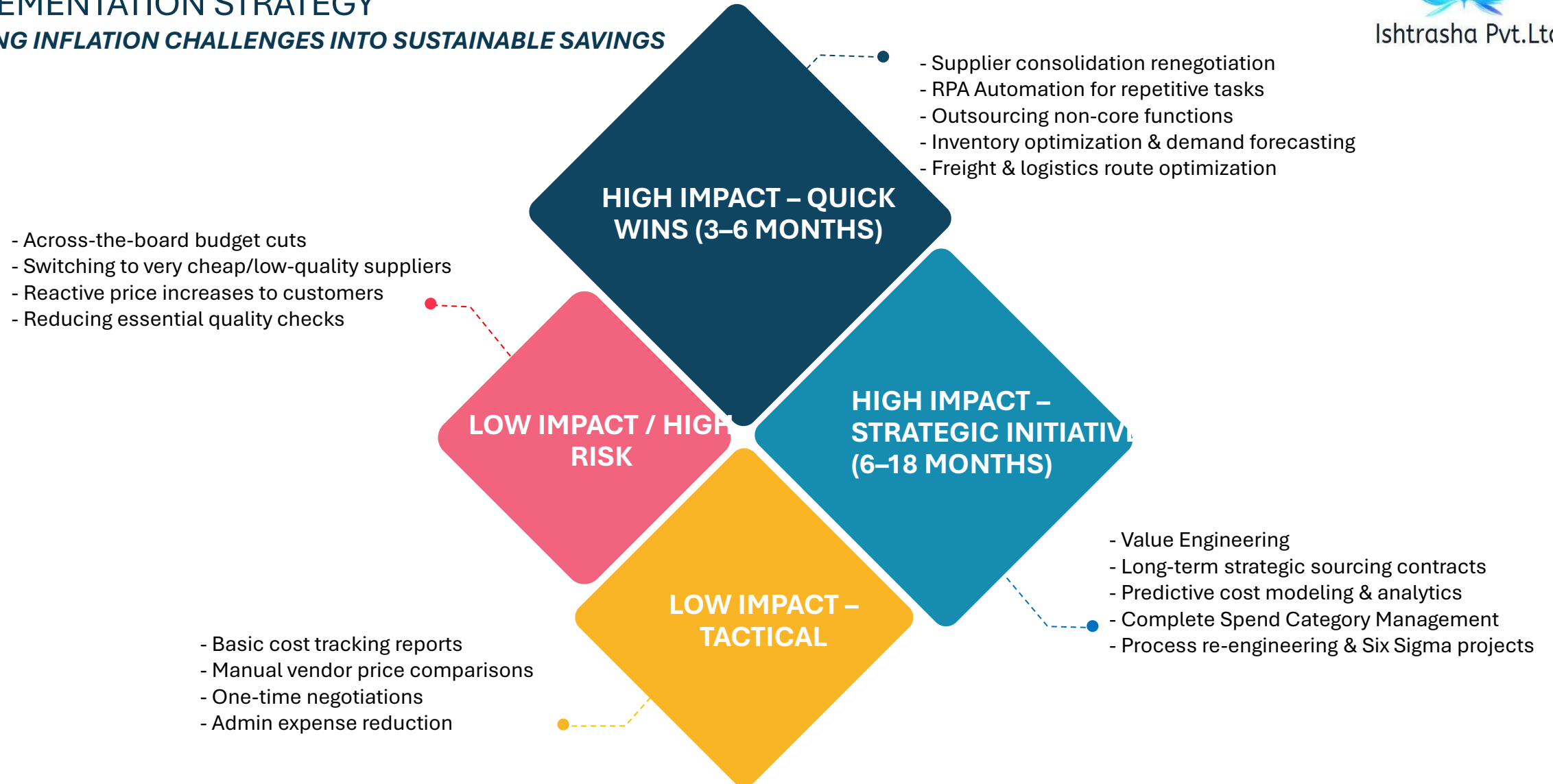


Deliver: Performance fine tune, track KPIs, and continuous improvement as core focus.



IMPLEMENTATION STRATEGY

TURNING INFLATION CHALLENGES INTO SUSTAINABLE SAVINGS





Why to choose ISHTRASHA

Value-Adds: AI automation, Performance SLAs, Quick ramp-up



Start Up; Support Innovation & sustainability

Industry Specialization: Train teams on CPG specifics



Tiered/Bundled Packages. Have Basic, Growth and Enterprise based package.

Flexible Models: Dedicated teams, Project-based or Hybrid



Pricing: Competitive offshore/nearshore



THANK YOU

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