

The Everest Team Discussion

20 August - Shiv ABG

Good afternoon Everest team



**A name like Everest is so
inspiring.**

Let's look at Everest details.



Everest is a perennial challenge

- 8848 meters tall
- First climb was in 1953
- 10,000 climbs have been done by 6000 people
- There are 17 routes to climb Everest, two are most popular



Climbing Everest requires preparation at base camp, equipment, and patience.



What's our journey?

- **Grow sales ahead of competition**
- **Grow margins**
- **Grow brand**
- **Grow people's capability**
- **Keep focus on the end goal**



My learnings over years



Indian Consumers – What they look for

Urban

Aspiration

Quality

Price

**+Health
+Digital**

Aspiration

Quality

Rural

Price

Indian Customers/Retailers

What they tell you

- Price is key
- Schemes are important
- Your brand is weak
- Margins are low

What they don't tell you

- You are important to them
- They cannot push any brand
- They need education
- They need innovation
- They make money

Distribution – The backbone

A line of hikers is silhouetted against a bright sky as they ascend a steep, rocky mountain slope. The hikers are spaced out along the ridge, moving from the bottom left towards the top right. The background shows a range of misty, blue-toned mountains under a clear sky.

- Discipline of contact
- Finding pockets of growth – First time, Replacement
- Availability of range
- Training, retraining of the field force
- Focus on selling value

Some truths to keep in mind

- Truth 1 – Credit does not increase continuous sales, it only gives you one time sales, do not become a consignment brand
- Truth 2- Lowest Price does not win
- Truth 3 – Trade cannot keep margins, they vomit it
- Truth 4 – Intermediates like builders, contractors are important, but find out what they want from you, its more about service.
- Truth 5 – Having few retailers and not expanding because you are scared of hurting them doesn't help
- Truth 6- The last 5 % market share is via hard work of the distributor and salespeople

Distributor – Salesperson combination

	Strong	You will have a demotivated distributor, but business will come	Company results will be the best here
Distributor	Weak	Company results will be bad here	Change the distributor
		Weak	Strong
		Company salesperson	



Life after Covid 19

A photograph of a majestic mountain range. The foreground is dominated by a thick, vibrant green forest of trees. In the background, a large, rugged mountain peak is covered in snow and partially shrouded in mist. The sky is a clear, bright blue. The text "1. Cash is king" is overlaid in yellow on the right side of the image.

1. Cash is king

2. Retain key customers, demand is the challenge





3. Rethink costs

A scenic view of a mountain range with snow-capped peaks and a helicopter flying in the clear blue sky above a layer of white clouds.

4. Improve productivity

5. Be highly engaged



Summary

A night sky photograph featuring the Milky Way galaxy arching over a dark mountain range. The word "Summary" is written in yellow text on the left side of the image. The Milky Way is a dense band of stars and interstellar dust, appearing as a bright, yellowish-white streak across the dark sky. The mountains below are silhouetted against the starry background, with some peaks showing snow or light-colored rock. The overall scene is a stunning view of the night sky.