



M M-Vendor <m.sonika@flipkart.com>

Fwd: Campus x FK - Apr-Dec 2025 - JBP Closure

Sailesh Agarwal <sailesh.a@flipkart.com>

Thu, Jul 17, 2025 at 1:50 PM

To: Siddharth Pillai <siddharth.pillai@flipkart.com>, Rahul Patel <rahul.patel@flipkart.com>, Krishna Priya Parusharouthu <parusharouthu.k@flipkart.com>, M M-Vendor <m.sonika@flipkart.com>

+Krishna Priya Parusharouthu +M M-Vendor

Regards,
Sailesh,
9073446914.

On Thu, Jul 17, 2025 at 1:49 PM Sailesh Agarwal <sailesh.a@flipkart.com> wrote:

+Krishna Priya Parusharouthu +M M-Vendor

Regards,
Sailesh,
9073446914.

On Wed, Jul 9, 2025 at 3:15 PM Sailesh Agarwal <sailesh.a@flipkart.com> wrote:

+

Alpha

Target - 150 Cr (net inwards)

Timeline - Apr-Dec 2025

Commercials as below:

	Pareto	Non Pareto
Buy Share (in value)	65%	35%
Trade margin (on inv)	35% NOT	35% NOT
TOD at 150 cr net sales, Paid Out in Jan'26 (on net sales) rtv adjusted	3%	3%
Marketing (on net sales) rtv adjusted	22%	22%
Off Invoice CN (to be paid out monthly basis inwards)	3%	9%
Stock Correction	0%	15%

Regards,
Sailesh,
9073446914.

On Wed, Jul 9, 2025 at 3:15 PM Sailesh Agarwal <sailesh.a@flipkart.com> wrote:

Regards,
Sailesh,

9073446914.

----- Forwarded message -----

From: **Avishek Agarwal** <avishek.agarwal@flipkart.com>
 Date: Wed, Jul 2, 2025 at 4:52 PM
 Subject: Fwd: Campus x FK - Apr-Dec 2025 - JBP Closure
 To: Sailesh Agarwal <sailesh.a@flipkart.com>

----- Forwarded message -----

From: **Sahil Kher** <sahil.kher@campusshoes.com>
 Date: Mon, Apr 14, 2025 at 12:42 PM
 Subject: Campus x FK - Apr-Dec 2025 - JBP Closure
 To: anubhav.agarwal@flipkart.com <anubhav.agarwal@flipkart.com>, Siddharth Pillai <siddharth.pillai@flipkart.com>, Avishek Agarwal <avishek.agarwal@flipkart.com>, Sushmita Shenoy <sushmita.shenoy@flipkart.com>, jain.akanksha@flipkart.com <jain.akanksha@flipkart.com>
 Cc: Satyam Singh <satyam.singh@campusshoes.com>, Ayush Jain <ayush.jain@campusshoes.com>, Jatin Verma <jatin.verma@campusshoes.com>, Uplaksh Tewary <uplaksh.tewary@campusshoes.com>

Hi Team,

It was great meeting you all last week, thanks for your time and bringing the discussion to a closure.

Sharing below the final points discussed in our meeting.

MP - Brand CY Target – 400 cr (5 accounts)

Commercial alignment as below

Brand Account + Aligned Distributors (Shoes)			Input Disc%	
Period	CODB Configuration	Remark	Men's	Women's
BAU	1% Comm	No FF Waiver	26%	23%
Event	1% Comm + 27 rs FF	FF Waiver	33%	30%
Marketing	6% of gmv (*less cancellations)			

Seller Ids

9e9ad67abf5e44b4

6f6ac62d56304bf7

1da36c3c350b452b

3e53b683c9a14e53

ce1906a41ab64895

- Running Shoes vertical de-growth –and plan to scale up running shoes vertical
 - Campus team to get back with fresh launches
 - Scale up plan
 - Comm's around marketing - Highlighting functionality with air capsule, Sole technology etc.
- FBF Scale up
- Traffic Drop - [@Avishek Agarwal](#) – please share the data presented in the meeting. We'll need to collectively address this point, will initiate a discussion between both the marketing team for the same.
- Open Footwear Solve – Sharing below the Input disc basis similar jira support as shoes. Let's discuss and finalise asap.

Open Footwear	CODB configuration	Remark	Optin (50% share)	Input%
Event	1% Comm + 27 FF	FF Waiver	15%/18%	13%
BAU	1% Comm	No FF Waiver	10%	8%

Alpha - April to December 2025 – Target – 150 cr (Net Deliveries) (Post RTVs)

	Pareto	Non Pareto
Buy Share (in value)	65%	35%
Trade margin (on inv)	35% NOT	35% NOT
TOD at 150 cr net sales Paid Out in Jan'26 (on net sales) rtv adjusted	3%	3%
Marketing (on net sales) rtv adjusted	25%	31%
Stock Correction	0%	15%

- Final Selection list to be shared by Campus team – Tuesday EOD
- FK team to help with quarterly reconciliation of QDN / short supply cases to avoid any P&L bleed

- FK team to share month on month deliveries/ IB and marketing base plan
- Invoice to Deliveries to be within 30 days

Please add if anything has been missed from our discussion

Regards

Sahil Kher

9899570568

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Regards
Avishek Agarwal