

## Minutes of the Senior Management Meeting

18th February 2025

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

Key Discussion & Updates
<b>1. Sales Department updates - Jigna Patel</b>
<ul style="list-style-type: none"><li>Absent</li></ul>
<b>VMBE Inputs</b>
<b>Action Items</b>
<b>2. Distributors &amp; Dealers - Purav Rambhia</b>
<ul style="list-style-type: none"><li>Provide the receivables data bifurcation in the categories - 'Over 120 days', '90-120 Days', '60-90 Days'.</li><li>211 Blue Retailers were geotagged out of a total of 262.</li></ul>
<b>VMBE Inputs</b>
<ul style="list-style-type: none"><li>Asked for receivables data on the Dealers data.</li><li>Asked for the receivables data bifurcation in the category '0-60 Days'.</li><li>Asked to structure an agreement for Blue Retailers.</li></ul>
<b>Action Items</b>

- 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	Feb 11	Feb 18
Total Geotagged	1399	1685
Active	1034	1307
ABONR	88	81
Inactive	277	297
Blue(Out of Active)	186	211

- 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
- 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. A growth of 400 followers from Feb 4, 2025 was noted. Average like count decreased from 34 to 25. Accounts reached were 517k as opposed to 787k previously reported, and the accounts engaged went down from 14k on Feb 4 to 8.2k on Feb 18.
- Internal Reach Plan in process
- Product launch planned for May 2.

#### VMBE Inputs

- Requirements discussed in Thursday meetings with Therefore to be shared in every Tuesday meeting.
- Product Details to be added in the Ppt.

#### Action Items

<b>5. Supply Chain - Hitesh Vora</b>
<ul style="list-style-type: none"><li>• Hitesh Vora provided an update on his presentation from last week. Dispatch for all corporate orders is on schedule</li><li>• New orders were presented.</li><li>• Distributor Network stock stands at 4792 cartons as on Feb 18, 2025.</li></ul>
<b>VMBE Inputs</b>
<ul style="list-style-type: none"><li>• Purchase Officer to be hired immediately.</li><li>• 3 personnel in the dispatch department to be hired by Feb 20, 2025</li><li>• 8875 cartons requires a final date to be given.</li></ul>
<b>Action Items</b>