

## Nayak, Raghavendra (external)

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**From:** Shambharkar, Milan Damodar  
**Sent:** Friday, May 26, 2023 6:29 PM  
**To:** Siddharth Jain  
**Cc:** gururaj.tm@weikfield.com  
**Subject:** RE: [EXT] Weikfield JBP closer  
**Attachments:** Fwd: [EXT] RE: WEIKFIELD OFFTAKE DATA REQ; Book22.xlsx

Hi Siddharth,

PFB revert

1. Can we extend on the possibility to have the visibility for my category for 4 months in these stores. July to Sep, plus 1 month additional during Nov or Dec. In case , additional 1 month can be planned in other stores, around 10, (no Fixture)as well.
2. This needs to be discussed with your lead category and closure needs to be done with them for the artwork execution etc, including the costing of the branding elements.
3. Attached the SOH report along with DC and vendor code.
4. Will need a separate details about the product and pricing , post which only can comment on the expansion plans.
5. Currently we are already investing 10% from our end. We can additionally invest 4%( for operating Rs 72 rate) as an exception for the visibility period.
6. Aggressive pricing can be achieved basis inputs from your end. We can push in Horeca these SKUs
7. Already shared. Reattaching the mail.

Regards,  
Milan

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**From:** Siddharth Jain <siddharth.jain@weikfield.com>  
**Sent:** Thursday, May 25, 2023 12:52 PM  
**To:** Shambharkar, Milan Damodar <m.shambharkar@metro.co.in>  
**Cc:** gururaj.tm@weikfield.com  
**Subject:** [EXT] Weikfield JBP closer

Hi Milan,

As discussed, I am sharing with you details of investment & activation plan for all the category. Lets close this to ensure 2X growth during 2023-2024.

1. We have finalized 5 permanent end cap fixtures in DC 20,23,10,11,60. Monthly pay-out will be 2.50 Lakhs. For your category, You can consider three months starts from July to Sep. Remaining months will be for remaining category.
2. These end caps will having complete assortment of Weikfield & Chefs basket. We will change the branding as per the seasonality factor
3. Pls share the current Pasta assortment DC wise & also please share current SOH vs DMS to take corrective action wherever require.
4. Weikfield also going to launch 1kg Pasta in Elbow, Penner & Fusilli shapes with aggressive pricing. Let me know which all market we should focus.
5. Chef's basket pasta current landing after off-invoice DN's is Rs. 53.25/-. I would request you to please start selling at 72/- units & still Metro able to maintain 26% margin on this SP.
6. Lets plan big on Chef's basket or Weikfield macaroni in Metro stores with aggressive pricing
7. Pls share the Weikfield pasta off-take data to evaluate how the 99 Rs offers working.

Kindly check all the above points & revert.

Best Regards,

Siddharth Jain  
"Think Big Deliver More"

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