



AL MEERA - BUSINESS DEVELOPMENT AGREEMENT YEAR 2025 - ICE CREAM

REBATE STRUCTURE - COMPARISON

FIX RENTAL CAR - COMPARISON

RENTAL TYPES	SALES VALUE - FY24	PROJECTED VALUE FY25

SUMMARY - COST OF DOING BUSINESS (%)

INVESTMENT TYPE	YEAR 2024 (%)	YEAR 2025 (%)
Total Fix Rebate investment %	20.50%	21.00%
Total Fix Rental investment %	0.00%	0.00%
TOTAL CODR %	20.50%	21.00%

OVERVIEW SALES 23 & PROJECTION 2024

BUISNESS VERTICAL	YEAR 24 - EXIT	BUDGET 2025
Dairy	5,442,292	5,877,675
TOTAL SALES	5,442,292	5,877,675

SHELF SHARE IN DAIRY CATEGORY

ADDITIONAL DISPLAYS & DANDY ASSETS

OVERVIEW OUTLET BASE

PARTICULARS	YEAR 2024	YEAR 2025
Number of outlets	65	66
Upcoming Outlets	0	2
TOTAL NO. OF OUTLETS	65	68

COMMENT/REMARKS

- 1- The 1% annexure rebate has been removed from the Dairy category and reallocated as follows: 0.5% has been shifted to Beverages and 0.5% to Ice Cream. Additionally, the remaining amount of QAR 80,000 has been earmarked for e-commerce activities and accounted for under the Dairy category.

2- The support that Al Meera will provide: Monthly Sellout Data, 15 flyer spots include all three BDAs (with most to be utilized in the Frozen range), and a commitment to 30% shelf share.

3- 10 nos of Dandy freezers in the selected stores (Other than the category space)

33/09

Sales Manager

P. Agarwal

Sr. BDM

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General Manager