

# #Xotika

JANUARY 2016

Edition: 4

**Come, be a part of it !**



XOTIK FRUJUS PVT. LTD.

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### Get In Touch With Us



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Oh!  
So much Sugar...  
So many  
Calories

BEFORE

Yay!  
My New Secret  
of FIZZYcal  
Fitness

AFTER

**DO NOT  
QUIT**

Why Diet Jeeru?

**SUGAR  
FREE**



## "You miss 100% of the shots you don't take"

Hello Xotikans!

**I Wish you & your families a very Healthy & Happy New Year 2016!**

The saying "You miss 100% of the shots you don't take." holds true for all of us at Xotik, with respect to the year 2015. Self-motivation on difficult days and perseverance to keep doing your job will definitely bring you results. This is exactly what we experienced during the year 2015.

Last year, with the introduction of New products like Diet Jeeru, we have witnessed very encouraging response with a steady rise in the number of new outlets now selling Diet Jeeru. In new areas like Orissa, distributors are asking for Truckloads of Diet Jeeru. Even in Mumbai, Greater Mumbai and Gujarat, where there is not much competition to our drink, we have seen tremendous off-take in 2015.

In FY 2014-15, we have grown over 100%. So we can certainly look at sustaining that growth in 2016 and build up by more than 50% on this figure by focussing on adding number of outlets and number of unit sales. I personally feel Diet Jeeru is a very fun & addictive drink in terms of taste. It provides a very healthy option for the calorie conscious as against other readymade cold drinks available

**You will also be happy to know that your Jeeru brand has been Nominated in 'Best Corporate Brands' by Economic Times- a Times of India News paper, which is a very big achievement for a brand as new as Jeeru.**



in the Market, as it does not contain added sugar.

To increase the Sales growth and penetration for Jeeru products, we have now taken the decisions regarding ATL advertising through media like- FM radio & Tele Vision- so watch out for a higher brand value and Sales conversions. To the Sales Team at XOTIK, I would like to mention, that now you can inform your target Distributors, Shop owners and retailers that, Jeeru is a Quality brand, as only a high quality brand can invest money in Television and Radio Advertising. Even on BTL promotions you will see more innovative danglers, posters and banners. We will run more campaigns like -the Diet Jeeru + Haldiram Bhujia campaign, which was quite successful in last quarter of 2015. In 2016, I urge my Sales force to actively take part in the campaign 'Paint your City Brown'. Moreover, very soon we will be launching juice goblets for our drink - which are very innovative and first of its kind packaging in India. No other drink brand in India at present has this kind of packing.

Xotikans from the Sales role will be happy to know that, the implementation of Sales Automation is now extended to Pan India Markets, which means all our Sales personnel can now update and track their sales targets using this tool even while they are travelling. This will ease their documentation and record keeping work and allow them more time to focus on clocking higher Sales.

We have big plans for New year 2016 and I am happy to announce that we have recently opened new markets viz. Delhi-NCR and Karnataka, which shows great potential. You will also be happy to know that Jeeru, as a brand has been Nominated in 'Best Corporate Brands' by Economic Times- a Times of India News paper, which is a very big achievement for a brand as new as Jeeru. The summer Season is round the corner and it is time to make changes, corrections and improvements in all our work and processes now, so that we are prepared to get the results nearing Mid-Feb when the season is at its peak.

It is time to 'Take 100% Shots at every job you undertake and keep up the good work'. Congrats to all Employees of the Month and Welcome to New Joinees and New Growth Partners.

Enjoy reading!

Mr. Rajeev Sehgal  
Chairman, Xotik Frujus Pvt. Ltd.

## Paint Your City Brown

We will be running the Campaign 'PAINT YOUR CITY BROWN'. All our Point of Purchase posters, stickers, danglers and banners will carry the Brown color of our drink – Jeeru. So don't restrict yourself to only posters and stickers, but identify all the areas in your city where we can put up our hoardings with BROWN JEERU drink. It can be on vehicles, Hotels, Retail Shops, Bus Stops and anywhere permitted. Let us see, who comes with the most innovative ideas to 'Paint the City Brown'

**POSTERS**

**HOARDINGS**

**STICKERS**

**A REFRESHING DRINK  
FOR THE  
CALORIE  
CONSCIOUS**

**ZERO  
SUGAR  
CONTENT**

**Why Diet Jeeru?**

**SUGAR FREE**

**Xotik BEVERAGES**

**diet Jeeru**



# EMPLOYEES OF THE MONTH



 **Savita Das**

 Accounts Executive

Savita is a young and enthusiastic Commerce graduate, who is currently enjoying overseeing accounting, payments, salaries for sales staff, purchase, Petty cash management for two regions and assisting in other related jobs in Accounts & Admin department at Xotik. She has been with Xotik for over one year and has found her journey to be really fruitful and full of learning. She says it was always her dream was to pursue the line of finance & accounting and with this job, she seems to have fulfilled her dream. In future she would love to continue working with Xotik, as there is so much to learn. She finds all senior colleagues at Xotik to be very supportive, patient and great guides, who have always helped her learn and improvise her work. Savita is a complete Finance professional at heart and stays with her Mom-Dad and two brothers in Mumbai and has a elder sister, who is married. She has been declared as Employee of the month on account of sincerity and work efficiency



 **Pankaj Dubey**

 Filler Operator

Pankaj, in his role as the Filler Operator at Xotik's production plant in Daman, has to manage the filler and correct flaws (if any) in this machine. These machine is used for filling bottles and if Pankaj's work is not efficient, the entire production cycle gets affected. Every 12 hours, the plant fills 42000 bottles of Jeeru 300ml, or 14000-15000 bottles in the case of Jeeru 1ltr.

Pankaj is very diligent in his work and he absolutely loves his job. Everyday, he checks bottles, caps, machine bearing, valves, oiling and overall machine maintenance. He first turns on the machine, runs it and ensures that there isn't any problem. He also checks packing, coding machines, boiler & chiller machines too- else it will fill warm beverage into the bottles. Apart from his filler role, he has experience in performing other roles and can also take care of supervisory work. Only when a big problem arises, like if a big part of the machine is not functioning, does he need to call an outside mechanic or maintenance person.

Pankaj gets along well with his colleagues and has been with Xotik for over 6 years now, where he has had opportunities to train under seniors in charge of product quality. He was living in Mumbai with his Uncle-Aunt, Brother & sister in law & Grand mother and has now shifted to Daman for his job. His parents stay in their native village. He is happy with his job and would like to continue at Xotik for the foreseeable future. Congratulations, Pankaj!



## EMPLOYEES OF THE MONTH >>>



**Debabrata Mukherjee**

**Area Sales Manager,**  
Gujarat

Mr. Mukherjee has been with Xotik for over 2 years now and has successfully expanded the market in Surat, Baroda and Ahmedabad with 11 Super stockists. He is ably making new distributors with the help of 15 sales staff under him. He always tries to build new networks in vacant areas. Currently he has been focussing on Kutch area of Gujarat and plans to move towards promising markets like Saurashtra

Having worked in Parle Agro in the past, he applies all his work experience and utilises his market relation from early years of his career. Many a times, he is able to make a successful sales deal by getting word of mouth reference from existing business contacts and on other occasions, by demonstrating the product quality, benefits and USPs of Xotik products.

He strongly believes that for being successful in a Sales job, one should keep patience and remain perseverant. He leads by example when it comes to encouraging and guiding his junior sales staff. This helps him open many a closed doors or opportunities. Mr. Mukherjee has completed his B.Com and taken up additional Computer certification. His family comprises of his Wife and two daughters and in his free time, he loves to unwind with Music, TV and reading Bengali Literature.

He has been declared as Employee of the month on account of target achievement and sales growth in the territory



**Mr. Ashish Pandey**

**Sales Officer**

Ashish is very sincere and has leadership qualities. Any task assigned to him will definitely see good growth of 60-80%. He is also very ambitious. For Mumbai region- he is taking care of Kurla to Mulund including Mankhurd. He converts the negative attitude of Sales team to positive attitude. He understands their issues and concerns and helps them address the same. He speaks to them on daily basis in morning before start of the day. This helps ensure that sales targets are met. He gives daily targets to his team in order to meet the monthly target set by the organisation. He is always among the top few to be considered when a challenging task has to be assigned. He also makes complete use of Software in tracking his team and reporting back the performance. Ashish is doing his MBA program from Allahabad University. He enjoys Sales and wishes to become the most successful person in Sales. It is his ambition to achieve greater heights in the field of Sales and is hence specialising in Customer Relations in his MBA course. His family comprises of his parents, brother, sister and Wife. He loves to listen to Music in his free time. Way to Go Ashish. Keep up the Good Work!

### JEERU SPECIAL Welcome Drink

Got unexpected guests at home and no time for a fancy welcome drink?

Try our very own chilled Jeeru and your guests will relish it much more than the same old tea and coffee.

#### Just 5 simple steps:

1. Pour Jeeru into Glasses.
2. Top it up with plain or masala bundi – 2/3 spoons
3. Sprinkle some chaat masala on it.
4. Garnish it with powdered mint leaves
5. You can even use Mint leaf & slice of Lemon for decorating the glass while serving.

Serving suggestion: Serve some jeera biscuits on the side.







**Akash Dubey** 🏠 Area Development Officer 📍 Mumbai

Akash is very good with secondary as well as Primary sales in Ulhasnagar, Thane, which helps him achieve 75% of his target. He takes care of the Ulhasnagar to Ambernath belt in Thane district. He is ADO at present and in his role, he tries to explain the advantage of the product to retailers/shopkeepers and is able to convince them to stock Jeeru and take advantage of any schemes available with Jeeru. He has used advertising stickers and banners extensively in his area. The motivation also comes from competition and he feels, if another sales person can achieve something in his region, so can he. He is from UP and stays in Kalyan Area with parents, brother & sister. He has been in sales for last 4 years and is confident that if given an opportunity, he can move upwards in the Sales hierarchy at Xotik. His sales territory being a difficult one, he has been chosen the EMPLOYEE OF THE MONTH title for achieving a huge fraction of his sales targets this month. Well Done Akash, Keep up the good work!



**Asif Khan** 🏠 Area Development Officer 📍 Mumbai

Asif has achieved over 100% of his sales target this month reaching beyond 100% sales target. He takes care of the Andheri East zone in Mumbai. He is an Xotikan since Feb 2014. His daily target is to supply 35-37 boxes to old & New outlets. Those who would take 2, he has made them keep 4 boxes on weekly basis. He briefly informs about the product and justifies the pricing and quality to the shopkeeper and explains them its key differentiators from the competing products. He also ensures timely delivery of the products at retail outlets. In the case of wholesalers, he ensures that they don't supply Jeeru to his existing accounts. Instead, he looks for outlets to whom wholesalers supply competing products and makes them supply Jeeru in their place. He has made 10 to 15 such outlets. He tries to maintain his secondary (through ADOs) & primary sale (through wholesale). He also takes care that every store he visits, displays Jeeru prominently. He also goes and puts up stickers and banners in every outlet.

Asif stays in Saki Naka, Mumbai, with his family comprising of his father, uncles, aunts, wife, and 3 daughters. He loves to play & watch cricket. He has become SO from ADO and wishes to continue to advance in his career in future as well. Way to Go Asif, Keep up the Good Work!



**Vimlesh Kumar** 🏠 Area Development Officer 📍 Mumbai

Vimlesh increased the market penetration of Jeeru to 60% in certain zones in his territory in Mumbai, where Jeeru had very little market presence. He takes care of the Worli, Dadar, Prabhadevi, Elphinstone Road and Matunga zones. He believes that hard work bears results and whenever he approaches any new shop, he tries to chat up and educate them about XOTIK products, its offers and convince them to stock additional Jeeru. Now his regular shopkeepers are liking the taste of Jeeru and always reorder.

He hails from Allahabad, where his mother, elder brother, and sister currently are. He lives in Mumbai with his uncle and aunt. He is studying for 2nd year BA and would like to advance his career in XOTIK after completion of his graduation. We wish you a bright future Vimlesh, Way to Go!

## NEW GROWTH PARTNERS>>>



### **Dalbir Sangwan**

**Gurgaon, Haryana**

He is a stockist for Cremica and some other major food products. His distribution network covers the entire state of Haryana, and he sees great potential in Jeeru. A very warm welcome to Mr. Sangwan from the Xotik family



### **Anurag Prasad**

**Delhi**

Mr. Prasad is a well-known stockist in the Delhi region. He is engaged in the distribution business since 5 years now, and his basket includes some of the leading food brands. A very warm welcome to the Xotik family, Mr. Prasad!

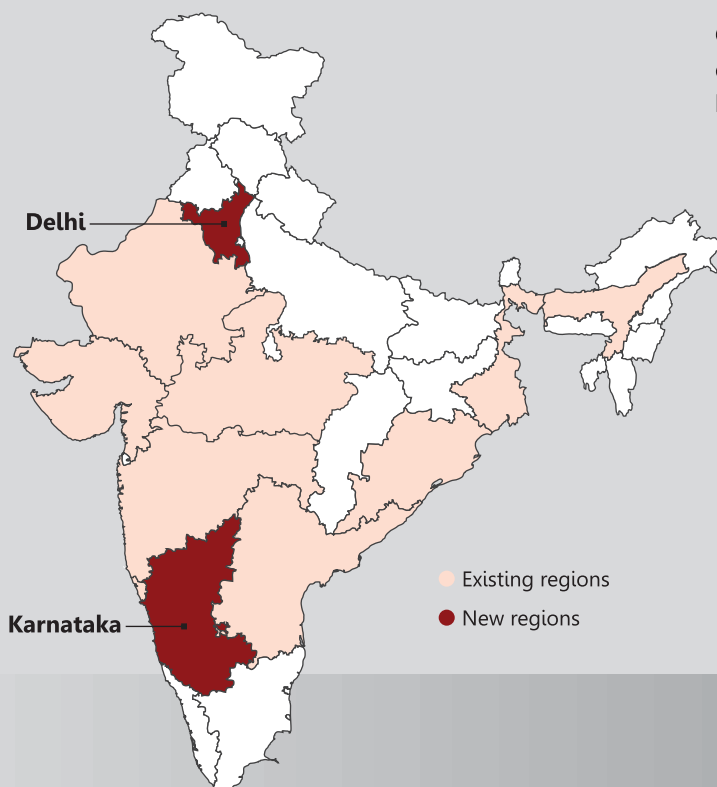


### **Manish Lund**

**Thane, Maharashtra**

He is in the business of distribution in the Thane and Navi Mumbai regions since 9 years. He is a stockist for Nagpur based Sunder Biscuits and Cadbury India, among other leading food products. A very warm welcome to the Xotik family, Mr. Lund!

## JEERU is now expanding its footprint in India



Our favorite and refreshing drink JEERU is expanding its footprint with new markets being opened in DELHI NCR & Karnataka.



## PAN-INDIA Implementation of Sales Force Automation Software- Bizom

BIZOM is a web-based application for Sales Force Automation. XOTIK head quarters can monitor the Sales Movement centrally from Mumbai and all the Sales Team across India can report on a daily, weekly or monthly basis by updating their targets and goals from anywhere, anytime. The software also comes with a mobile app, which is very convenient to use for the Sales executive, saving him time and efforts involved in reporting. Thus the Sales team can now focus on their core job, that of ensuring Higher Sales.

The BIZOM software was implemented, end to end, within one month in Mumbai and in next month we started its access was given to all the territories. The software helps identify the location of all sales force, and track inventory status across all outlets among other functions.

**Pooja Suryavanshi- Sales Back Office Executive, XOTIK said,** "The salesmen can send the site pictures of competition presence and stocks. Every sales man has unique username & Password. They mark their daily attendance in the system using this. They have access to the mobile app, so they can do one time data entry at the start of the day and they can track their own performance by beat wise, Area wise, and on monthly , daily & weekly basis. One beat covers 30-50 shops. The software is very user friendly and allows them to focus on their sales job and reporting becomes easy."



The management gets complete information about sales team members as well as stores and outlets across India. Based on this Statewise summary report, SKU report, performance report, daily activity report, New outlet added reports etc – and all in all such 20 reports help the management in better decision making & planning. The software which has made work easier for Sales and Accounts team at XOTIK was chosen by Ms. Vishaka Sehgal, & Mr. Rajeev Sehgal- Chairman, Xotik Beverages and Pooja Suryavanshi (Sales Backoffice) and Manik Bankhele (Sales Backoffice) and all Mumbai Sales team headed by Mr. Pramod Singh.

Bizom is now successfully being used in Karnataka, Telangana, Maharashtra, Gujarat, West Bengal, Odisha, Delhi, and Haryana.

## JEERU- Gets Nominated for "BEST CORPORATE BRANDS 2016" at THE ECONOMIC TIMES Summit

'JEERU' from 'Xotik Frujus Pvt. Ltd.' was short listed for 'Best Corporate Brands 2016' at the Economic Times Summit. The felicitation ceremony took place at 'The Trident' hotel, Mumbai on 21st December 2015. The short listing for the award is in recognition of a Brands level of Market- Awareness, Positioning, Customer Loyalty, Familiarity, Innovation, Trustworthiness and recommendation of trade partners.





**Abhinesh Goswami**  
Area Development Officer  
Mumbai



**Jitendra Mishra**  
Area Development Officer  
Mumbai



**Pintu Yadav**  
Area Development Officer  
Mumbai



**Sagar Parvani**  
Area Development Officer  
Mumbai



**Sachin Tiwari**  
Area Development Officer  
Mumbai



**Subhashchandra Yadav**  
Area Development Officer  
Mumbai



**Vinay Singh**  
Area Development Officer  
Mumbai



**Wasim Ahmed**  
Area Development Officer  
Thane



**Rakesh Singh**  
Area Development Officer  
Navi Mumbai



**Amod Ranjan**  
Area Sales Manager  
Delhi (NCR)



**Prosenjit Mukherjee**  
Modern Trade-TSM  
Kolkata



**Siloju Omark**  
Modern Trade-ADO  
Hyderabad



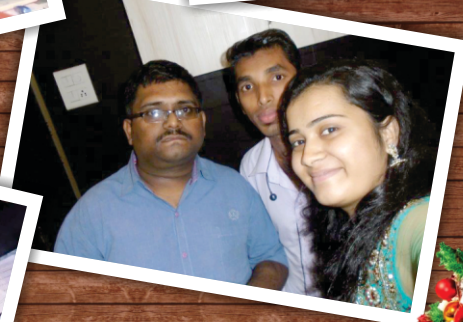
**Hardik Parmar**  
Modern Trade-Sales Officer  
Gujarat



**Sayyed Afzal Hasan**  
Territory Sales Officer  
Orissa









## Displays At Retail Outlets



**Chote Se Bade Tak  
ke Liye  
JEERU**