

Minutes of the Senior Management Meeting

11th February 2025

Attendees	
Neelam	VMBE
Hemikaa Dedhia - Absent Department: Brand & Social Media	Siddhant Mahajan Role: Data Analysis and Coordination
Purav Rambhia Department: Distributors & Dealers	
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 11 - 14.45 Lacs.• Reliance is approached for a meeting to build the relationship in order to correct the sales trajectory. The communication from Reliance is awaited.
VMBE Inputs
<ul style="list-style-type: none">• Please report status on Reliance on Feb 18, 2025
Action Items
2. Distributors & Dealers - Purav Rambhia
<ul style="list-style-type: none">• After an inquiry into the receivables, it was noted that the Northern Region is where the focus to collect is required.• Sales in January - 2.87 crores.• 186 Blue Retailers were geotagged out of a total of 232.
VMBE Inputs
<ul style="list-style-type: none">• Blue retailers geotagging is still pending as on Feb 11, 2025, though a considerable

progress is noted.

- The run rate for Q4 was observed and noted to be behind the target set at the beginning of January.

Action Items

- To complete the blue retailers geotagging.
- To revisit the targets set.

3. Swift - Parin Chheda

- Training Updates sent on email.
- Geo tagging:

Particulars	Feb 4	Feb 11
Total Geotagged	1229	1399
Active	911	1034
ABONR	77	88
Inactive	241	277
Blue(Out of Active)	126	186

- 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. Siddhant Mahajan to assist on the same.

Action Items

- P&L on Website

4. Brand & Social Media - Hemikaa Dedhia

Action Items

- The Internal Reach Plan to be finalised.

5. Supply Chain - Hitesh Vora

- Hitesh Vora provided an update on his presentation from last week. Dispatch for all orders is on schedule, except Innovativ, that was due to the sudden exit of Packing workers.
- New orders were presented.
- Distributor Network stock stands at 4256 cartons as on Feb 11, 2025.
- 5000 Sq. ft. finalised at 40 rupees per sq. ft., with an additional 5000 sq. ft. available at an additional 30 rupees per sq. ft. when required.
- The Purchase Officer who was to join from Feb 15 dropped out. New Interviews have already been done.

VMBE Inputs

- A Packing worker crisis is something to be anticipated and guard rails to be structured for such concerns in the supply chain department.
- Purchase Officer to be hired immediately.
- 3 personnel in the dispatch department to be hired by Feb 20, 2025
- 8875 cartons to be in stock by Feb 20, 2025.

Action Items