



How Kisah achieved 2x growth during season with TrueGradient

K I S A H



How Kisah achieved 2x sales growth during season with TrueGradient

Company

Kisah Apparels
<https://kisah.in/>



Industry & Distribution

Fashion – Apparel,
Website & Marketplaces

Challenge

- Complex excel based forecasting methods for 20K+ SKUs combinations
- Stockouts during high sale periods
 - Key Seasons: Diwali, Durga Puja, Wedding Season
- Inefficient regional utilization



Solution

Connected Planning: Demand planning, Inventory planning, Price & markdown optimization

Impact

- Improved demand forecasting accuracy by **26%**
- New product forecasting
- Reduced out of stock losses
- Improved regional utilization
- Markdown plan based on price elasticities to maximize revenue & margins



About the Company

Kisah is a men's Indian ethnic wear brand that blends traditional Indian attire with modern fashion sensibilities. The brand offers a diverse range of products, including kurta sets and sherwani sets for men and boys.

As a leading ethnic wear brand in India, Kisah faces the critical challenge of demand forecasting during peak festival and wedding seasons. To ensure seamless inventory planning for both new styles and bestsellers, avoiding stockouts is a top priority. However, with a vast catalog of around 25,000 SKUs, manual planning becomes inefficient and prone to errors.

By adopting [TrueGradient's](#) AI-driven supply chain solution, Kisah significantly enhanced its seasonal planning, optimized working capital, minimized stockouts, and improved regional utilization—ensuring the right products are always available at the right time.

The Challenge

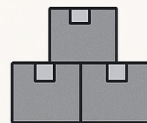
Kisah experiences significant spikes in demand during India's festive and wedding seasons — times when customers are actively shopping for traditional and celebratory wear.

However, despite the high opportunity, Kisah was struggling with several planning bottlenecks that made it challenging to meet demand effectively. The brand manages a vast and diverse product catalogue, with a high number of SKUs spread across various styles and bundles, each requiring its own demand forecast. This complexity often led to misaligned inventory planning, especially across different regions where consumer preferences and buying behaviour varied significantly.

As a result, the team faced **out-of-stock situations** during critical sales periods, directly impacting revenue and customer satisfaction.

Adding to the challenge was the difficulty in **forecasting demand for new product launches** particularly during peak seasons.

Challenges they faced in demand and inventory management were:



High number of SKUs across styles and bundles



Out-of-stock risks during peak season



Misaligned forecasts due to regional variability



Difficulty planning for new styles and product launches

Without a robust, automated, and data-driven Sales & Operations Planning (S&OP) process in place, aligning internal teams and making timely, accurate decisions became even more difficult.

TrueGradient Solution

To address these challenges, Kisah implemented TrueGradient's AI-powered S&OP platform.





The solution enabled the brand to take control of its complex supply chain by reconciling forecasts across different bundles and styles, ensuring cohesive and accurate demand visibility. With advanced algorithms in place, Kisah could now forecast demand for new product launches more precisely—crucial during high-stakes festive seasons when fresh styles are introduced rapidly.

The platform also optimized regional utilization, helping the brand fulfil orders more quickly and cost-effectively by aligning inventory with local demand patterns.

TrueGradient's automated Sales & Operations Planning (S&OP) workflows further streamlined internal coordination, allowing teams to make faster, data-backed decisions.

By incorporating real-time inputs on seasonality, ongoing promotions, and upcoming events, Kisah achieved tighter demand alignment and greater planning agility across its operations.

THE SOLUTION

- Reconciled forecasts across bundles and styles 
- Accurate new product forecasting to support seasonal launches 
- Regional utilization optimization for faster and cost-effective fulfillment 
- Seamless S&OP planning automation to drive team alignment 
- Demand alignment with real-time inputs on seasonality, promotions, and upcoming events 

The Results

Implementing TrueGradient's AI-powered planning platform delivered tangible, high-impact results for Kisah in just one season:

- ✓ **26% improvement in forecast accuracy:** Enhanced prediction models significantly reduced errors and helped teams plan with confidence.
- ✓ **Better planning at bundle and style levels:** Granular forecasting allowed Kisah to allocate inventory more precisely across its extensive catalogue.
- ✓ **Improved regional fulfilment and reduced logistics costs:** Optimized inventory distribution aligned with regional demand trends, ensuring faster and more cost-effective deliveries.
- ✓ **Accurate visibility into seasonal demand shifts:** Real-time data inputs on promotions, festivals, and events helped the brand stay ahead of demand spikes.
- ✓ **Automated planning workflows for faster decisions:** Cross-functional teams gained alignment and speed through streamlined, AI-driven S&OP processes.

TrueGradient's platform empowered Kisah to confidently navigate the high-stakes festive and wedding retail seasons. By eliminating stockouts, reducing planning errors, and enhancing visibility across their operations, Kisah successfully optimized its supply chain for both speed and precision. The brand was able to meet consumer demand more reliably, ensuring better customer satisfaction and higher sales conversion during peak periods.



TrueGradient has played a pivotal role in driving seasonal sales for Kisah by minimizing stockouts with accurate demand predictions and stock planning.

Saurav Kothari

Co-founder, Kisah Apparels

With AI-powered planning now deeply embedded in their operations, Kisah is preparing to scale its success even further. The brand is expanding, backed by a smarter, data-driven supply chain that's built to respond to dynamic market demands — season after season.

Learn more?

Contact us at info@truegradient.ai

<https://truegradient.ai/>