Minutes of Meeting

Meeting Summary			
Meeting Title	FUNCTIONAL MEETING CHECK TEST 1 Edited **Meeting ID:** NTSPL /04022025/0001		
Date & Time	04 Feb 2025 , 11:21 AM to 01:21 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	Harihara Nayak (node.js@ntspl.co.in)	Present
3	Rajesh Kumar Sahoo (momtesteremployee@gmail.com)	Absent
4	Subham Lenka (subham1@ntsfgffpl.co.in)	Present

Dear Sir/Madam,

With reference to the meeting held on 04 Feb 2025, please find the below points for your reference.

Agenda Title (1)
Target Setting for December to January 2024 edited
Topic To Discuss
a.   Government Business Targets: **i.**   Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.   **ii.**   Identify specific revenue goals from government tenders and projects.   **iii.**   Number of proposals/RFPs to be submitted and minimum win ratio targets.   **iv.**   Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms.

Agenda Title (1)
Target Setting for December to January 2024 edited

v. Partnership/ Alliances with different partners to create JV opportunities in Govt.

vi. business. Need to set deadlines & accountability for all possible alliances.

vii. Need to identify and reach target govt. customers for all available solutions with NTSPL and Partner's.

viii. According to extended business portfolios need to identify the target enterprise business.

b. **Enterprise Business Targets:**

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.

ii. Define revenue targets from top-tier and mid-level enterprise accounts.

iii. Need to identify and reach target enterprise customers for all available solutions with NTSPL and Partner's.

iv. All solutions presentation and sister site must be prepared along with white papers.

v. According to extended business portfolios need to identify the target enterprise business.

vi. Key action: Improve lead nurturing, refine value propositions, and implement targeted marketing to enterprise segments.

c. **Market Reach Expansion (December to January 2024):**

i. Number of new leads generated from digital marketing campaigns, social outreach, and webinars.

ii. Targets for LinkedIn, email marketing campaigns, and industry events attended.

#	Minutes	Responsible Person	Due Date	Priority
1	**Minute Title** Business Performance Recap **Minute Description** a. **Government Business Review:** Status of ongoing RFPs, proposals, contracts, and any pending government project deliverables. b. **Enterprise Business Review:** Current pipeline, key accounts, upcoming renewals, and potential large-scale project opportunities.	Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in)	20 Feb 2025	Normal
2	**Minute Title** Government Business Team **Minute Description**	Harihara Nayak (node.js@ntspl.co.in)	13 Feb 2025	Low

Agenda Title (1)
Target Setting for December to January 2024 edited

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.			

Agenda Title (2)
Agenda 2
Topic To Discuss
Agenda 2

#	Minutes	Responsible Person	Due Date	Priority
1	**Minute Title** Enterprise Business Team **Minute Description** 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.	Subham Lenka (subham1@ntsfgffpl.co.in)	19 Feb 2025	Normal
2	**Minute Title** Core Services Delivery Team **Minute Description** i. Project Managers & Tech Leads: Oversee end-to-end project execution in design & development,	Harihara Nayak (node.js@ntspl.co.in)	12 Feb 2025	High

Agenda Title (2)			
Agenda 2			
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.	Page 4 of 4		