

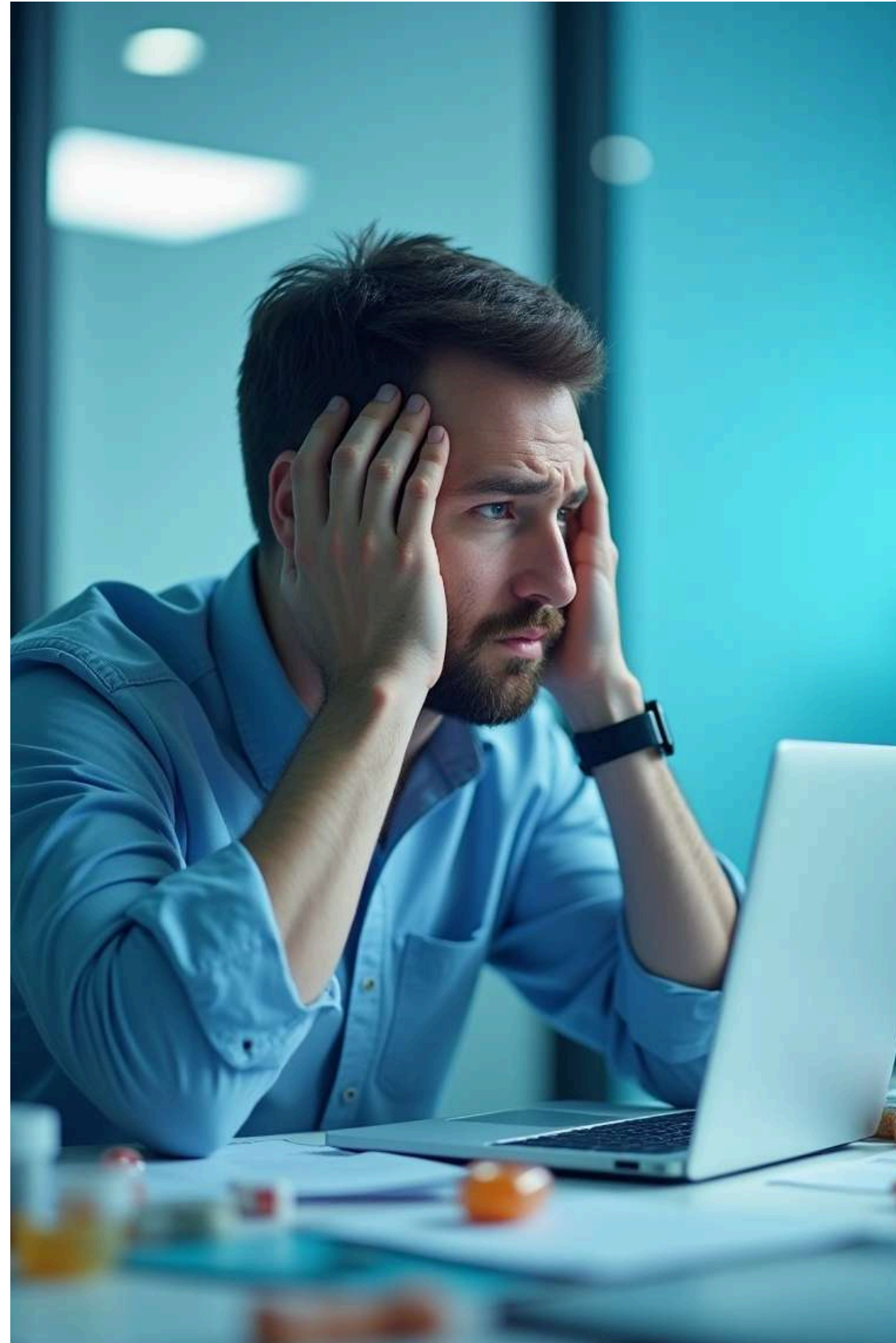
# Salestrip®

## Precision. Performance. Pharma.

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Empowering India's pharma field teams with intelligent sales force automation designed specifically for the pharmaceutical industry





# Challenges Pharma Field Teams Face

## No Sales Visibility

Limited real-time insights into field activities and performance

## Scattered Data

Information silos preventing unified decision-making

## Manual Expenses

Time-consuming paperwork reducing productive selling time

## Compliance Pressure

Regulatory requirements demanding strict documentation

## Delayed Reporting

Late submission of critical field reports and data

## Fragmented Communication

Disconnected teams struggling with coordination

# Turning Challenges into Results



## Tracking Field Activity is Hard

Simplify monitoring with real-time dashboards and geo-tagging.



## Customer Engagement Feels Disconnected

Deliver targeted campaigns and interactive e-detailing effortlessly.



## Orders and Expenses Are Chaotic

Automate bookings, expenses, and inventory with ease.



## Hard to Measure Team Performance

Gain insights with analytics, RCPA, and benchmarking.

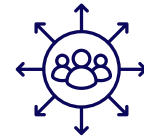
# Core Modules

Driving Pharma Field Excellence



## Plan & Track

- Plan & Track
- Tour Programme & Deviation
- Geo Tagging & Fencing with Multi Doctor Location
- Daily Call Report (DCR)
- Offline Reporting
- User Dashboards
- BE & Teams Dashboard
- Target Management
- Auto Distance Calculations (Using Google API) (add-on)



## Engage & Influence

- Interactive e-Detailing Presentations (add-on)
- Campaign Management
- Doctor & Retailer Field Configuration
- Universal Doctor
- Quiz
- Surveys
- Email Notification – API Integration (add-on)
- WhatsApp Integration (add-on)



## Manage & Control

- Personal Order Booking
- Stock Statement
- Expense Automation
- Basic Leave Policy
- Flexible Leave Policy
- Android & iOS Mobile Apps
- CRM (add-on)
- API Integration (add-on)



## Measure & Improve

- RCPA
- Performance Benchmarking
- Analytics from DCR / BE & Teams Dashboards

# Why Pharma Teams Prefer Salestrip SFA?



## Pharma-Specific Workflows

Built exclusively for pharmaceutical sales processes, compliance requirements, and industry best practices.

01



## Real-Time Intelligence

Instant visibility into field activities, performance metrics, and market insights for informed decision-making.

02



## Seamless Integration

Connects effortlessly with existing ERP, CRM, and analytics systems for unified data management.

03



## Highly Flexible

Customizable to match your unique sales processes, territory structures, and business requirements.

04



## Compliance-Ready

Built-in regulatory compliance features ensuring adherence to pharmaceutical industry standards.

05



## Advanced Analytics

Predictive insights and comprehensive reporting to optimize territory performance and sales outcomes.

06

# Results That Speak Success!

*Our team loves how easy Salestrip SFA is to use. Reports are well-structured and help us monitor performance in real time. The support team is prompt and ensures we never face downtime.*



**Abhishek Malondkar**  
General Manager – SFE

*Our experience with Salestrip SFA has been excellent. It's easy to operate, provides clear and timely reports, and ensures complete data protection. It's a dependable solution for managing field activities securely.*



**Hari Prasath**  
Sales Admin

*Salestrip has been a great solution for our field force. The platform has good analytics and reports that give us valuable insights of the operations.*



**Meenakshi Karve**  
Lead SFA

*Salestrip SFA has genuinely simplified how we work. Tracking our activities in real time and letting expenses manage themselves means we spend less time on paperwork and more time focusing on our customers.*



**Rajesh Mevawala**  
Senior Product Manager

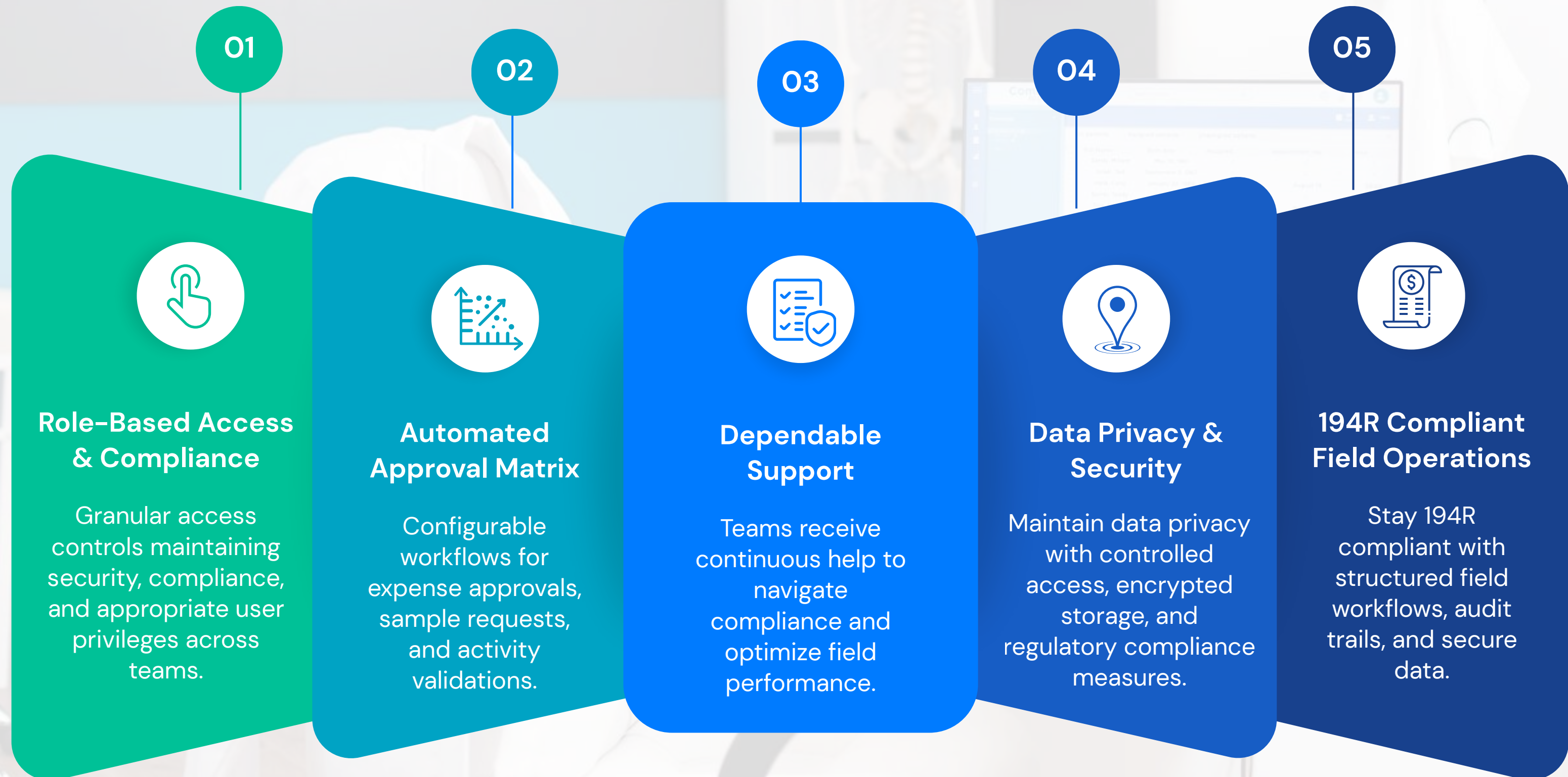
# Powering a Growing Community of Pharma Leaders with Salestrip SFA

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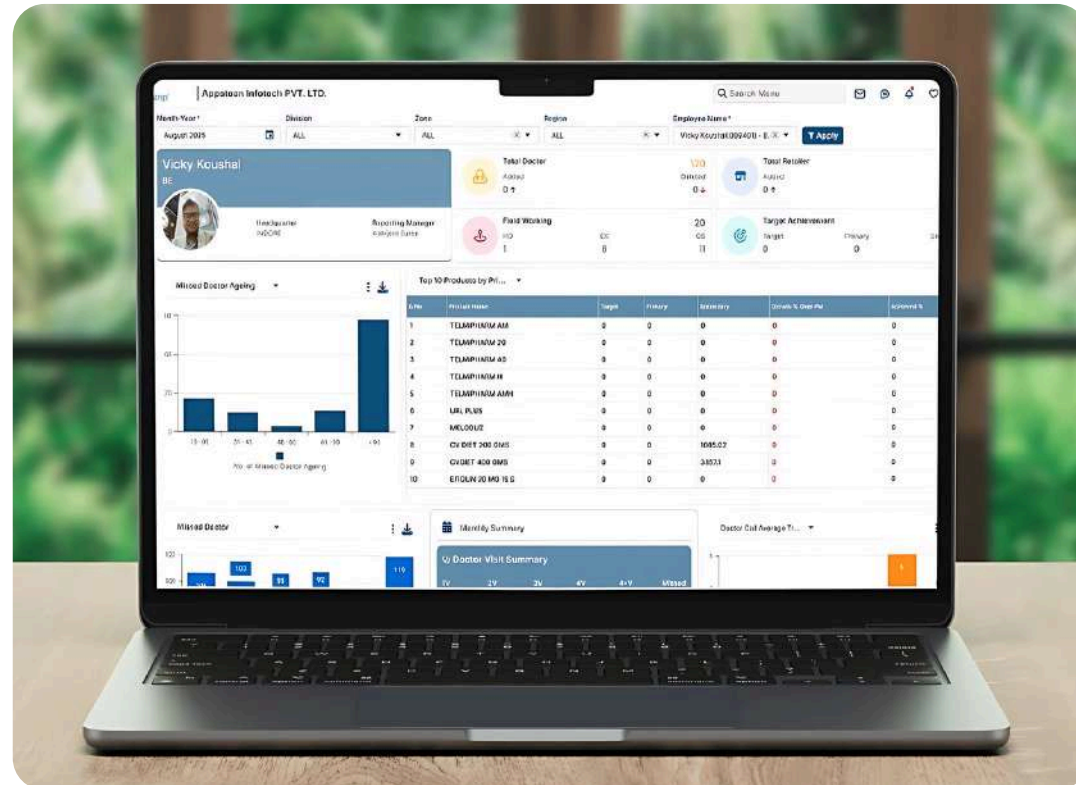
# Driving Success with Probiz ERP

 <p>Ponika aerotech</p>	 <p>Tirupati</p>	 <p>SHANGRILA PHARMA</p>	 <p>ZEON® A Promise of Good Health</p>	 <p>LABORATE PHARMACEUTICALS INDIA LTD</p>
 <p>NOVAGEN Healthcare Private Limited</p>	 <p>Topiox Building a Healthy Future</p>	 <p>NURAMED Shine Healthier</p>	 <p>Neutrawell Caring for better health</p>	 <p>SK+F ESKAYEF PHARMACEUTICALS LTD.</p>
 <p>Premier Nutraceuticals Pvt. Ltd. Healthcare through Nutrition</p>	 <p>MEDNEXT NEXT GENERATION MEDICINE</p>	 <p>JAMKAS PHARMACEUTICALS PVT. LTD.</p>	 <p>Supravitz</p>	 <p>Biofern CARING FOR HEALTH</p>
 <p>KAG INDUSTRIES</p>	 <p>THETA</p>	 <p>Akums</p>	 <p>ALENCURE</p>	 <p>Helios SINCE 1985</p>
		 <p>Nanz</p>		

# Audit-Ready & Secure Field Operations

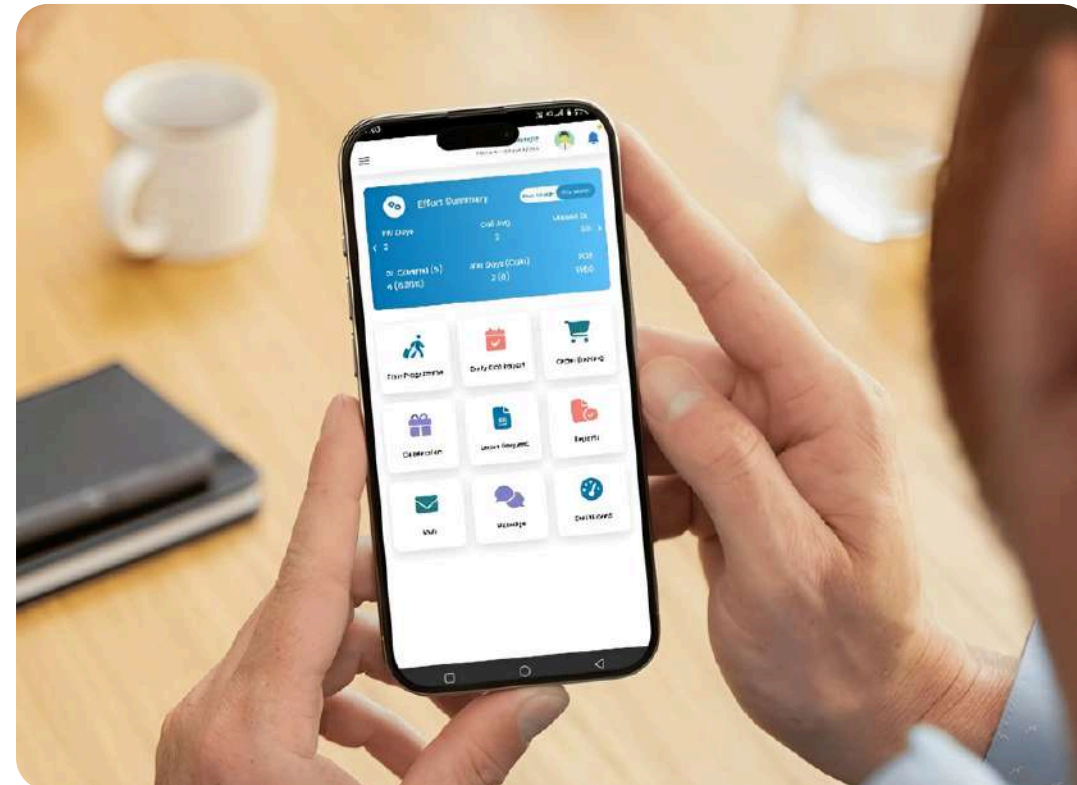


# See Salestrip SFA in Action



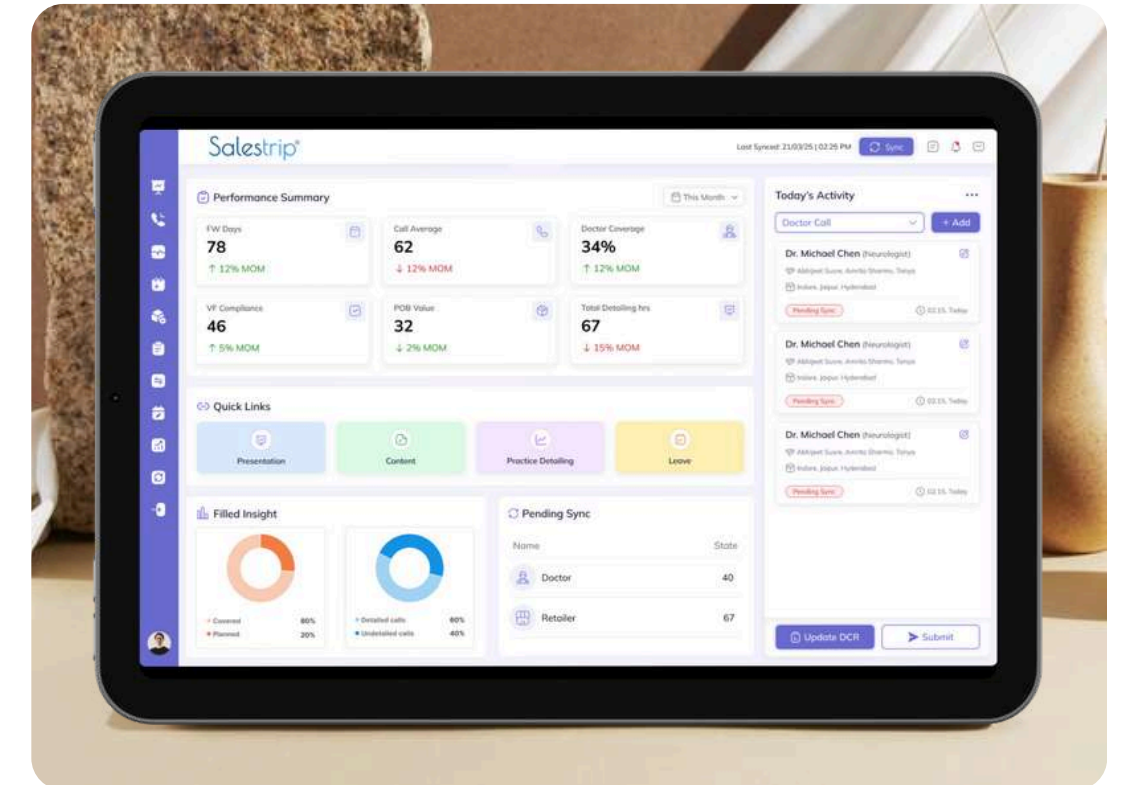
## Intuitive Dashboard

Complete performance overview at a glance



## Mobile-First Design

Field-optimized interface for on-the-go productivity



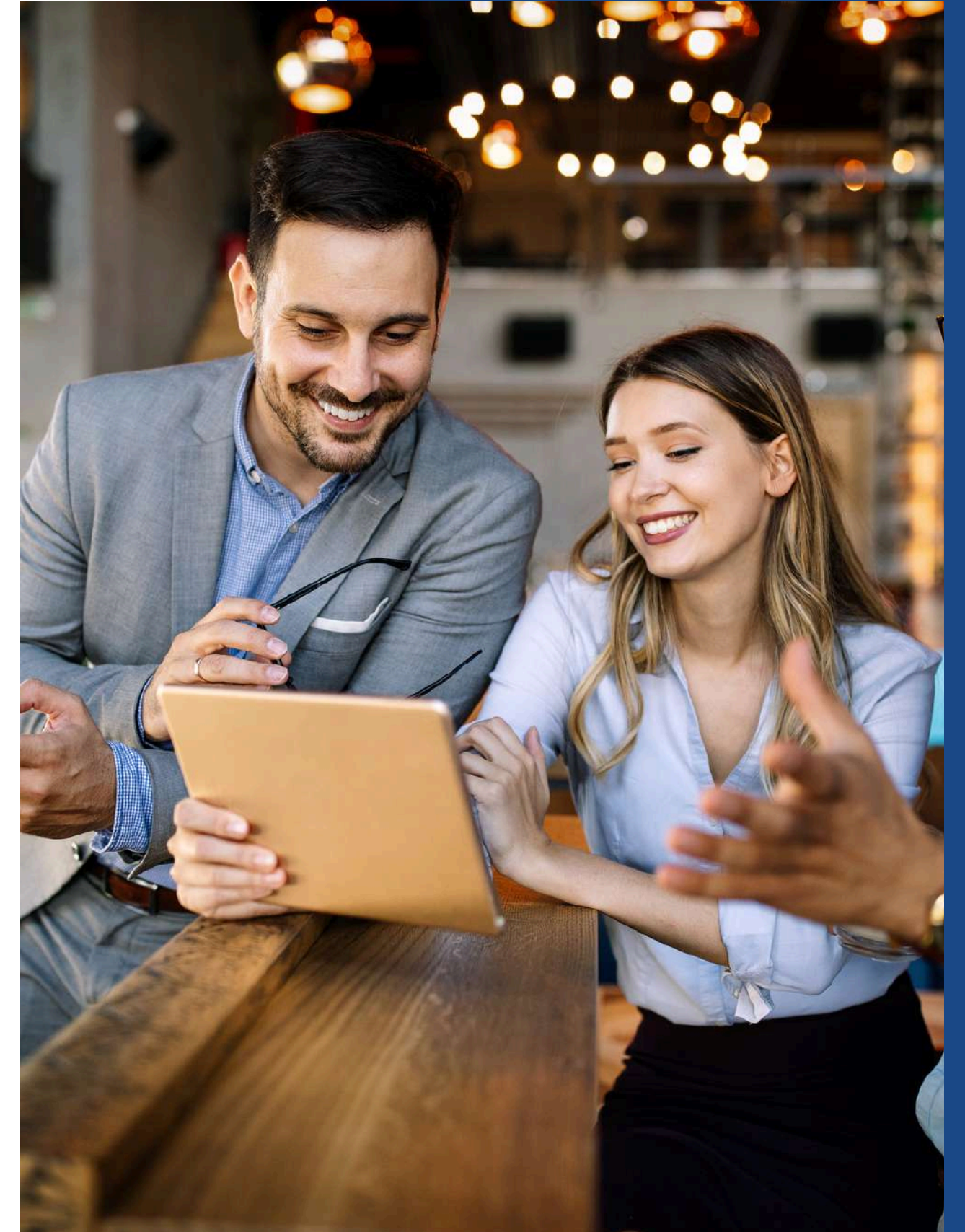
## Smart Analytics

Actionable insights driving better decision-making

**appstea**»  
*Creating Digital Tomorrow*

Founded in **2012**, **Appstea** is an enterprise software products and services company enabling organizations to achieve digital excellence and operational agility. We help businesses reimagine their growth through secure, scalable, and intelligent IT solutions that deliver measurable impact.

Our philosophy, “**Creating Digital Tomorrow,**” drives us to innovate continuously — building products and services that empower enterprises today and prepare them for the future.



# Our Core Strengths



## 01 Experience that Delivers

Over a decade of digital innovation and enterprise expertise.



## 02 Relevant & Reliable

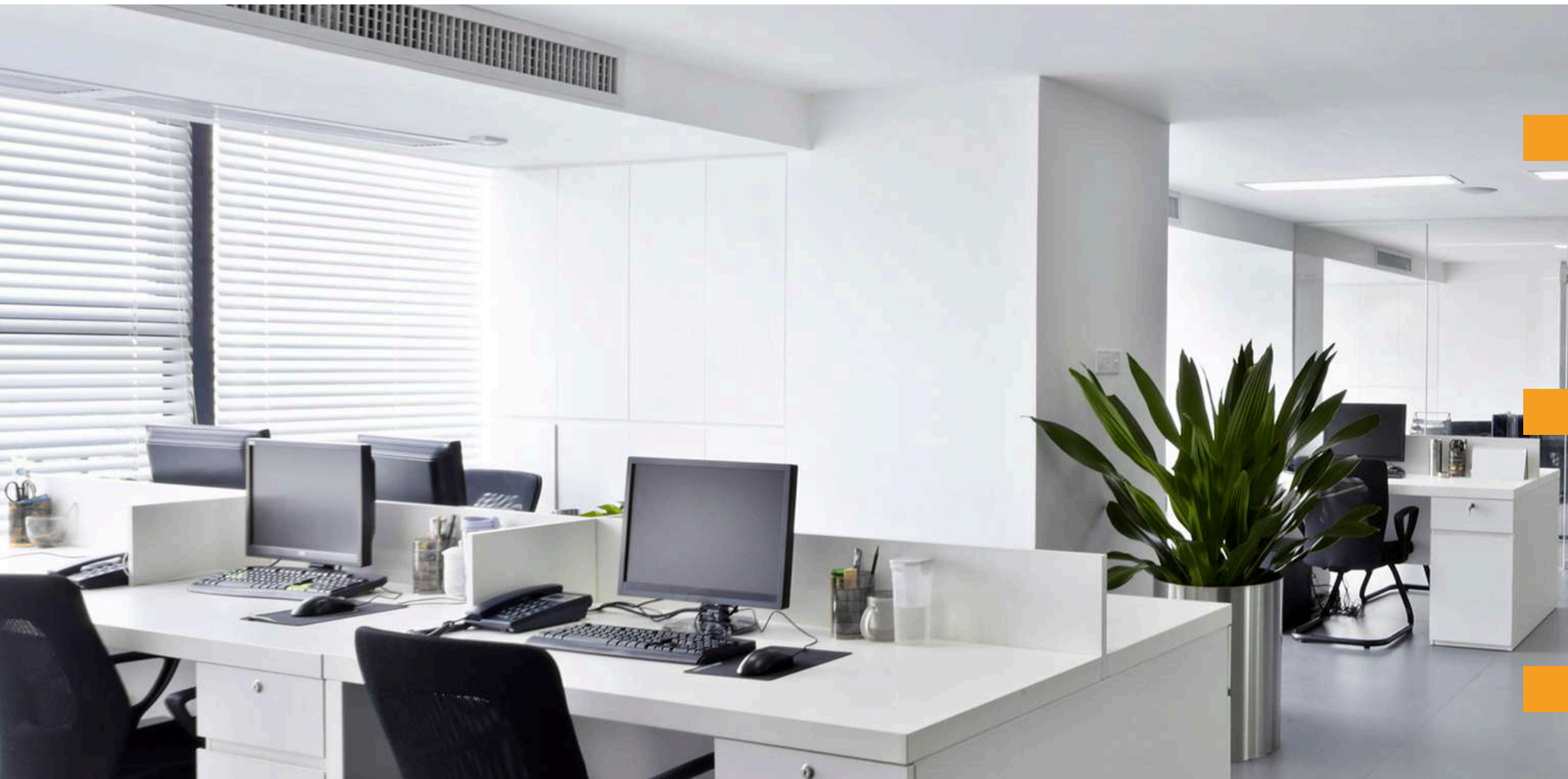
Deep understanding of industry needs with agile, future-ready solutions.



## 03 Quality & Trust

Long-term partnerships built through excellence and consistent performance.





### Expert Technical Stack

Harnessing advanced technologies to craft smart, scalable solutions.

### Client-First Approach

Proactive communication and tailored engagement at every step.

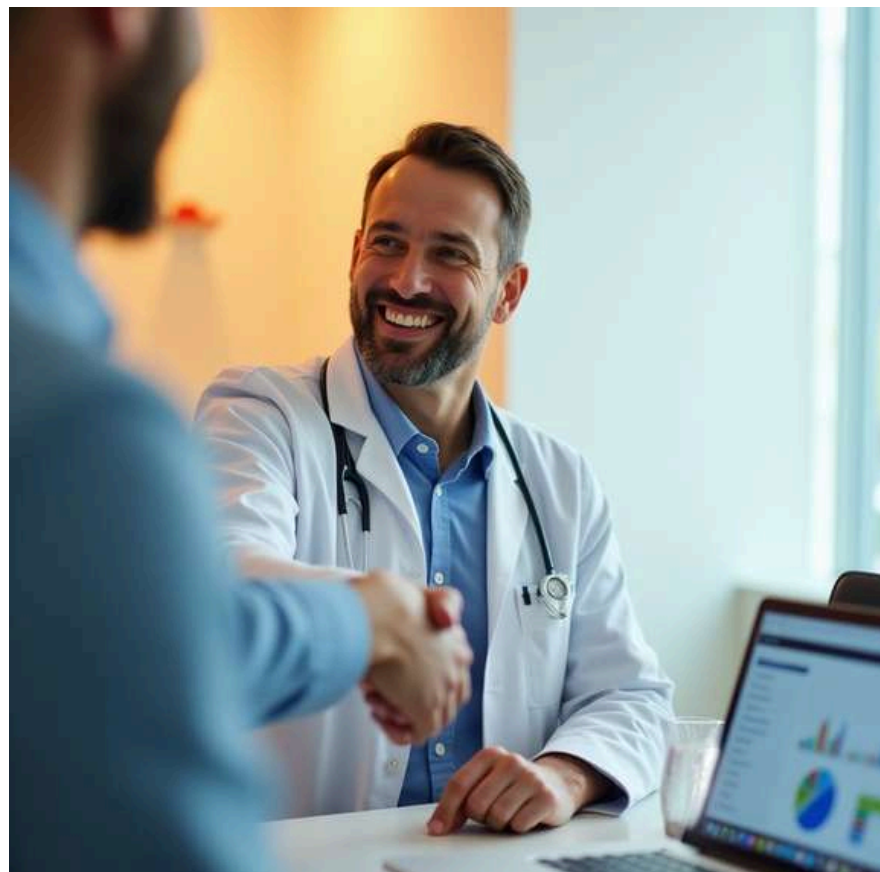
### Robust Governance

Ethical operations and transparent practices ensuring reliability.

### Steadfast Performance

Commitment to continuous improvement and customer satisfaction.

**Why Businesses Choose**  
**appstean** 



# Ready to Transform Your Field Force?

Take Action Today

[Book a demo](#)

[Request Pricing](#)

1

**Week 1-2**

System setup and configuration

2

**Week 3-4**

User training and pilot testing

3

**Week 5-6**

Full deployment and optimisation

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[+91-911100862](tel:+91-911100862)

Salestrip®

# Thank You

Questions & Complete Solutions

We're here to answer your questions and help you achieve field force excellence

→ **Precision. Performance. Pharma** – Let's achieve it together.

