Name: Christina Noronha

Class: TE IT B3

Rollno: 51

PID: 191081

Sub: PCE II

FREQUENCY PVT LTD

Sahara Educational Complex, Marve Road, Bhuvant Naka, Delhi

07 September 2021

MINUTES

Minutes of the Annual meeting with all the committees regarding the new product launch that was held on 07 September 2021 at 10:00 am in the main Conference Room.

**Chairperso**n Ms Faustina Lazarus

**Secretary** Mr Bennet Menezes

**Present members** Ms Vidita Ravale

Mr Gilchrist Gonsalves

Ms Christina Manakkal

Mr Rohan D’silva

Mr. Monik Kaole

Mr. Dhruv Dave

Mr. Wahid Shaikh

Mr. Dhrumil Makwana

Mr. Deep Parmar

Mr. Mohmmad Yasir Khan

Ms. Christina Noronha

Ms. Yachi Agarwal

**1. Discussing reports and public response for the previous year**

The good reports and positive response from the public of the previous annual year were confirmed by Mr. Bennet Menezes. The publicity team was praised for their efforts.

**2. Introducing the new product Beats by Faustina**

The new product Beats by Faustina was introduced by Mr. Bennet Menezes.

The idea was proposed by Ms. Faustina Lazarus, Publicity head and it was

approved by the board for further processes.

**3. Fixing the initial budget of the new product (Beats by Faustina)**

Mr Gilchrist Gonsalves suggested 50% as initial budget, but finally it was set to 30% by keeping the budget in check as suggested by Ms. Christina

**4. Creating new strategies to promote the product** Mr. Monik Kaole suggested using the various social media platforms for promoting the product. Ms. Faustina Lazarus suggested that we can compare our product with the other competitions respectfully. Ms. Christina Noronha suggested creating promotional videos, promoting on various social media sites and also keeping a giveaway. Mr. Bennet Menezes suggested contacting the gaming community for the promotion of the new product in the gaming fields.

Secretary Chairperson