

Hi Assaf,

Relevantly all of the departments would be happy with a new business model like this, which has excellent potential for business improvements. Still, it is going to be a challenging task for Group Chief Technology Officer and Group Chief Commercial Officer due to the following reasons.

- The technology part will be very different if we introduce handset leasing – Cause with leasing, customers don't have to pay to maintain the equipment. If something breaks or needs routine maintenance, the leasing company is in charge of fixing the equipment.
- We have to change the commercial totally from a SIM to Handset + SIM, there is going to be a whole new different marketing strategy and sales tracking, which is going to be dependent on contracts and customer interests, reviews, and adaptation.

But still, there are a few points that can mitigate their concerns —

- Technology needs new recruitment for handset strategy and technology, and with the help of Group Chief Human Resources, we can settle down this concern, as the finance department would be the one who will be already happy with the smoothness of cash flow we are going to get in this business model.
- Marketing strategy needs more work from the same people, will few new additions in the department, we have to make them happy during their increasing working hours with some good variables (Incentives) in their CTC, as they are the most important in turning the table around for Company X and have a huge responsibility in dealing with strategy shift.

I feel we have to proceed with this meeting with good interactions with the Operations and Finance departments as they are going to be the most relaxed and happiest in the meeting.

Thanks & Regards,
Sangam Mahajan.