

## **Minutes of the Senior Management Meeting**

**4th February 2025**

<b>Attendees</b>	
<b>Neelam</b>	<b>VMBE</b>
<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	

<b>Key Discussion &amp; Updates</b>
<b>1. Sales Department updates - Jigna Patel</b>
<ul style="list-style-type: none"><li>Customer wise data was provided for - Corporate, Ecom, OEM, Export &amp; Website and the sheet was presented in the format provided.</li></ul>
<b>Mr. Victor's Inputs</b>
<ul style="list-style-type: none"><li>The decision on the 'Reliance' relationship to be closed by Feb 4, 2025.</li></ul>
<b>Action Items</b>
<ul style="list-style-type: none"><li>Jigna Patel to draft an email to Reliance communicating the decision.</li></ul>
<b>2. Distributors &amp; Dealers - Purav Rambhia</b>
<ul style="list-style-type: none"><li>The payment received column was added to the sheet presented and it was ascertained that out of a sale of 32 crores, 6 crores was outstanding.</li><li>126 Blue Retailers were geotagged out of a total of 232.</li></ul>
<b>Mr. Victor's Inputs</b>
<ul style="list-style-type: none"><li>The remaining 106 blue retailers to be geotagged by Feb 11, 2025.</li><li>Asked for the outstanding amounts that fall in the 'over 120 days' category.</li></ul>
<b>Action Items</b>

- Purav Rambhia to present the outstanding amounts that fail in the 'over 120 days' category.

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

- Geo tagging number has reached 1232. Inactive retailers geotagged 241.
- No progress on Swift app on Google Play Store.

#### **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
- Provide updates in terms of feedback form and the tests conducted on the training.

### **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 16 to 34. Accounts reached were 787k as opposed to 100k last week, however the accounts engaged went down from 18.1k last week to 14k this week.
- Water Kingdom given as a proposal for the Sales team for May 1.
- The Internal Reach plan is pending.

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

- Event Planning to be done in-house.

#### **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.
- New orders were presented.
- Distributor Network stock stands at 3756 cartons as on Feb 4, 2025. The target of 8875 cartons by Feb 7, 2025 will be missed. Revised date Pending.

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

- Reiterated the importance of 8875 cartons.

Action Items
<ul style="list-style-type: none"><li>Hitesh Vora to have 8875 cartons prepared.</li></ul>