BHARAT ALTUM

Where India Works

CASE STUDY · ATTENDANCE & EXPENSE INTEGRITY

how Bharat Altum turned self-reported field claims and invisible attendance payouts into fully geo-verified, fully transparent spend - recovering money lost to attendance that never happened.



Client Impact · Bharat Altum

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the client

A leading Indian FMCG/beverage business running an extensive field-sales and distribution network, with a mix of on-roll staff and a large distributor-managed workforce.

the challenge

Field staff were submitting conveyance, travel and dearness-allowance claims for market visits that had never actually taken place - all self-reported, with no proof of presence. The cost hit the business twice over: it paid for expenses that were never genuinely incurred, and it simultaneously lost real market opportunities in territories where the coverage had never happened. A further 1200+ workers engaged through distributors added another blind spot, with no visibility of actual payments or compliance.

what they needed

The client needed to restore integrity and visibility to field attendance and expenses - proof that a market visit genuinely happened before paying for it - and to bring the distributor-managed workforce into a single, transparent, compliant view, all without disrupting genuine field activity.

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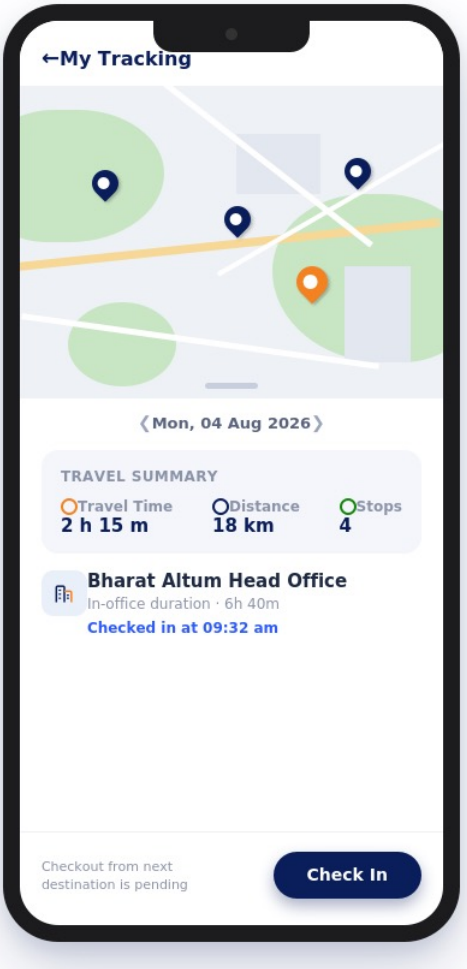
the Bharat Altum solution

We replaced trust-based, self-reported claims with a verified, technology-led system - and took ownership of the workforce blind spots the client had never been able to see into.

- Introduced app-linked, geo-tagged conveyance payouts - travel and allowances reimbursed only against a verified location and a supporting bill.
- Deployed territory-calibrated geo-fencing, with mandatory photo proof-of-presence captured for each outlet visit.
- Took full ownership of the distributor-managed workforce - bringing every payment, compliance and benefit into one transparent, auditable view.
- Gave the client a real-time coverage dashboard - not a month-end report that arrives ten days late, after the coverage is already lost.
- Aligned all reimbursements to supporting documentation submitted through the app, closing off phantom-expense leakage at source.
- Live-tracking of field employees



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business impact & outcomes

The client stopped paying for visits that never happened, and for the first time gained a complete, verifiable picture of its field spend - across both its own staff and the distributor workforce.

- Ghost-visit and phantom-expense leakage eliminated at source.
- Every outlet visit geo-verified with photo proof-of-presence.
- Full transparency of cost elements across the entire field and distributor workforce.
- Real-time coverage visibility replacing delayed, after-the-fact reporting.

₹1+ Cr	100%	Real-time
leakage recovered	geo-verified outlet visits	coverage visibility

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