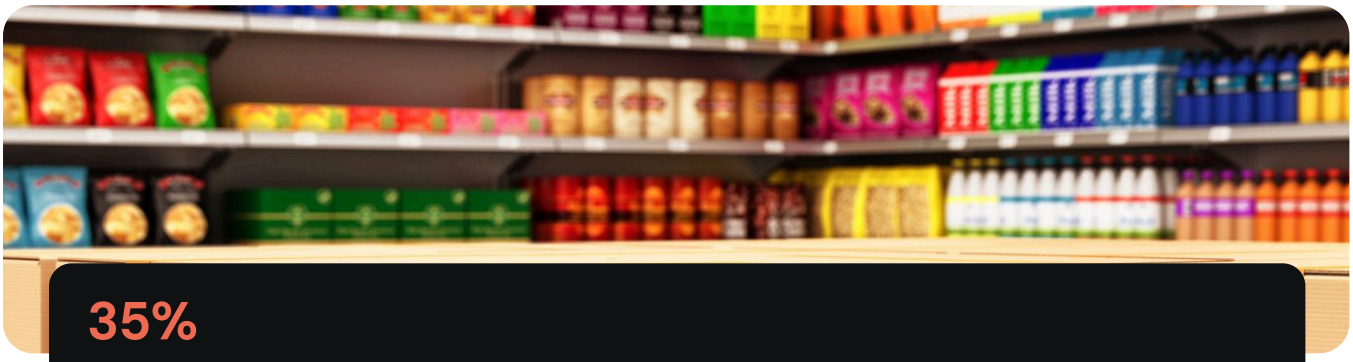
FMCG & Food | India

An FMCG company raised inventory turnover by 35% by rebalancing stock between warehouses

A high-volume FMCG company tracked finished-goods stock in every regional warehouse, spotted slow-moving lines early and moved them to where they sell, while reorder points kept fast movers in stock.



35%
improvement in inventory turnover

AT A GLANCE

INDUSTRY
FMCG

REGION
India, regional markets

SIZE
Large enterprise, several warehouses

STOCK
High-volume finished goods

FEATURES USED
Stores | Insight

01 The client

The client is a large FMCG company in India with several warehouses supplying a wide distribution network across regional markets.

Its products move fast and in high volume. Cases left too long in one warehouse tie up money and rack space, while the same product can run short in another region and leave distributors waiting.

02 The challenge

Stock in each warehouse was updated inconsistently, so excess built up unseen and slow movers sat on the racks. Replenishment was decided late, and planners had no reliable view of where product actually was.

- Warehouse stock records disagreed with what was on the racks.
- Excess and slow-moving stock built up without anyone noticing.
- Replenishment decisions lagged behind demand.
- Product movement between warehouses was hard to control.
- Demand planning rested on stock data nobody trusted.

03 What they set up in Asset Infinity

The company tracked finished goods in every warehouse in Asset Infinity's Stores feature, with stock categories, inventory rules and workflows set per warehouse.

Stores

Balances for each warehouse

Each warehouse holds its own stock record by product, updated at every receipt, dispatch and transfer.

Insight

Slow movers surfaced

Stock movement reports by warehouse show which products are moving slowly, so they are dealt with before they age on the rack.

Stores

Rebalancing between regions

Slow stock in one region is transferred to a warehouse where it sells, with the move recorded on both sides.

Stores

Fast movers kept in stock

Fast-moving products carry reorder points per warehouse, and reorder advice lists what to replenish before distributors are left short.

04 How it works day to day

Stock across the warehouse network is managed like this now.

WAREHOUSE STAFF — **Receive from the plant**
Incoming product is received into the warehouse's stock by product and quantity.

WAREHOUSE STAFF — **Dispatch to distributors**
Each dispatch is recorded as it leaves, so the warehouse balance stays current through the day.

SYSTEM — **Lists what to reorder**
Fast movers that fall below their reorder point appear in reorder advice for that warehouse.

INVENTORY PLANNER — **Finds slow stock**
A weekly movement report shows the products moving slowest in each warehouse.

INVENTORY PLANNER — **Rebalances the network**
Slow stock is transferred to a region where it sells, and both warehouses' records update.

STORES TEAM — **Counts the racks**
Regular counts correct any differences between racks and records.

SUPPLY CHAIN HEAD — **Reviews the network**
Dashboards show stock and movement by warehouse, so the next demand plan starts from current figures.

05 Before and after

	BEFORE	WITH ASSET INFINITY
Stock records	Updated inconsistently	Updated at every receipt, dispatch and transfer
Excess stock	Built up unseen	Slow movers shown in weekly reports
Replenishment	Decided late	Reorder advice per warehouse
Product movement	Hard to control	Transfers recorded on both sides
Planning	Limited by poor visibility	Based on current stock data
Inventory turnover	Low	Improved by 35%

06 How it rolled out

1

Warehouses reviewed. A review of each warehouse's inventory practice found where records drifted and where stock piled up.

2

Rules per warehouse. Stock categories, inventory rules and location-wise workflows were configured, warehouse operations connected, and old stock records migrated.

3

Warehouse staff trained. Warehouse and inventory staff had hands-on training, then regular reviews and improvement suggestions.

07 The results

- Stock visible in one place across warehouses and distribution points
- Demand planning based on accurate stock data
- Stronger control over fast-moving and slow-moving products
- Less excess stock and fewer replenishment delays
- Better product availability across the distribution network

08 Why it worked

A balance per warehouse

Each warehouse has its own balances, so the network can be read as a whole or site by site.

Slow stock moves early

Rebalancing before stock ages keeps it saleable and frees rack space for fast movers.

Fast movers protected

Reorder points on the busiest products keep distributors supplied while slow lines are worked down.

09 Looking ahead

By keeping accurate stock in every warehouse and moving slow product to where it sells, the company improved inventory turnover by 35% while keeping fast movers available.

Current stock and movement data now feed demand planning, and storage and distribution teams plan from the same figures.

See it on your own assets

A 30-minute demo, set up for an FMCG or consumer goods company.

The client's name is withheld for confidentiality. Results are as reported by the client.

Book a demo

Start a 14-day free trial