

Minutes of the Senior Management Meeting

28th January 2025

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	

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.Exact value of Websites sales monthly will be provided from the month of February.
Mr. Victor's Inputs
<ul style="list-style-type: none">The website should be included under the E-commerce segment.The E-commerce segment should be categorized based on the different parties to whom supplies are made.Jigna Patel to inform Reliance to place orders based on the stock maintained for them, once the current order of ₹18 lacs is completed.Reliance should also be informed that Neelam will not be handling new orders for stock beyond what is already maintained for them.
Action Items
<ul style="list-style-type: none">Jigna Patel to compile the report based on Mr. Victor's inputs.
2. Distributors & Dealers - Purav Rambhia
<ul style="list-style-type: none">Purav Rambhia presented distributor-wise reconciliation as per the format incorporating the feedback from the Jan 14 meeting.

- A discussion took place on cancelled orders and Purav Rambhia presented all relevant numbers from the compiled sheet.

Mr. Victor's Inputs

- Stated disappointment toward cancelled orders value in the distributor network amounting to 3.2 crores which averaged out at 14% of sale. Analysed that this is a loss and not just of 3.2 crores, it is a loss of a further 3 crores with respect to repeat orders. Implored that the team ensures for F.Y. 25-26, the cancelled orders are restricted 1-2%.
- Blue Retailer geotagging to be completed by Feb 3.
- All active retailers - geotagging to be completed by Feb 15.

Action Items

- Purav Rambhia to prepare a plan for the geotagging exercise.

3. Swift - Parin Chheda

- Geo tagging number has reached 923. Inactive retailers geotagged 262.
- Swift app to go live on Playstore by Feb 1.

Mr. Victor's Inputs

- Update to be provided on training next week.
- 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

- Hemikaa Dedhia presented her weekly numbers. A growth of 400 followers from the last meeting was noted. Average like count decreased from 20 to 16. Accounts reached were 100k as opposed to 225k last week, however the accounts engaged went up from 3k last week to 18.1k this week.
- We have 60 confirmations and 19 registrations for the Feb 1 event as on date. We are expecting to have 90 confirmations.
- Conference Plan is as follows:
 - Sales Conference - April 29-30, 2025 - May 1 to be a one day trip for the sales staff.
 - Influencer Meet - May 2, 2025 - Will include the blue distributors and their respective RSMs. It will conclude by 6pm, followed by dinner for Blue Distributors.
 - Blue Distributor Meet - May 3, 2025
 - Taj Santacruz has been finalised.

- The Internal Reach plan is pending.

Mr. Victor's Inputs

- Vendor meet should be planned for April 2025.
- Maharashtra Dealer meet to be given by Purav Rambhia post a discussion with Pravin.

Action Items

- Finalise the Vendor meet dates.

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 4537 cartons as on Jan 20, 2025. The target of 8875 cartons by Feb 7, 2025 will be missed. We would stand at somewhere around 7000 cartons.

Mr. Victor's Inputs

- Reiterated the importance of 8875 cartons.

Action Items

- Hitesh Vora to have 8875 cartons prepared.