

Minutes of the Senior Management Meeting
14th January 2025

| Attendees | |
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| 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 |
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| 1. Sales Department updates - Jigna Patel |
| <ul style="list-style-type: none">Customer wise data was provided for - Corporate, Ecom, OEM, Export & Website.Website sale was presented as 23.4 lakhs including pending order of 4.7 lakhs. |
| Mr. Victor's Inputs |
| <ul style="list-style-type: none">Asked for the exact value of website sales in the month of January.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 presented distributor-wise reconciliation as per the format. |
| Mr. Victor's Inputs |
| <ul style="list-style-type: none">Commended Purav Rambhia for the good work to bring such extensive data onto one sheet, and directed to do the following: |

- 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

- Purav Rambhia to maintain the distributor network reconciliation report on a weekly basis.

3. Swift - Parin Chheda

- Presented the training calendar. Location - Vasai Conference Room. Capacity - 20.
- Swift expected to go on Playstore by January 25.

Mr. Victor's Inputs

- To determine the following for the training:
 - Number of people from the respective departments. Respective department heads to be present.
 - A proper roster for all Training Days.
 - A test to clear training
 - Certificate of Module Training to be presented on completion.
 - Breakfast and Lunch to be provided.
 - Paid holiday/One comp off - Swati to align with Mr. Victor.
- The Playstore Development is recognised as a great breakthrough in the mindset shift

Action Items

- Parin Chheda to design and present a detailed training calendar by Jan 21, 2025

4. Brand & Social Media - Hemikaa Dedhia

- Hemikaa Dedhia presented her weekly numbers. A growth of 1000 followers in 2 weeks was noted.
- The event flow for the influencers on Feb 1 was shared in detail.

Mr. Victor's Inputs

- Stated that the course material should be provided to the influencers after the workshops. Hemikaa Dedhia to confirm and align the teachers employed for the workshops.
- A Certificate of completion to be given.
- Align the dates of all conferences with Mr. Vishal.
- The Brand Ambassador - Sonali - should be present for the distributor conference as well as the Influencer meet.

5. Supply Chain - Hitesh Vora

- Hitesh Vora provided an update on his presentation from last week.

Mr. Victor's Inputs

- Appreciated the great work brought forward and encouraged Hitesh Vora to continue on this path.

Action Items

- Hitesh Vora to present all his updates on an excel sheet