Hi Dave,

Good Morning

Thank you for the call on Tuesday. Apologies for sending the notes late. We were OOO yesterday.

I have noted the minutes from the meeting below :

**Minutes of Meeting**

|  |  |
| --- | --- |
| Project Name | Kimberly Clark |
| Meeting Date | 16/03/2023; 21/03/2023 (Combined) |
| Meeting Type | External |
| Scribe by | Kavya |
| Next Scribe by | Hardik |
| Attendees | Varman, Steve, Khyati, Deepa |
| Absentees | - |

Agenda:

|  |  |
| --- | --- |
| Discussion Topic | Presenter Name |
| Model Update | Kavya |
| Data Confirmation | Kavya |
| Doubts clarification | Kavya; Hardik; |
| Model Result reporting clarification | Hardik |

Action Items from the previous meeting (if any):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action Items | Dependency | Owner | Timelines (Date) | Comments |
| Shipment data summary to be shared with Dave(Quarter level information) |  |  |  | Attached to this email |

Points Discussed:

|  |  |
| --- | --- |
| Sl. No. | Discussion Points: |
| 1 | For all the models, Dave confirmed that for the common period like 2021, if we’re getting contributions in a ballpark range should be ok to freeze. |
| 2 | 1. Dave updated us that he anticipates hearing from the brand team by 24th March 2023 for all SA models to provide us with clarification regarding how to handle Extra Care media data. 2. For UK Kleenex & Drynites – Dave has received feedback for most of the data and is waiting for a few data, after which he can share the consolidated feedback. 3. For UK Andrex –Almost 80- 90% of the data received is accurate, and the brand team will confirm the remaining. |

Action Items:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action Items | Dependency | Owner | Tentative (Date) | Comments |
| 1. UK- Kleenex and Drynites models are to be prioritized first. | Kavya & Khyati | Kavya; Khyati | 20th Week 2023 |  |
| 2.SA Brands models are to be reported at once | Deepashri & Kavya | Kavya ;  Deepa | 27th Week 2023 |  |
| 3. Quarter-level model summary to be prepared for all ten models |  | Kavya | 20th Week 2023 |  |
| 4.For Kleenex brand Promo details to be shared with Dave for the confirmation of the data | Kavya | Kavya |  | Attached to this email |
| AE to model with the currently existing data and keep it ready so as in when new data comes in, we will re-tweak the models. |  | Kavya  Khyati  Deepa |  |  |