

# Minutes of the Senior Management Meeting

7th January 2025

Attendees	
Neelam	VMBE
<b>Hemikaa Dedhia</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</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>Jigna Patel was on leave. We did not receive the customer wise sales data.</li></ul>
<b>Mr. Victor's Inputs</b>
<ul style="list-style-type: none"><li>Emphasized the need for detailed sales reports broken down by customers to enable comprehensive performance analysis.</li></ul>
<b>Action Items</b>
<ul style="list-style-type: none"><li>Jigna Patel to compile customer-wise sales data for weekly presentations.</li></ul>
<b>2. Distributors &amp; Dealers - Purav Rambhia</b>
<ul style="list-style-type: none"><li>Purav Rambhia presented distributor-wise weekly dispatch.</li><li>Purav Rambhia requested for the top 10 dealers report to be made monthly.</li><li>Purav Rambhia stated that the pending orders will be reconciled and presented on Jan 14 2025.</li></ul>

### **Mr. Victor's Inputs**

- Stressed on the critical requirement of Distributor Reconciliation report and instructed Mr. Siddhant to provide the format to Mr. Purav, such that we are in a position to begin analysing distributor performance from Jan 14 2025 onwards.

### **Action Items**

- Purav Rambhia to submit a weekly summary with detailed sales and outlet performance metrics.
- Purav Rambhia to provide a year to date Distributor Reconciliation Report on Jan 14, 2025

### **3. Swift - Parin Chheda**

- Committed to geotagging of 2000 retailers by Jan 25 as step 1.
- Training calendar is yet to be created.

### **Mr. Victor's Inputs**

- Revised the completion date for the Geotagging to Jan 31, 2025.
- Pressed on the training calendar with a view to complete all necessary training requirements by March 15, 2025.

### **Action Items**

- Parin Chheda to design and present a detailed training calendar by Jan 14, 2025

### **4. Brand & Social Media - Hemikaa Dedhia**

- Acknowledged that the influencer meet previously to be held on Feb 1, 2025 has now been rescheduled to May 1, 2025.
- Feb 1 would now be the influencers being invited to the 'Leadership' Knowledge Series.

### **Mr. Victor's Inputs**

- Directed Hemikaa Dedhia to announce the Influencer Meet event on Feb 1 and take confirmations on the same.
- Stressed the importance of internal reach, and demanded to ensure that all our marketing campaigns reach our internal network.

### **Action Items**

- Hemikaa Dedhia to prepare and confirm the influencers for 'Leadership' Knowledge Series.

## 5. Supply Chain - Hitesh Vora

- Hitesh provided a report on the plan to fulfill corporate orders of INR 6.8 crores as follows:

Sr. No.	Party Name	Item Name	Qty	Final Delivery Date
1	Enzie Brands Pvt.Ltd	Dinner Set 24 Pcs	3083	10-01-2025
2	Ipcia Laboratories	Lemon Jug & Glass	5000	12-01-2025
3	Intas Pharma	Condiment Set 3 Pcs	13500	20-01-2025
4	Pdlite	Dinner Set 24 Pcs Diamond	4000	07-02-2025
5	Royal Collection (Alembic)	Tea Set 3 Pcs	28500	20-01-2025
6	Jyothy Laboratory	Bhojan set 5 pcs	8000	10-02-2025
7	Microtech	Dinner set 55	20000	10-02-2025

### Mr. Victor's Inputs

- Appreciated the great work brought forward and encouraged Hitesh Vora to continue on this path. Siddhant Mahajan was asked to note all the promises made.
- Urged Hitesh Vora to make his presentations on an excel sheet.

### Action Items

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