**MINUTES OF THE MEETING**

**AGENDA:** To determine the service and non-service companies for the study.

We, as a team, have collectively opted for Jio as our service company and ITC as our non-service company for potential investors. Jio's impressive growth in the telecommunications sector and ITC's diversified portfolio make them strategic choices aligning with our investment goals.

**JIO**

Reliance Jio, led by Mukesh Ambani, has emerged as a dominant player in the Indian telecom industry. This assignment aims to justify the selection of Reliance Jio as the telecom partner for a project, highlighting key factors such as market share, revenue growth, innovative offerings, and potential for future market dominance.

**Key Reasons to Choose Reliance Jio:**

1. Market Leadership: As of December 2022, Reliance Jio held the highest share of subscribers in the Indian wireless network market, with approximately 37.1 percent. With over 424.5 million subscribers during the same period, it boasts an extensive and diverse customer base, providing a solid foundation for any project.
2. Revenue Growth: In fiscal year 2023, Reliance Jio reported a staggering revenue close to 1.2 trillion rupees. This exponential revenue growth since 2019 demonstrates the company's financial stability and potential for generating significant returns on investment.
3. Innovation and Affordable Offerings: Reliance Jio has disrupted the telecom industry by offering affordable data plans and innovative services. Its commitment to providing high-quality, cost-effective solutions has attracted a large and loyal customer base, ensuring project sustainability and user adoption.
4. Network Coverage: Reliance Jio's extensive network coverage ensures reliable connectivity across India. This broad coverage is essential for project success, especially in remote or underserved areas.
5. Potential for Future Dominance: The Telecom Regulatory Authority of India (TRAI) reported that Reliance Jio's gross revenue market share increased by 13 basis points to 41.7% in the first quarter of fiscal year 2023. This trend indicates Jio's potential to further strengthen its market dominance, offering long-term project stability.

**ITC**

**(A)**

ITC, a prominent Indian conglomerate, has a well-established presence across diverse industries. This assignment aims to justify the selection of ITC as the partner for a project, highlighting key factors such as market influence, diversified business operations, commitment to sustainability, recent performance, and growth prospects.

**Key Reasons to Choose ITC:**

1. Market Influence: ITC continues to maintain a significant position in the Indian business landscape. Its diversified operations span sectors such as FMCG (Fast-Moving Consumer Goods), hospitality, agribusiness, and more, allowing for a wide range of project opportunities and resources.
2. Diversified Business Portfolio: ITC's diversified portfolio provides access to a broad spectrum of products and services. This diversity is advantageous for project requirements, as it offers flexibility and resources across various sectors.
3. Revenue: In fiscal year 2022-2023, ITC reported a total revenue of INR 53,065 crore, showcasing consistent revenue growth over the past several years.
4. Profitability: The company maintained a healthy profit margin of 24.5%, indicating strong financial performance.
5. Sustainability Milestones: In FY 2022-2023, ITC achieved notable sustainability milestones, such as reducing its carbon emissions by 31% and supporting over 6 lakh farmers in adopting sustainable agricultural practices.

**(B)**

Important points which will be on the dashboard-

1. Revenue: Revenue is the total amount of money that a company generates from sales. It is a key indicator of a company's size and growth.
2. Gross Profit Margin: Gross profit margin is the percentage of revenue that is left after subtracting the cost of goods sold. It is a measure of how efficiently a company is converting revenue into profit.
3. Total Asset Turnover Ratio: Total asset turnover ratio is a measure of how efficiently a company is using its assets to generate revenue. It is calculated by dividing revenue by total assets.
4. Segment wise Revenue: Segment wise revenue shows the revenue generated by each of a company's business segments. This information can help investors to understand the company's business model and to identify its most profitable segments.
5. Current Ratio: Current ratio is a measure of a company's liquidity, or its ability to meet its short-term obligations. It is calculated by dividing current assets by current liabilities.
6. Sum of Total Income by Year: This metric shows the total income of the company by year. This information can help investors to track the company's growth over time.
7. ROE: Return on equity (ROE) is a measure of how efficiently a company is using its shareholders' equity to generate profit. It is calculated by dividing net income by shareholders' equity.
8. Goal: This metric shows the company's goal for a particular financial metric, such as revenue or gross profit margin. Investors can use this information to track the company's progress towards its goals.
9. Slicer: A slicer is a filter that allows users to interact with the dashboard and to view the data from different perspectives. For example, an investor could use a slicer to filter the data by year, by business segment, or by product category.

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The dashboard uses a blue color scheme throughout. This is a good choice for a business dashboard for ITC, which includes the color of logo of the company ITC. Also blue is a professional and calming color. The layout of the dashboard is also good, with the different elements grouped together logically and labeled clearly.

Various contrasting colours such as orange, green, light blue, dark blue, and pink colour is also used to highlight the important things.

Cards and KPI made are usually made white and then made transparent to merge with the background, making to more appealing to the eyes.

Textual data colour is kept black only, so that it is easily visible to the eyes.