

From: Sujit Kurhade
Sent: 08 July 2025 18:26
To: Sameer Redij
Cc: Nikita Chatorikar; Yogesh Dusane; Sameer Redij; Rohit Kolhe
Subject: RE: Profitability for DS Group
Attachments: Commercial DS Group- Updated_Profitability.xlsx

Hi Sameer Sir,

Please find attached the Profitability Working of **DS**.

As per market inputs, another vendor has quoted an estimated MRC of ₹1,25,000. At this MRC, we currently achieve a net profit margin of 16% after applying a 38% discount on the CRM standard price.

Here's a consolidated view of the **scenario analysis** from your table:

Case No.	Situation	MRC	OTC	TCV	Net Profit	Net Profit Margin
Suggested : no-regret cost analysis						
1	@ 38% Discount	INR 125,466	INR 75,280	INR 4,592,067	INR 732,852	16.0%
2	@ 35% Discount	INR 131,537	INR 78,922	INR 4,814,263	INR 954,562	19.8%
3	@ 30% Discount	INR 141,656	INR 84,993	INR 5,184,591	INR 1,324,078	25.5%
4	@ 25% Discount	INR 151,774	INR 91,064	INR 5,554,919	INR 1,693,594	30.5%

However, based on our scenario analysis, it is advisable to reduce the discount to 30% to maintain a net profit margin of approximately 25% while responding to the vendor's estimates.

Notes:

1. CPC cost has **Not** considered
2. For Finance Charge Cost , Based on Payment receives within 20 days. ($MRC * 4\% * 10\text{Days} / 365\text{dDays}$)
3. The calculation is based on a **36-month (3-year)** period.
4. OTC Calculated on 5% of YRC

Thanks & Regards,

Sujit Kurhade | Pricing Analyst- Associate

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Email: sujit.kurhade@esds.co.in

From: Rohit Kolhe <Rohit.Kolhe@esds.co.in>
Sent: Tuesday, July 8, 2025 1:03 PM
To: Sujit Kurhade <Sujit.Kurhade@esds.co.in>
Cc: Nikita Chatorikar <nikita.chatorikar@esds.co.in>; Yogesh Dusane <yogesh.dusane@esds.co.in>; Sameer Redij <sameer@esds.co.in>
Subject: Profitability for DS Group
Importance: High

Hi Sujit,

Could you please review the profitability of this order? In the attached commercial document, the line-wise pricing has been provided as per CRM standard rates. As discussed with sales person, another vendor is providing the client with an estimate for the same specs, which total **125,000/- (MRC)**. Please review and suggest the best possible cost for this order, on priority. Also, note that the OTC in BOM is considered as 5% of the MRC.

Tenure: 3 years

Payment terms : Monthly advance within 20 days

CPC : Not applicable

Sales : Shashank Mishra reports to Ishaque Shaikh

Regards,

Rohit Kolhe