

Minutes of the Senior Management Meeting

21st January 2025

Attendees	
Neelam	VMBE
Hemikaa Dedhia Department: Brand & Social Media	Victor Manickam Role: Strategic Advisor
Absent Department: Distributors & Dealers	Siddhant Mahajan Role: Data Analysis and Coordination
Jigna Patel Department: Sales	
Hitesh Vora Department: Supply Chain	
Parin Chheda Department: Swift	

Key Discussion & Updates
1. Sales Department updates - Jigna Patel
<ul style="list-style-type: none">Customer wise data was provided for - Corporate, Ecom, OEM, Export & Website.Customer wise reconciliation across verticals in the format provided remains pending.Exact value of Websites sales monthly will be provided from the month of February.
VMBE Inputs
<ul style="list-style-type: none">The distributor reconciliation format to be followed by all verticals.
Action Items
<ul style="list-style-type: none">Jigna Patel to compile customer-wise reconciliation.
2. Distributors & Dealers - Purav Rambhia
<ul style="list-style-type: none">Purav Rambhia was not present for this meeting. Keeping that in mind the inputs have been structured the same as the Jan 14 meeting.
Mr. Victor's Inputs
<ul style="list-style-type: none">Purav Rambhia is directed to do the following:<ul style="list-style-type: none">Wholesalers and dealers to be segregated from the current sheet.Carry forward and brought forward values should be presented in the sheet so that numbers presented on any sheet reconcile.

Action Items
<ul style="list-style-type: none"> Purav Rambhia to maintain the distributor network reconciliation report on a weekly basis.
3. Swift - Parin Chheda
<ul style="list-style-type: none"> The Training Calendar was prepared and presented. Geotagging number has reached 698. Approval from Mr. Vishal for the incentive scheme to be taken on Jan 21, 2025, keeping in mind the Jan 31, 2025 timeline.
Action Items
<ul style="list-style-type: none"> Columns for names and number of people to be added. To finalise the calendar for Mr. Victor's approval.
4. Brand & Social Media - Hemikaa Dedhia
<ul style="list-style-type: none"> Hemikaa Dedhia presented her weekly numbers. A growth of 300 followers from the last meeting was noted. Average like count increased from 15 to 20. Conference Dates are as follows: <ul style="list-style-type: none"> Influencer Meet - May 2, 2025 Blue Distributor Meet - May 3, 2025 Vendor Meet - June(Date to be decided)
VMBE Inputs
<ul style="list-style-type: none"> Internal reach was reiterated and asked to create a plan for the same. To be presented in the next meeting. Sales Conference and Dealer meet dates to be structured. Planning & Clarity for the conferences in May to be presented in the next meeting.
5. Supply Chain - Hitesh Vora
<ul style="list-style-type: none"> Hitesh Vora provided an update on his presentation from last week. Dispatch for all orders is on schedule. New orders were presented. Distributor Network stock stands at 3987 cartons as on Jan 20, 2025.
VMBE Inputs
<ul style="list-style-type: none"> Distributor Network Carton count to be 8875 by Feb 7, 2025. A delay on the vendor due to delayed payables to be reported immediately.
Action Items
<ul style="list-style-type: none"> Hitesh Vora to present all his updates on an excel sheet