

Minutes of the Senior Management Meeting

21st January 2025

Attendees	
Neelam	VMBE
Hemikaa Dedhia Department: Brand & Social Media	Victor Manickam Role: Strategic Advisor
Absent 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

1. Sales Department updates - Jigna Patel

- Customer wise data was provided for - Corporate, Ecom, OEM, Export & Website.
- Customer wise reconciliation across verticals in the format provided remains pending.
- Exact value of Websites sales monthly will be provided from the month of February.

VMBE Inputs

- The distributor reconciliation format to be followed by all verticals.

Action Items

- Jigna Patel to compile customer-wise reconciliation.

2. Distributors & Dealers - Purav Rambhia

- Purav Rambhia was not present for this meeting. Keeping that in mind the inputs have been structured the same as the Jan 14 meeting.

Mr. Victor's Inputs

- Purav Rambhia is 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

- The Training Calendar was prepared and presented.
- Geotagging number has reached 698. Approval from Mr. Vishal for the incentive scheme to be taken on Jan 21, 2025, keeping in mind the Jan 31, 2025 timeline.

Action Items

- Columns for names and number of people to be added.
- To finalise the calendar for Mr. Victor's approval.

4. Brand & Social Media - Hemikaa Dedhia

- Hemikaa Dedhia presented her weekly numbers. A growth of 300 followers from the last meeting was noted. Average like count increased from 15 to 20.
- Conference Dates are as follows:
 - Influencer Meet - May 2, 2025
 - Blue Distributor Meet - May 3, 2025
 - Vendor Meet - June(Date to be decided)

VMBE Inputs

- Internal reach was reiterated and asked to create a plan for the same. To be presented in the next meeting.
- Sales Conference and Dealer meet dates to be structured.
- Planning & Clarity for the conferences in May to be presented in the next meeting.

5. Supply Chain - Hitesh Vora

- Hitesh Vora provided an update on his presentation from last week. Dispatch for all orders is on schedule.
- New orders were presented.
- Distributor Network stock stands at 3987 cartons as on Jan 20, 2025.

VMBE Inputs

- Distributor Network Carton count to be 8875 by Feb 7, 2025.
- A delay on the vendor due to delayed payables to be reported immediately.

Action Items

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