



AL MEERA - BUSINESS DEVELOPMENT AGREEMENT YEAR 2023 - DAIRY

REBATE STRUCTURE - COMPARISON

PARTICULARS	YEAR 2022 (%)	YEAR 2023 (%)
Fixed Rebate	10.00%	10.00%
Annexure Support	3.25%	4.25%
	13.25%	14.25%

SHELF SHARE IN DAIRY CATEGORY

CATEGORY TYPE	YEAR 2022	YEAR 2023
Yoghurt	30% Shelf Share	30% Shelf Share
Laban	30% Shelf Share	30% Shelf Share

FIX RENTAL QAR - COMPARISON

RENTAL TYPES	SALES VALUE - FY22	PROJCTED VALUE FY23
Chiller Gondola Support	-	-
Data Sharing	-	-

ADDITIONAL DISPLAYS & DANDY ASSETS

PROMOTION VISIBILITY	YEAR 2022	YEAR 2023

SUMMARY - COST OF DOING BUSINESS (%)

INVESTMENT TYPE	YEAR 2022 (%)	YEAR 2023 (%)
Total Fix Rebate Investment %	13.25%	14.25%
Total Fix Rental Investment %	0.00%	0.00%
TOTAL COOB %	13.25%	14.25%

OVERVIEW OUTLET BASE

PARTICULARS	YEAR 2022	YEAR 2023
Number of outlets	62	62
Upcoming Outlets	0	3
TOTAL NO. OF OUTLETS	62	65

OVERVIEW SALES 22 & PROJECTION 2023

BUSINESS VERTICAL	YEAR 22 - EXIT	BUDGET 2023
Dairy	13,879,575	14,295,962
TOTAL SALES	13,879,575	14,295,962

PAYMENT TERMS

VERTICALS	YEAR 2022	YEAR 2023
PAYMENT TERMS	15 Days	15 Days

COMMENT/REMARKS

- # - The overall cost of doing business increased by 1% as compared to last year.
- Al Meera will provide 30% visibility support in the category display against the annexure support given by Dandy

Sales Manager

Sr. BDM

Sr. Finance Manager

General Manager