



14/11

## AL MEERA - BUSINESS DEVELOPMENT AGREEMENT YEAR 2023 - BEVERAGES

REBATE STRUCTURE - COMPARISON		
PARTICULARS	YEAR 2022 (%)	YEAR 2023 (%)
Fixed Rebate	10.00%	10.00%
Annexure Support	5.00%	6.00%
	15.00%	16.00%

SHELF SHARE IN DAIRY CATEGORY		
CATEGORY TYPE	YEAR 2022	YEAR 2023
Juices	30% Shelf Share	30% Shelf Share
Frutti	30% Shelf Share	30% Shelf Share

FIX RENTAL QAR - COMPARISON		
RENTAL TYPES	YEAR 2022 (QAR)	YEAR 2023 (QAR)
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 %	15.00%	16.00%
Total Fix Rental investment %	0.00%	0.00%
TOTAL CODB %	15.00%	16.00%

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	SALES VALUE - FY22	PROJECTED VALUE FY23
Beverages	5,525,214	5,801,475
TOTAL SALES	5,525,214	5,801,475

PAYMENT TERMS		
VERTICALS	YEAR 2022	YEAR 2023
PAYMENT TERMS	30 Days	30 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

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Dear Sir,

The Al Meera group has returned the signed Dandy BDA, and has requested that the BDA should be signed by authorized signatory as mentioned in computer card / Establishment card.