



AL MEERA - BUSINESS DEVELOPMENT AGREEMENT YEAR 2023 - DAIRY

FIX RENTAL QAR - COMPARISON		
RENTAL TYPES	SALES VALUE - FY22	PROJCETED VALUE FY23
Chiller Gondola Support	-	-
Data Sharing	-	-

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 CODB %	13.25%	14.25%

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

OVERVIEW OUTLET BASE		
PARTICULARS	YEAR 2022	YEAR 2023
<b>Number of outlets</b>	<b>62</b>	<b>62</b>
<b>Upcoming Outlets</b>	<b>0</b>	<b>3</b>
<b>TOTAL NO. OF OUTLETS</b>	<b>62</b>	<b>65</b>

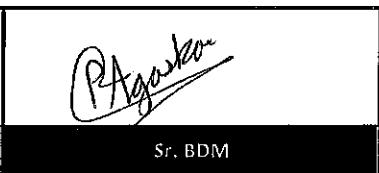
PAYMENT TERMS		
VERTICALS	YEAR 2022	YEAR 2023
PAYMENT TERMS	15 Days	15 Days

**COMMENT/REMARKS**

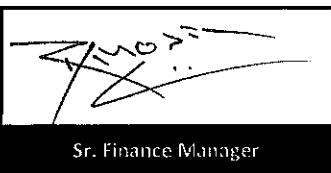
- # - The overall cost of doing business increased by 1% as compared to last year.
- # - Al Meera will provide 30% visibility support in the category display against the annexure support given by Dandy



### Sales Manager



Sr. BDM



Sr. Finance Manager

General Manager