

AI-Powered Promotions Planning for Multi-Format Retail Chains

The Client

Ithina Inc is a global provider of electronic shelf label and AI-driven in-store execution technology, supporting promotions planning for large multi-format retail chains, including grocery and value-format retailers in Tier II/III markets.



Business Challenges

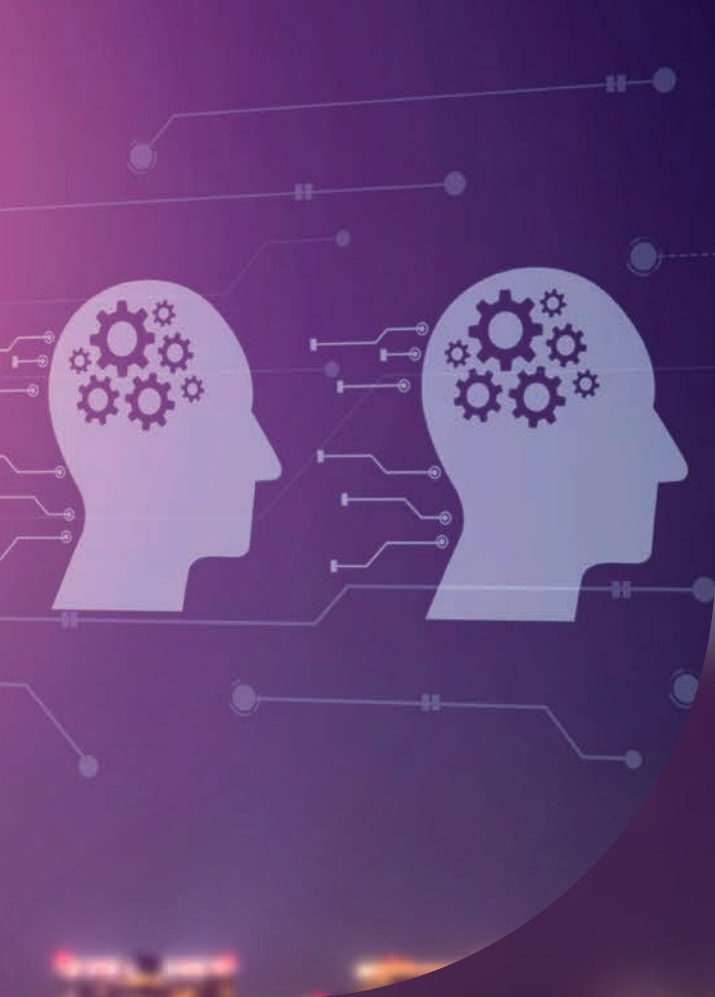
Promotions in Tier II/III markets were often generic and region-agnostic, failing to reflect local preferences or seasonal variation. Retailers also struggled to measure true promotional ROI across overlapping campaigns and multiple channels, with no real-time link between execution and actual sales uplift.

- Generic, region-agnostic promotions failed to reflect local and seasonal variation
- Promotion cannibalisation reduced full-price sales without a net revenue gain
- Poor demand forecasting led to excess inventory build-up in past seasons

The Solution

An AI agent is being developed to analyse sales history, inventory, margin data, and competitor activity, helping retailers identify, plan, and execute the most effective promotions. It also forecasts cash requirements tied to planned promotional activity, building on the same in-store execution platform used for planogram compliance.

- Analyses sales history, inventory, margin data, and competitor activity
- Helps retailers identify, plan, and execute the most effective promotions
- Forecasts cash requirements tied to planned promotional activity



Impact Delivered

As the solution is currently under development, the following outcomes are targeted rather than measured results. The initiative aims to improve promotional ROI, optimise cash planning, and reduce margin leakage across Ithina's client base of large retail chains once fully deployed.

- Higher promotional ROI through more targeted campaign planning
- Optimised cash planning tied to promotional activity
- Faster, more effective promotion execution
- Reduced margin leakage from promotion cannibalisation

Technology Stack

- AI agent for promotions analysis and planning
- Built on the same in-store execution platform used for planogram compliance
- Analyses sales history, inventory, margin, and competitor data

Services Delivered

- AI-driven promotions planning and execution support
- Cash requirement forecasting tied to promotional activity
- Retail promotions strategy and ROI optimisation

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