

Minutes of Meeting

| Meeting Summary | | | |
|-----------------|---|--------------|----------|
| Meeting Title | December to January Business Target Setting Meeting Meeting ID: NTSPL /24012025/0007 | | |
| Date & Time | 24 Jan 2025 , 12:10 PM to 01:06 PM | Meeting Mode | Physical |
| Location | Conference Room 430, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha 751024 | | |

| Attendance | | |
|------------|--|------------|
| # | Name & Email | Attendance |
| 1 | Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in) | Present |
| 2 | Soumya Ranjan Mishra (soumya.mishra@ntspl.co.in) | Present |
| 3 | Harihara Nayak (node.js@ntspl.co.in) | Present |
| 4 | Debasis Behera (intern@ntspl.co.in) | Absent |
| 5 | Guest 1 (gu@gma.com) | Present |
| 6 | Biplab Nayak (biplabb@ntsyypl.co.in) | Absent |
| 7 | Rajesh Kumar Sahoo (momtesteremployee@gmail.com) | Absent |
| 8 | GUEST 12 (guest12@g.com) | Present |
| 9 | Subham Lenka (subham1@ntsfgffpl.co.in) | Present |
| 10 | dafsdfre (dwse@gmahbn.com) | Absent |

Dear Sir/Madam,

With reference to the meeting held on 24 Jan 2025, please find the below points for your reference.

| Agenda Title (1) | | | | |
|--|---|--|-------------|----------|
| Opening Remarks (Edited) | | | | |
| Topic To Discuss | | | | |
| <p>a. Quick recap of last month's progress and key takeaways</p> <p>b. Current month progress according to individual and team responsibilities. Added discussion points.</p> | | | | |
| # | Minutes | Responsible Person | Due Date | Priority |
| 1 | <p>Minute Title Enterprise Business Targets</p> <p>Minute Description</p> <ul style="list-style-type: none"> Set goals for new client acquisition, upselling existing services (Chatbots, WhatsApp business API, security audits, hosting packages & etc.), and cross-selling website redesign to current clients Define revenue targets from top-tier and mid-level enterprise accounts. | <p>Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in) Enterprise Business Targets</p> | 30 Jan 2025 | Normal |

| Agenda Title (2) | | | | |
|--|--|--|--|--|
| Target Setting for December to January 2024 | | | | |
| Topic To Discuss | | | | |
| <p>a. Government Business Targets:</p> <p>i. Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.</p> <p>ii. Identify specific revenue goals from government tenders and projects.</p> <p>iii. Number of proposals/RFPs to be submitted and minimum win ratio targets.</p> <p>iv. Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms.</p> <p>v. Partnership/ Alliances with different partners to create JV opportunities in Govt.</p> <p>vi. business. Need to set deadlines & accountability for all possible alliances.</p> <p>vii. Need to identify and reach target govt. customers for all available solutions with NTSP and Partner's.</p> <p>viii. According to extended business portfolios need to identify the target enterprise business.</p> <p>b. Enterprise Business Targets:</p> <p>i. Set goals for new client acquisition, upselling existing services (Chatbots, WhatsApp business API, security audits, hosting packages & etc.), and cross-selling website redesign to current clients.</p> <p>ii. Define revenue targets from top-tier and mid-level enterprise accounts.</p> | | | | |

| Agenda Title (2) | | | | |
|---|---|---|-------------|----------|
| Target Setting for December to January 2024 | | | | |
| <p>iii. Need to identify and reach target enterprise customers for all available solutions with NTSPL and Partner's.</p> <p>iv. All solutions presentation and sister site must be prepared along with white papers.</p> <p>v. According to extended business portfolios need to identify the target enterprise business.</p> <p>vi. Key action: Improve lead nurturing, refine value propositions, and implement targeted marketing to enterprise segments.</p> <p>c. Market Reach Expansion (December to January 2024):</p> <p>i. Number of new leads generated from digital marketing campaigns, social outreach, and webinars.</p> <p>ii. Targets for LinkedIn, email marketing campaigns, and industry events attended.</p> | | | | |
| # | Minutes | Responsible Person | Due Date | Priority |
| 1 | <p>Minute Title Government Business Targets Minute 1</p> <p>Minute Description</p> <p>i. Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.</p> <p>ii. Identify specific revenue goals from government tenders and projects.</p> <p>iii. Number of proposals/RFPs to be submitted and minimum win ratio targets.</p> | <p>Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in) Government Business Targets Minute 1</p> | 26 Jan 2025 | High |
| 2 | <p>Minute Title Government Business Targets Minute 2</p> <p>Minute Description</p> <ul style="list-style-type: none"> Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms. Partnership/ Alliances with different partners to create JV opportunities in Govt. business. Need to set deadlines & accountability for all possible alliances. | <p>Sunil Moharana (moharanasunil09@gmail.com) Government Business Targets Minute 2</p> | 28 Jan 2025 | Normal |

| Agenda Title (3) | | | | |
|--|---|---|-------------|----------|
| Business Performance Recap | | | | |
| Topic To Discuss | | | | |
| <p>a. Government Business Review: Status of ongoing RFPs, proposals, contracts, and any pending government project deliverables.</p> <p>b. Enterprise Business Review: Current pipeline, key accounts, upcoming renewals, and potential large-scale project opportunities.</p> | | | | |
| # | Minutes | Responsible Person | Due Date | Priority |
| 1 | <p>Minute Title Enterprise Business Targets Minutes 3</p> <p>Minute Description</p> <p>iv. All solutions presentation and sister site must be prepared along with white papers.</p> <p>v. According to extended business portfolios need to identify the target enterprise business.</p> <p>vi. Key action: Improve lead nurturing, refine value propositions, and implement targeted marketing to enterprise segments.</p> | <p>Rajesh Kumar Sahoo (momtesteremployee@gmail.com) Enterprise Business Targets Minutes 3</p> | 30 Jan 2025 | Normal |
| 2 | <p>Minute Title Market Reach Expansion</p> <p>Minute Description</p> <p>i. Number of new leads generated from digital marketing campaigns, social outreach, and webinars.</p> <p>ii. Targets for LinkedIn, email marketing campaigns, and industry events attended.</p> | <p>Soumya Ranjan Mishra (soumya.mishra@ntspl.co.in) Market Reach Expansion</p> | 30 Jan 2025 | High |

| Agenda Title (4) | | | | |
|--|---|---|-------------|----------|
| Roles & Responsibilities Mapping | | | | |
| Topic To Discuss | | | | |
| <p>a. Government Business Team:</p> <ul style="list-style-type: none"> i. Management: Create new business relationships with different Govt. organizations. ii. Business Development Lead: Identify and respond to government RFPs, maintain relationships with procurement officials, coordinate with tech teams for solution demos. iii. Proposal Writer: Ensure timely, compliant submissions and handle documentation. iv. Accounts: For in-time EMD & BG Preparation and EMD Refund <p>b. Enterprise Business Team:</p> <ul style="list-style-type: none"> i. Key Account Managers: Engage with existing enterprise clients, identify upselling opportunities, and ensure client satisfaction. ii. Sales & Marketing Lead: Drive lead generation campaigns, liaise with solution architects for pitch decks, arrange client workshops/webinars. <p>c. Core Services Delivery Team (Website Design & Development, Security, Hosting):</p> <ul style="list-style-type: none"> i. Project Managers & Tech Leads: Oversee end-to-end project execution in design & development, set timelines and ensure quality deliverables. ii. Security Audit Specialist: Conduct audits, prepare compliance reports, recommend improvement measures. iii. Hosting & Infra Manager: Manage server provisioning, optimize performance, and coordinate with support teams for issue resolution. <p>d. Support Functions (HR, Finance, Legal):</p> <ul style="list-style-type: none"> i. HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates. ii. Finance: Track budget allocations, pricing models, and profitability for each business segment. iii. Legal & Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies. <p>d. Support Functions (HR, Finance, Legal):</p> <ul style="list-style-type: none"> i. HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates. ii. Finance: Track budget allocations, pricing models, and profitability for each business segment. iii. Legal & Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies. <p>d. Support Functions (HR, Finance, Legal):</p> <ul style="list-style-type: none"> i. HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates. ii. Finance: Track budget allocations, pricing models, and profitability for each business segment. iii. Legal & Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies. | | | | |
| # | Minutes | Responsible Person | Due Date | Priority |
| 1 | Minute Title Action Plans & Resource Requirements | Sunil Moharana (moharanasunil09@gmail.com) | 28 Jan 2025 | Normal |

| Agenda Title (4) | | | | |
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| Roles & Responsibilities Mapping | | | | |
| | Minute Description a. Confirm headcount needs, third-party vendor involvements, or strategic partnerships required. b. Address any technology investments (new software tools, security solutions) needed to meet targets. | Action Plans & Resource Requirements | | |

| Agenda Title (5) | | | | |
|--|--|--|--|--|
| Action Plans & Resource Requirements | | | | |
| Topic To Discuss | | | | |
| a. Confirm headcount needs, third-party vendor involvements, or strategic partnerships required. b. Address any technology investments (new software tools, security solutions) needed to meet targets. | | | | |
| No Minute Created | | | | |

| Agenda Title (6) | | | | |
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| AGENDA 6 | | | | |
| # | Minutes | Responsible Person | Due Date | Priority |
| 1 | Minute Title Minute for cancel Minute Description Minute for cancel | Debasis Behera (intern@ntspl.co.in) Minute for cancel | 30 Jan 2025 | Low |