

Minutes of the Senior Management Meeting

25th February 2025

Attendees	
Neelam	VMBE
Hemikaa Dedhia - Department: Brand & Social Media	Victor Manickam Role: Strategic Advisor
Purav Rambhia 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 and the sheet was presented in the format provided.Website sales on Feb 25 - 21.73 Lacs. Instamart Sales till date - 25 LacsReliance Meeting is set for Feb 27, 2025.
VMBE Inputs
<ul style="list-style-type: none">To extract website sales after subtracting Sales return for the next meeting.
Action Items
2. Distributors & Dealers - Purav Rambhia
<ul style="list-style-type: none">Provide the receivables data bifurcation in the categories - 'Over 120 days', '90-120 Days', '60-90 Days', '0-60 Days'.238 Blue Retailers were geotagged out of a total of 259.
VMBE Inputs
<ul style="list-style-type: none">Submit a plan for the collection of 1 cr receivables in the dealer network - dealer above 120 days is 73.60L, above 90 days is 95.7L

Action Items

- To complete the Blue retailers geotagging by Feb 28, 2025.
- To complete the Active retailers geotagging by March 31, 2025

3. Swift - Parin Chheda

- Training Updates sent on email.
- Geo tagging:

Particulars	Total	Geotagged	Pending
Retailers	4973	2163	2810
Active	2466	1764	702
ABONR	268	83	185
Inactive	2239	316	1923
Blue	259	238	21
White	311	284	27
Orange	1896	1242	654
No Order	2507	399	2108

- No progress on Swift app on Google Play Store.

VMBE Inputs

- Prepare a P&L on the website to ascertain profitability on this digital asset.

Action Items

- P&L on Website -March 4, 2025
- To complete the Blue retailers geotagging by Feb 28, 2025.
- To complete the Active retailers geotagging by March 31, 2025.

4. Brand & Social Media - Hemikaa Dedhia

- Hemikaa Dedhia presented her weekly numbers. No growth in the followers from last week. Average like count decreased from 25 to 17. Accounts reached were 322k this week as opposed to 517k previously reported, and the accounts engaged went down from 8.2k on Feb 18 to 4.2k on Feb 25.
- Internal Reach Plan in process - Meeting with Shubhna set for Feb 25, 2025.
- Vacuum container Updates
 - Photography brief given - 3d model to be sent.
 - Packaging - finalised single piece container
 - Packaging KLD & Samples given to vendor

VMBE Inputs

- Product Details to be added in the Ppt.
- Internal Plan to be finalised.

Action Items

5. Supply Chain - Hitesh Vora

- Hitesh Vora provided an update on his presentation from last week. Dispatch for all corporate orders is on schedule
- New orders were presented.
- Distributor Network stock stands at 3728 cartons as on Feb 25, 2025.
- Purchase Department - 2 recruits have joined.
- Dispatch Department - 1 recruit has joined. Awaiting confirmation of joining date from the other two resources.

VMBE Inputs

- A lack of space mathematically to maintain a stock of 8875 cartons was highlighted in the meeting.
- Supply department to calibrate the calculations and present correct numbers.
- Format provided by Mr. Victor to the Supply Chain Department to be completed by March 1, 2025.

Action Items