

Minutes of the Top Management Session

31st December 2024

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	

Agenda:

Establishing the Structure of Tuesday Meetings

Key Discussion & Updates
1. Sales Department updates - Jigna Patel
<ul style="list-style-type: none">Yearly Gross Sales Performance till December: ₹65 CrMonthly Sales Performance: ₹5 Cr achieved in December
Mr. Victor's Inputs
<ul style="list-style-type: none">Emphasized the need for detailed sales reports broken down by customers to enable comprehensive performance analysis.Suggested incorporating customer feedback trends to align future strategies.
Action Items
<ul style="list-style-type: none">Jigna Patel to compile customer-wise sales data for weekly presentations.
2. Distributors & Dealers - Purav Rambhia
<ul style="list-style-type: none">December Sales Figures:<ul style="list-style-type: none">Distributor Sales: ₹2 Cr.Dealer Sales: ₹78 L.Pending Orders: ₹45 L

- Projections for January 2025:
 - Distributor Sales Target: ₹3.25 Cr.
 - Dealer Sales Target: ₹75 L.

Mr. Victor's Inputs

- Weekly updates should focus on:
 - Primary Sales Data: Across all distributors
 - Dealer Performance Analysis: Top 10 dealer outlets to be identified and monitored.
- Recommended exploring distribution bottlenecks to enhance efficiency.

Action Items

- Purav Rambhia to submit a weekly summary with detailed sales and outlet performance metrics.

3. Swift - Parin Chheda

- Provided the latest operational updates on the Swift platform's functionality and usage.

Mr. Victor's Inputs

- Mandated that all meeting minutes (MOM) be uploaded on Swift promptly to ensure transparency.
- Directed the creation of a Training Calendar for all team members to become proficient with the platform.

Action Items

- Parin Chheda to design and present a detailed training calendar by the next session.
- Siddhant Mahajan to collaborate with Parin for smooth execution of training schedules.

4. Brand & Social Media - Hemikaa Dedhia

- Delivered updates on ongoing branding campaigns and social media engagement metrics.
- Shared details of influencer collaboration strategies.

Mr. Victor's Inputs

- Requested a detailed report on influencer performance and influencer status.
- Stressed the importance of team readiness for the Influencer Conference

Action Items

- Hemikaa Dedhia to prepare and present an influencer status by Jan 10, 2025.
- Confirm team attendance and responsibilities for the upcoming conference

5. Supply Chain - Hitesh Vora

- Current Stock Levels: 3,980 cartons available.
 - Delay in achieving higher stock levels due to pending readiness of new storage space. Expected completion: January 10-15, 2025.
- Target Stock Levels: Plan to reach a minimum of 8,875 cartons post space readiness.
- Weekly updates to include SKU-level inventory aligned with sales department projections.

Mr. Victor's Inputs

- Identified a critical gap in stock planning, making the ₹120 Cr sales target unfeasible under current stock levels.
- Collaborated with Siddhant Mahajan to revise calculations and set realistic projections for Q4.
- Recommended a focused review session with supply chain and sales teams to resolve planning discrepancies

Action Items

- Hitesh Vora to meet with Siddhant Mahajan during the week to finalize revised stock plans.
- Updated inventory data to be presented at the January 7th, 2025 meeting.