



ADITYA BIRLA GROUP

**Unique Customer Experience &  
Innovation Project of the Year**

**Birla White Experts Club**

IT Digital Showcase 3.0

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# Business problem along with scope



## BUSINESS PROBLEMS

1

**Loss of Market Share to paint Majors:** Despite being the Market Leader in the Base coat category, Birla White's Market Share was coming down. Stiff competition from Paint majors on one side & local brands on another side

2

**Weakening relationship with the Painter community:** Absence of any dedicated program with the key Industry Influencers i.e., Painters was proving detrimental and Competition, Paint majors (Asian paints, Berger etc.) was encashing on this weak link

3

**Paint Brands could offer more incentive to Painters:** Size of the base coat industry (Birla White) being very small as compared to Paints Industry, opportunity to incentivize monetarily is very less as compared to Paint Majors (Asian paints, Berger etc.)



## SCOPE

1

**Opportunity to finally build a structured Loyalty program** for the Painter community and win back their loyalty and hence Market Share

2

**Being a Last Mover has its advantage too!** Program should be a **Key differentiator** at each and every level of Member/ User experience in the entire loyalty program

# Approach & design of the proposed solution (1/3)

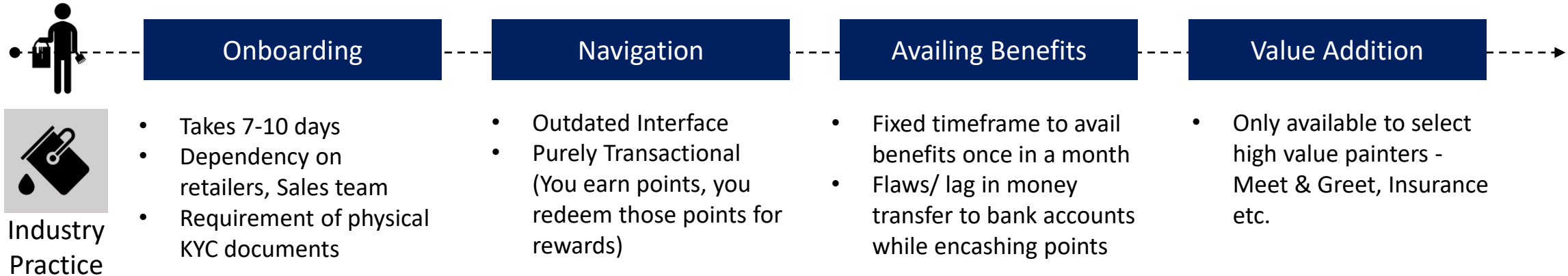
- Since Birla White was the **Last Mover**, it was essential to be a **strong differentiator against existing players** in the Paint & Base Coat category
- **Many Paint & Base Coat brands are trying to please the same painter community – More Challenge!**



## OUR APPROACH

To Understand & Map the entire Painter Journey and **revolutionize** the game!

### Painter Journey in any existing Loyalty Program



- Can we reduce the time to just a few minutes instead of many days?
- Can we make the UX/UI Intuitive and engaging?
- Can we become another the Gpay / Paytm for the painter & offer them instant gratification
- Can we offer the Painter any tools to uplift their business / skills – Meaningful benefits

# Approach & design of the proposed solution (2/3)

## Painter Journey in Birla White Loyalty Program



INDUSTRY PRACTICE

- Onboarding**
  - Takes 7-10 days
  - Dependency on retailers, Sales team
  - Requirement of physical KYC documents
- Navigation**
  - Outdated Interface
  - Purely Transactional (You earn points, you redeem those points for rewards)
- Availing Benefits**
  - Fixed timeframe to avail benefits once in a month
  - Flaws/ lag in money transfer to bank accounts while encashing points
- Value Addition**
  - Only available to select high value painters - Meet & Greet, Insurance etc.



OPPORTUNITY

- Can we reduce the time to just a few minutes instead of many days?
- Can we make the UX/UI Intuitive and engaging?
- Can we become the GPay / Paytm for the painter & offer them instant gratification?
- Can we offer the Painter any tools to uplift their business / skills – Meaningful benefits?



OUR SOLUTION

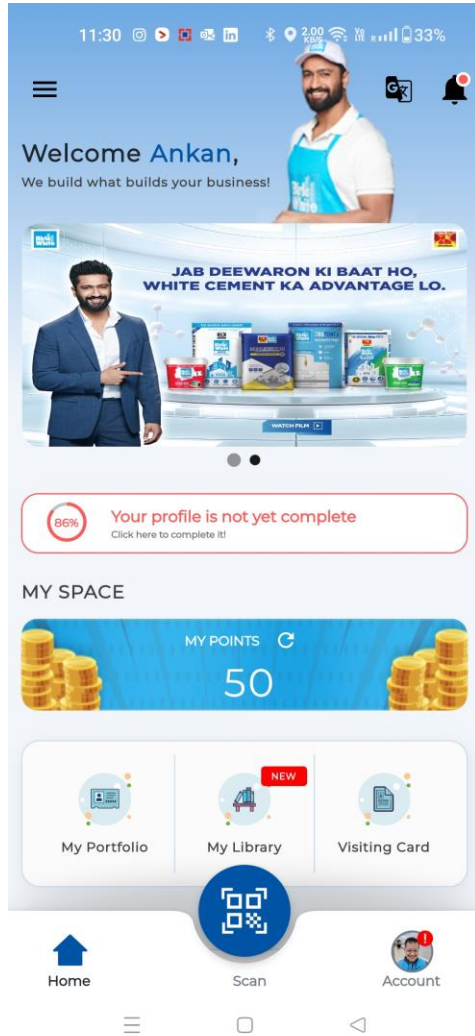
- Any painter is **registered in the program in just 3-4 mins**
- Fully **paperless**
- No Human intervention** to register\*
- Highly Intuitive and simple UX/ UI** (as per painter's feedback)
- Highly engaging & informative**
- Content driven**
- Instant Cash transfer** for the Painters from the App to their bank accounts within a sec like a payment gateway – Gpay, Paytm
- Instant Portfolio Creation feature** to showcase a painter's work to acquire new clients
- Equal benefits to all painters (targeting till bottom of the Pyramid)

# Approach & design of the proposed solution (3/3)

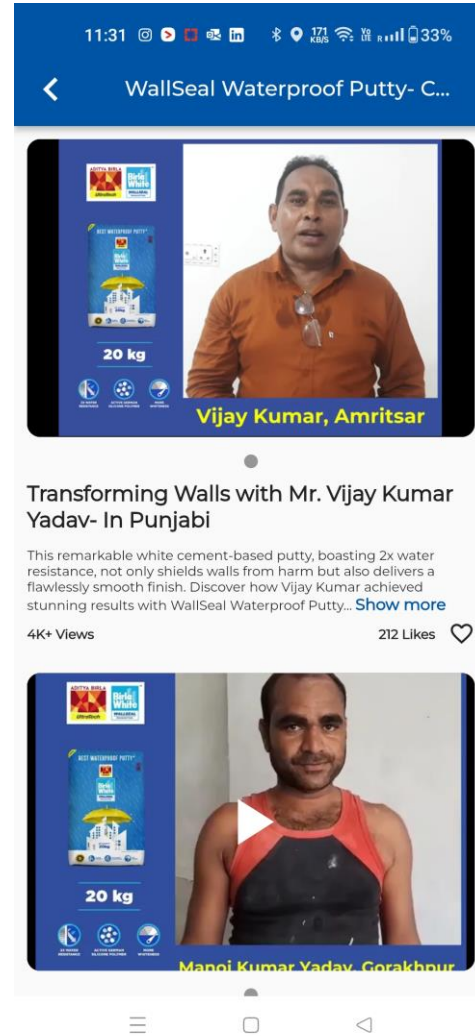
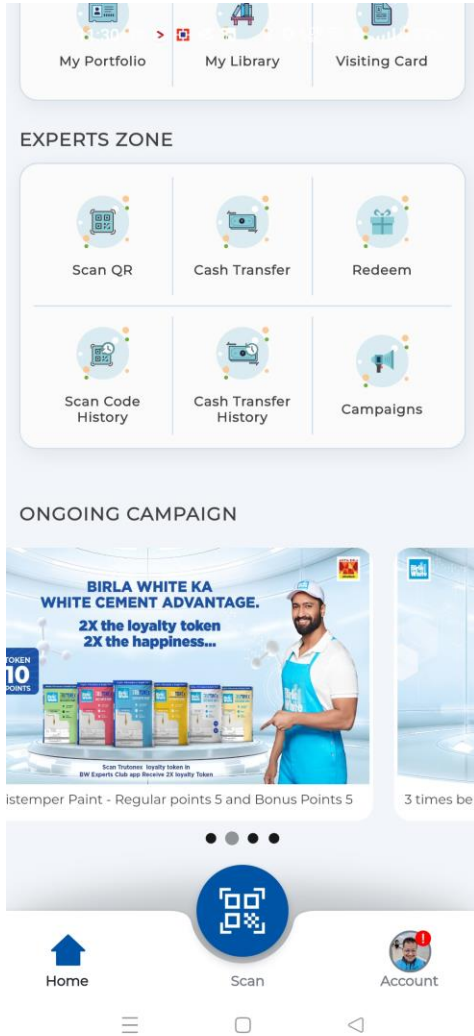


SHRI YATTA BIRLA GROUP

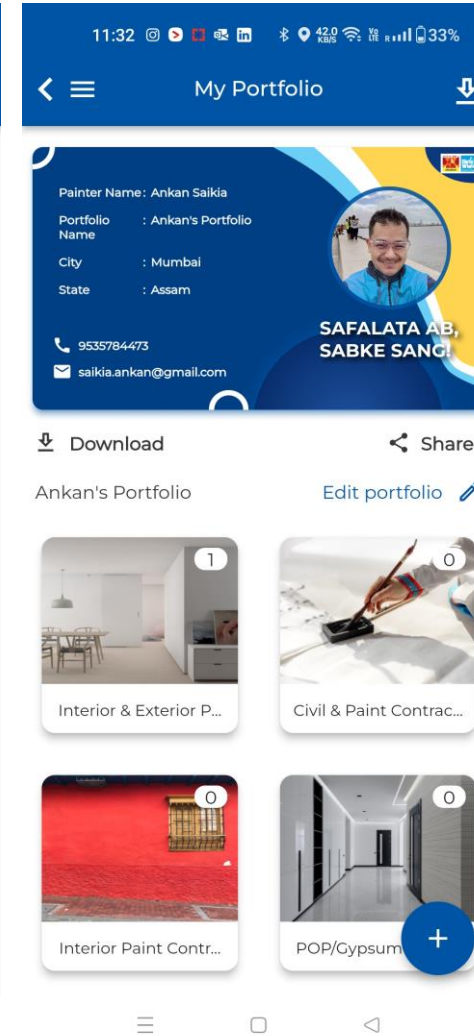
And hence, a **Never seen before, Industry game changer, fastest growing** Influencer Loyalty Program transcending beyond Building & Construction and Paints category was born



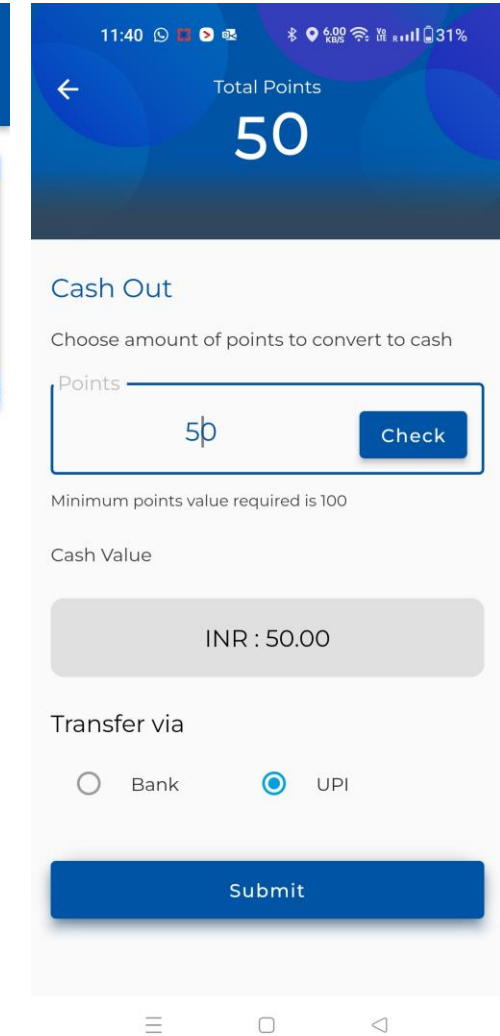
Home Screen



Video Library

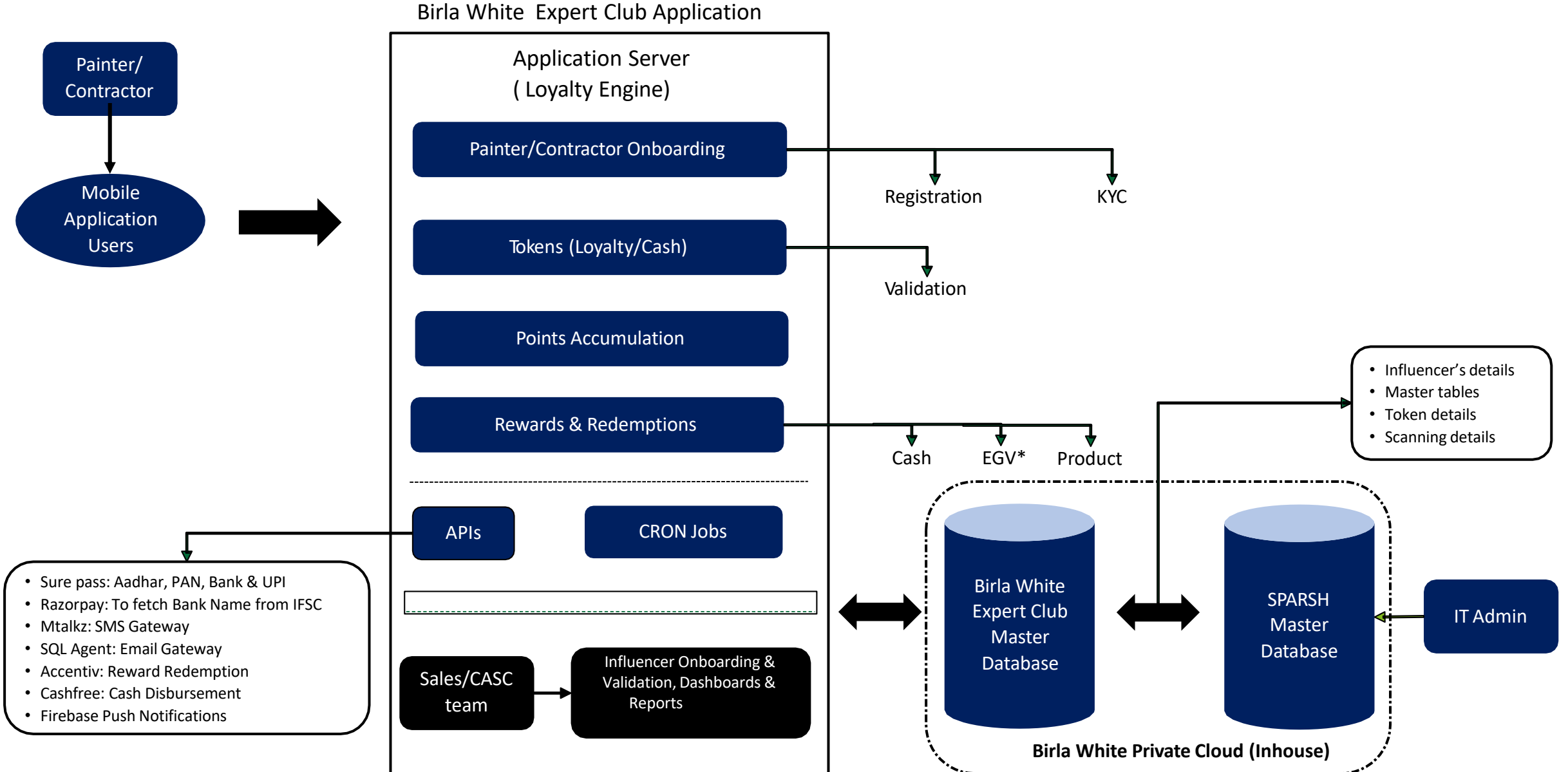


Portfolio Creation



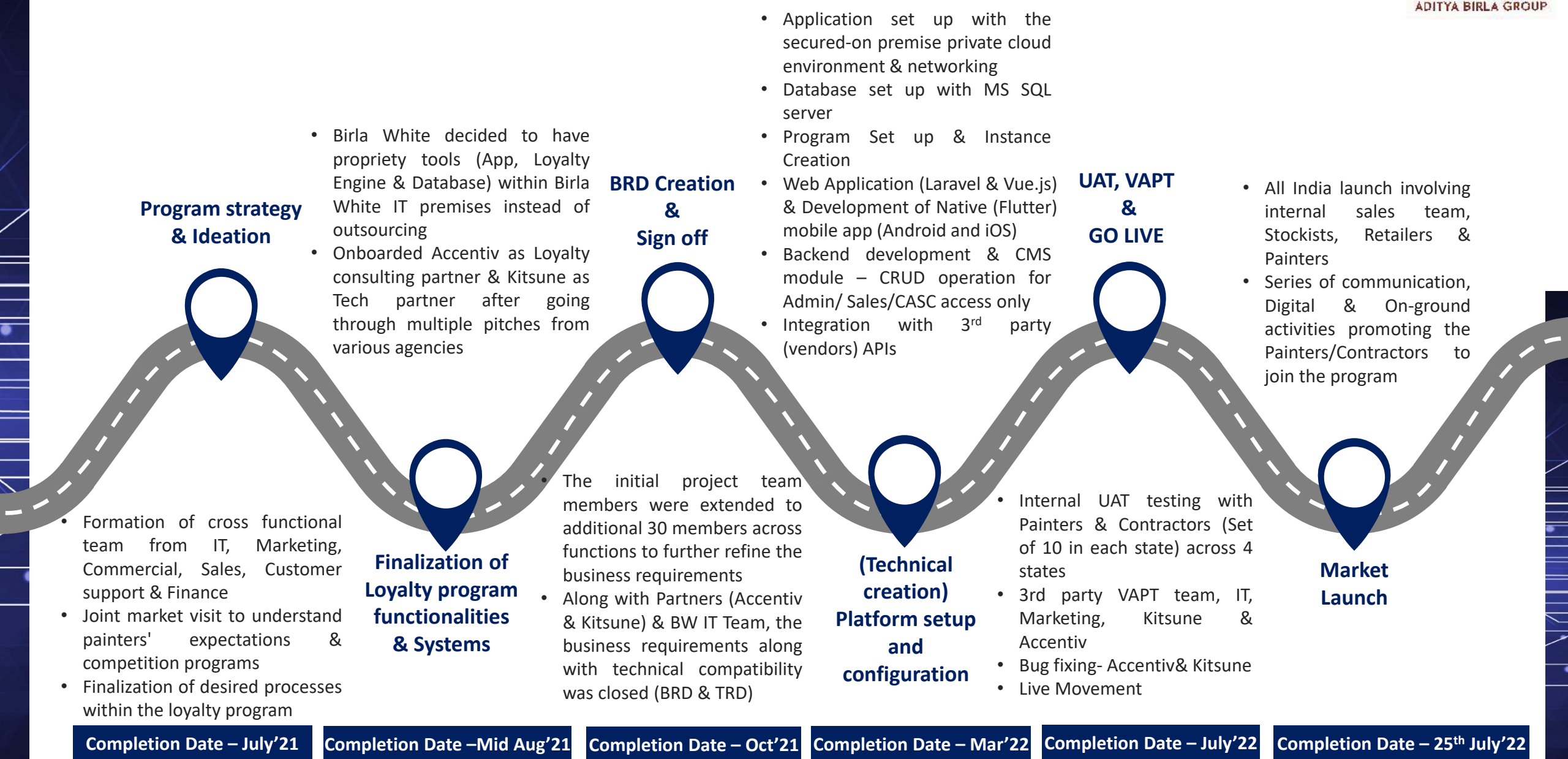
Instant Cash Transfer

# Architecture of the Birla White Experts Club App



\*EGV: Electronic Gift Voucher

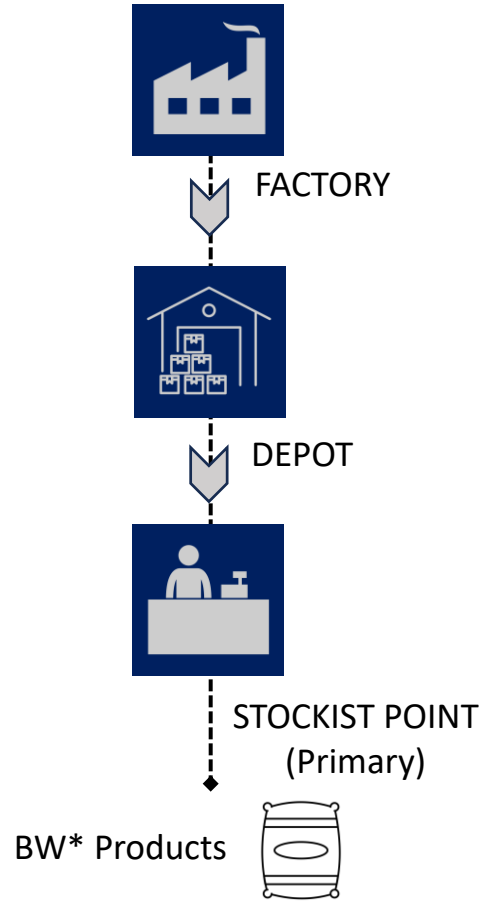
# Project plan along with Implementation journey



# Business Benefits (Qualitative)



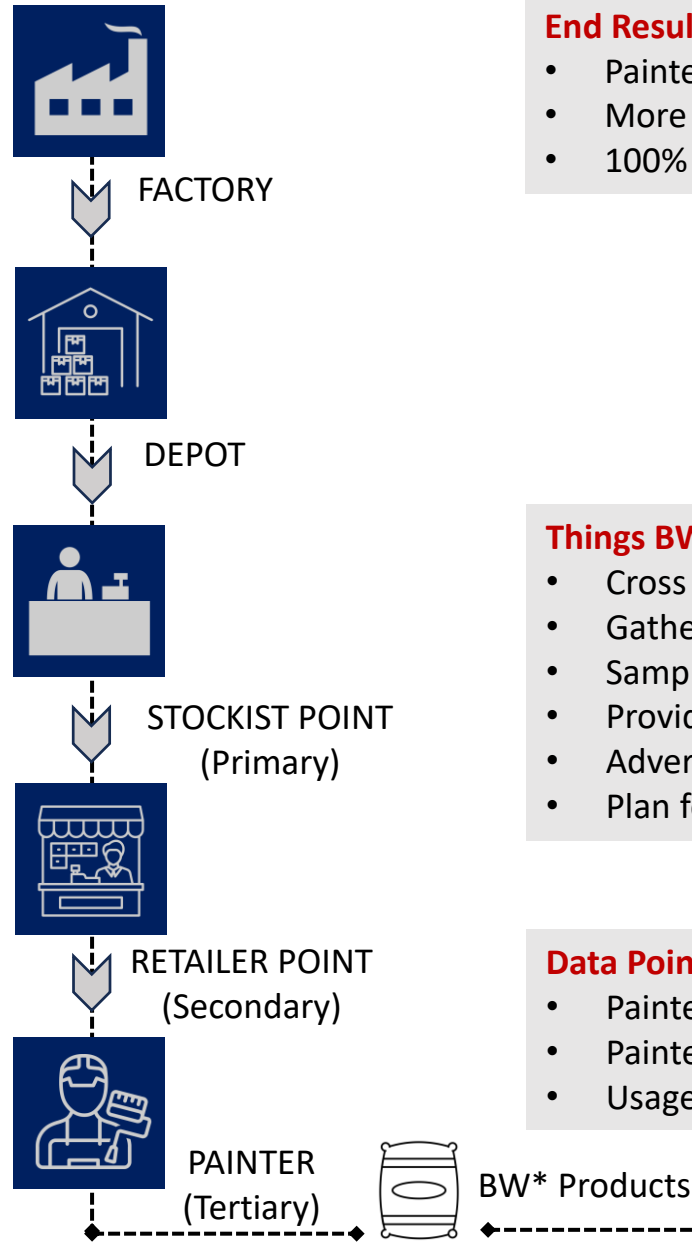
## Before BW\* Expert Club Launch



**Data Points available:**

- Only Primary data from Stockist purchase
- Little or no visibility of product usage beyond this point

## After BW\* Expert Club Launch



**End Result:**

- Painter feels valued and happy, Higher NPS Scores
- More business for Birla White
- 100% Know Your Customer!



**Things BW is doing with such Data points:**

- Cross sell and Up sell
- Gather product insights from Painters
- Sampling of new / upcoming products
- Provide tailor made solutions / services / products
- Advertise and promote relevant products
- Plan features for Painters based on insights



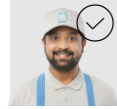


**Data Points acquired after launch of BW Experts Club:**

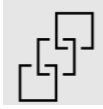
- Painter KYC info
- Painter Purchase behaviour
- Usage details till Pin code level



# Business Benefits (Quantitative) (1/2)

Achievement of Birla White Experts Club Program till Dec 2023 – In just 17 Months since launch (25<sup>th</sup> Jul'22):

	Estimated Painter Universe	15-20 Lacs
	Painters registered with Birla White Expert Club App since launch	4.5 Lacs
	Painters Active in the Birla White Expert Club App	3.5 Lacs
	Painters Engaging every month since launch (Avg.)	0.91 Lac
	Number of Tokens Scanned by painters in the App (Avg. Per Month)	22 Lacs

	Tertiary Sales mapped in the App vs Primary Sales in SAP	<b>57%*</b>
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**\*57% of every sale made by Birla White to a stockist (Primary) is fully mapped at consumer level - Who is buying What and Where.**

# Business Benefits (Quantitative) (2/2)



## How Birla White Expert Club assisted in driving growth | Existing products

- **Increase in Growth by 500 bps** of 40 Kg Regular Putty\* Volume post launch of targeted campaign in ~100 sales areas
- **Triple Digit Growth in 19 sales areas**
- Double Digit Growth in 57 sales areas

Monthly Avg. Period	FY22 Monthly Apr'21- Mar'22	Pre-Campaign Apr'22-Feb'23	Post- Campaign Mar'23 – Nov'23
Volume (in MT)	22806	29086	38624
<b>Growth %</b>		28%	<b>33%</b>

\*Legacy and established product of Birla White portfolio

## How Birla White Expert Club assisted in driving growth | New products

- Through BW Experts Club App, we were able to **market our New products to 4 lac+ painters** (Captive audience) resulting in **cross sell to 5K+ unique painters** (7.3% of Engaged users) buying BW New products. This cross-sell opportunity is **generating Rs 10 Cr revenue per month from New products**
- This is estimated to reach 45% of Engaged users of BW Experts Club App which is **projected to generate Rs 62 Crs revenue per month** in Year 3


	-----Projections-----			
	Current	Year 1	Year 2	Year 3
No. of Unique Painters buying New products per month	5665	19401	27161	34921
Unique Painters buying New products as a % to Regular products	7.3%	25%	35%	45%
Revenue per month (in Rs Crs)	10	34	48	62
Revenue per year (in Rs Crs)	120	411	575	740

Detailed working shared in Appendix

New Product Definition = products launched in less than a year (Primer, Distemper, Waterproofing solutions)

# Voice of Customer





 Birla White Experts Club  
Installed Open


4.3★  
5K reviews


Rated for 3+  
3+

500K+  
Downloads

 Sachin interior  
★★★★★ 8/17/23  
Easy to use and fast withdrawal

 Suman  
★★★★★ 5/27/23  
Very easy to use this app and all the functions are clear to use there are no ad but sometimes you can see some ads

 Sagar Kumar  
★★★★★ 8/6/23  
Birla white experience club is very nice application and very very easy redeem cash best putty on India thanks for Birla

 Kaja Ziavudeen  
★★★★★ 7/29/22  
Much Awaited App More than the Expectations  
Smooth Performance With Advanced Features like  
Paperless KYC Also Easy to use **And thousands more!**

- **4.3 / 5 rating** in Google Playstore with **5500+ reviews**
- Received lots of **love and appreciation from the Painters** as well as feedbacks! Here is one of many such “Voice of Customer”



*Click to start the video*

The background is a deep blue gradient. On the left, a large, semi-circular graphic is composed of concentric white and light blue lines, resembling a stylized globe or a complex data visualization. On the right, there are white circuit-like lines and small blue dots scattered across the space, creating a digital or technological atmosphere.

*Thank  
you*

# Appendix –

## Estimation of the Business benefits (Details of calculation)

Revenue per month from only New Products*	Current (monthly)	Year 1	Year 2	Year 3	Remarks
Avg. Scan per month of Regular Putty (WCP**)	1303935				
No. of Unique Painters scanning per month (WCP)	77740	77740	77740	77740	Assuming this is constant+
Avg. Scan per month of New products (recently launched)	23033	78880	110432	141984	
No. of Unique Painters scanning per month (New products)	5665	19401	27161	34921	
No. of Scans per unique painter	4.07	4.07	4.07	4.07	Assuming this is constant+
Painter penetration of New products	7.3%	25%	35%	45%	
Total Revenue from New products per month (Approx. in Crs Rs)	10	34	48	62	
Total Revenue from New products yearly (Approx. in Crs Rs)	120	411	575	740	
Unit revenue earned from 1 scan of New Products (Approx. in Rs)	4342				Assuming this is constant+

*\*New Product Definition = products launched in less than a year (Primer, Distemper, Waterproofing solutions)*

*\*\*WCP = 60-65% of Birla White revenue comes from Regular Putty (legacy product)*

*+Taking a very conservative approach with 0% growth consideration*

Note – Three year benefits estimation suggested (quantitative)