



Creating Milestone

मासिक श्वेतपत्र
Xiaomi Times
RoM



April 2021, 2nd Edition

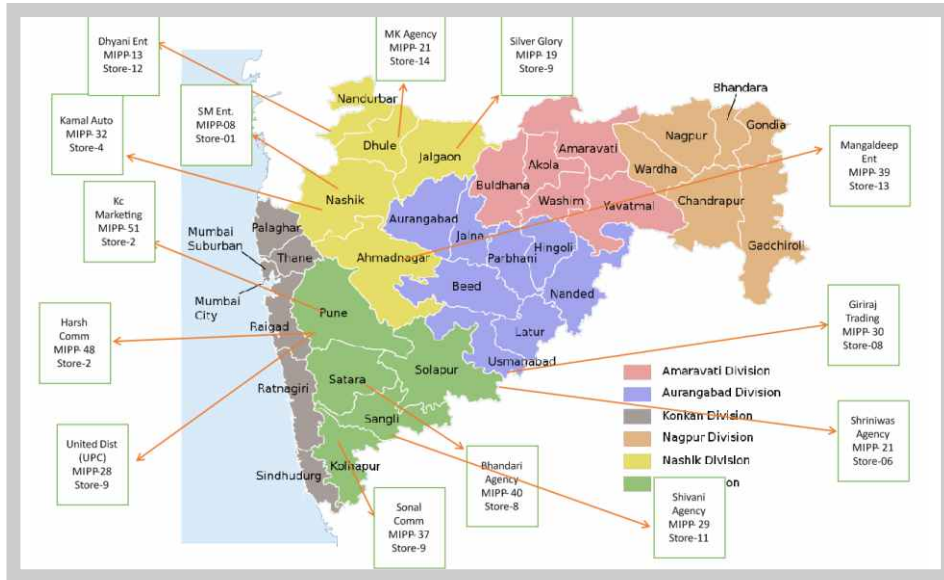
THE INTERNAL NEWSLETTER

PRESENTATION CONTENT

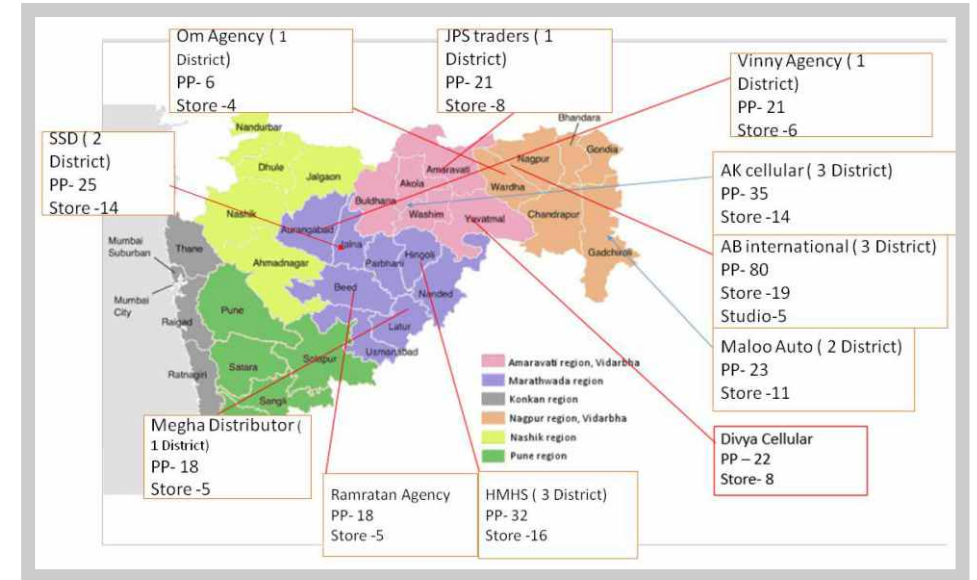
- Co-branding Activity
- Mask Awareness campaign
- Mi Commerce Promotion
- User Generated Content
- Social media workshop
- Market Voice
- CDF Working
- Editorial
- Digital Workshop
- Virtual Trade Engagement Activity



ROM-1



ROM-2



Row Labels	MIPP						Mi Store Count	Mi Studio Count	Map Count	Grand Total
	Mi PPP	Header Board	Gap	Mi Zone	Gap	Newly Opened Store				
BHANDARI MARKETING	40	37	3	36	4	3	8		8	48
DYANAI ENTERPRISES	13	11	2	10	3	2	12		3	25
GIRIRAJ TRADING COMPANY	30	27	3	27	3	3	8		14	38
HARSH COMMUNICATION	48	37	11	36	12	11	2	2	21	52
KAMAL AUTOCARE PVT LTD	32	30	2	28	4	2	4	1	7	37
KC Marketing	51	48	3	45	6	3	1	2	24	54
M K AGENCY	21	19	2	17	4	2	14			35
MANGALDEEP ENTERPRISES	39	36	3	33	6	3	13		11	52
S M ENTERPRISES	8	7	1	7	1	1	1		2	9
SHIVANI AGENCIES PRIVATE LIMITED	29	26	3	22	7	3	11		1	40
SHRINIWAS AGENCY	21	19	2	19	2	2	6		12	27
SILVER GLORY LLP	19	17	2	16	3	2	9			28
SONAL COMMUNICATION	37	35	2	33	4	2	9		2	46
UNITED DISTRIBUTORS	28	26	2	25	3	2	9		12	37
Grand Total	416	375	41	354	62	41	107	5	117	631

DISTRIBUTOR	MIPP						Store		MAP		
	Mi PPP	Header board	Gap of signage	Mi zone	Gap of Mi zone	Newly open PP	Store count	Newly open Store	MAP	Newly open MAP	Mi Zone
A B International Pvt Ltd	80	73	7	73	7	3	19	0	6	0	6
A K CELLULAR	35	32	3	30	5	0	14	0	1	0	0
DIVYA CELLULERS	22	21	1	22	0	0	8	0	0	0	0
JPS TRADERS	21	21	0	21	0	0	8	0	1	0	1
M/S HAJI MOHAMMED HAJI SHAKOOR	32	32	0	32	0	0	16	0	1	0	0
MALOO AUTO & MOBILES	23	22	1	18	5	0	11	0	0	0	0
Megha Distributors	18	17	1	13	5	1	5	1	7	3	0
OM SALES CORPORATION	6	6	0	6	0	0	4	0	4	3	0
RAMRATAN AGENCIES	18	15	3	13	5	0	5	0	4	0	4
SSD AUDIO WORLD	25	23	2	24	1	2	14	0	2	0	0
VINNY AGENCIES	21	21	0	21	0	0	6	0	3	3	0
Grand Total	299	283	16	273	26	6	110	1	29	9	11



CO-BRANDING - POLICE STATION



Region - ROM-2

Market - Nanded

Distributor - Haji Mohammad Haji Shakoor

MM- Rehan Baig

Media :- GSB and NLB signage

First Co-branding Activity in Nanded where we have executed co-branded signage to at Wazirabad Police station, Nanded

The Objective was to create visibility of Super brand Xiaomi with the message of Mi for India in the main mobile cluster of Nanded.

Few Highlights:-

- This police station is in the central cluster of NANDED City at Gandhi Putla locality.
- This cluster is surrounded by approx. 30+ MBOs and hub of home appliances within 5 km with approx.
- Market size - 3500 to 3800 handsets/month.
- In this cluster, we have 2 Mi Store and 4 key MiPPs
- 70K To 1L People Visit Daily In This Market in normal time





MASK AWARENESS CAMPAIGN - AKOLA



Region - RoM-2

Market - Akola

Distributor - AK Cellular

MM- Aalok Agarwal

Media - Flex on Frame hoardings and Pole kiosk

In the context of the current pandemic situation and different public awareness campaigns run by the government, we have associated with Akola Police to educate people to wear the mask and follow guidelines.

In this 1st phase, we have installed pole kiosks and hoarding at strategic points across Akola city.

Highlights -

- Displayed 50 Pole kiosks at Tower chowk, head post office road, Ratanlal Plot Square, and at MG Road (Akola Main Market).
- Hoarding at the most crowded traffic chowk - civil line square.
- These are all FOC, no rentals, only printing charges that are too shared by the distributor and Supported by Akola traffic Police.





MASK AWARENESS CAMPAIGN - PUNE



Region - ROM-1

Market - Pune

Distributor – KC Marketing

Media- Banners and Standees at medical stores.

Highlights :-

- Deployed Standees and banners of awareness message in partnership with Pune Police.
- Medical stores near the households were selected for this activity.
- We have covered 25 housing societies across Pune.





MI COMMERCE PROMOTION - MEDICINE POUCH



Region - Entire ROM
Market - Across Market
Distributor - All
Pilot Market - Nagpur
Media- Medicine Pouch

The objective is to communicate to every household about the mi commerce and its features.

In the current situation, when only medical stores are operational, pouch is the most suitable option to reach a broader audience.

HIGHLIGHTS -

- Low cost and scalable way of communication.
- We have covered 200 medical stores in ROM
- These stores are nearby 40+ mi stores



Scan QR Code

Please scan the below QR code to find the medical store name.





MI COMMERCE PROMOTION

Standee at Medical Stores

Region - ROM-1

Market - Pune

Distributor – KC Marketing

Media- Banners and Standees at medical stores.

Deployed Mi Commerce Standees in 25 Medical and General Stores-

In Lockdown consumers are venturing out only for the basic necessities item and general store+ medical shops are the high footfall points- Going by the same trend, we deployed standee to promote Mi commerce





MI COMMERCE PROMOTION - TESTIMONIALS AND KIDS VIDEO



Region - Entire ROM2

Market - Across

Distributor - All Market

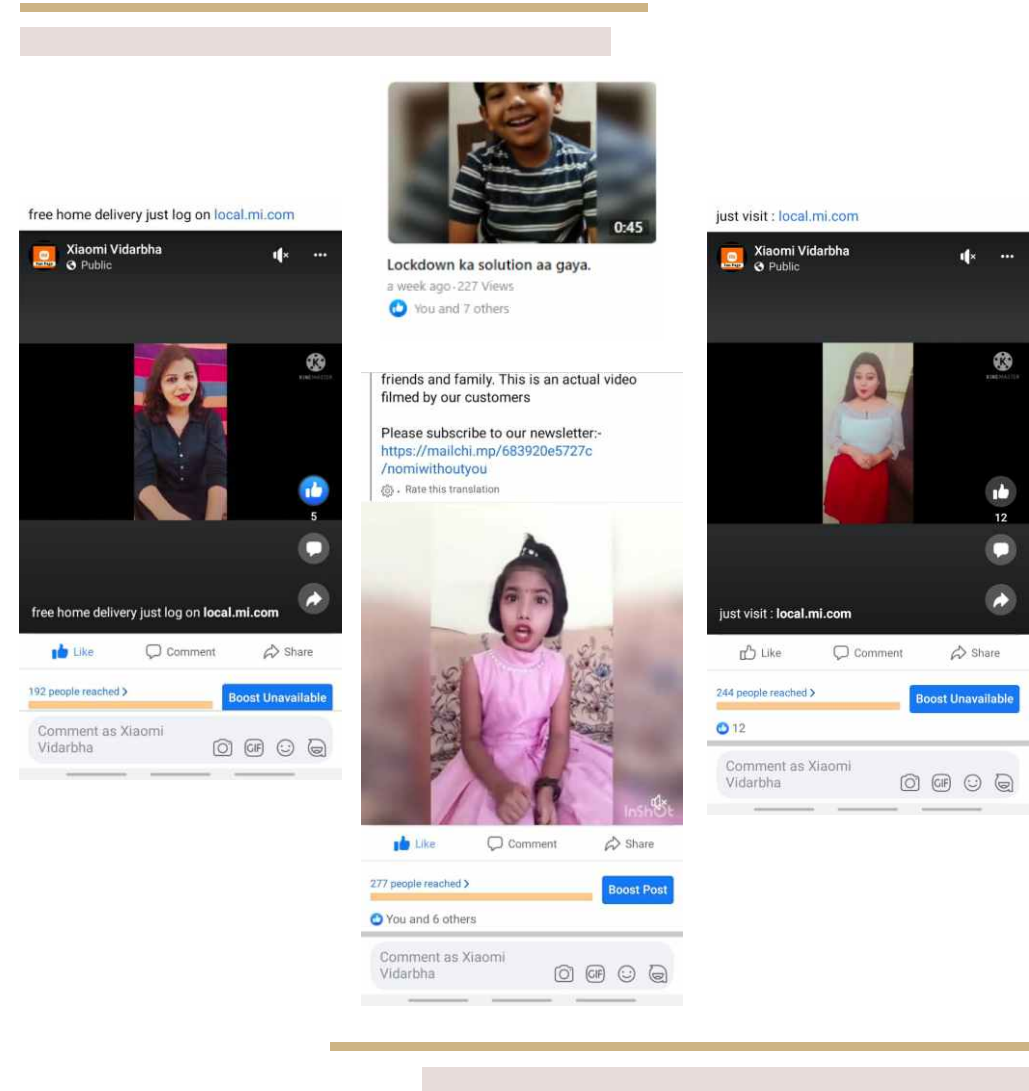
Media- Local influences, customer testimonials and kids video.

Plot :- To make local.mi.com popular among the masses, it was necessary to create word of mouth publicity. To get this objective we have made a video format and encourage the distribution team to create videos of customer testimonials , local influences and kids asking people to be at home and log on local.mi.com to buy new smartphones.

These videos are simple, funny, entertaining and convincing. You can also watch these videos by clicking this QR code.



A	B	C	D	F	G	H	I
Distributor	MM	Influencer	Video Count	Reach	Likes	Comments	Share
A B International Pvt Ltd	Palash	Customer	8	700	500	30	6
A K CELLULAR	Aalok	Customer	4	140	402	200	5
DIVYA CELLULERS	Zuber	Customers & Partner	3	260	372	13	0
M/S HAJI MOHAMMED HAJI SHAKOOR	Rehan	Student, Customer, Partner	3	400	155	15	2
MALOO AUTO & MOBILES	Shivraj	Customers	6	510	152	16	8
OM SALES CORPORATION	Mithun	Customers	2	0	69	15	2
RAMRATAN AGENCIES	Sohel	Customer, Student	3	308	108	5	5
SSD AUDIO WORLD	Umesh	Customer, Student	4	701	668	65	38
VINNY AGENCIES	Shilpa	Customers	4	450	30	17	14
			37	3529	2471	381	38





MI COMMERCE PROMOTION VIDEOS

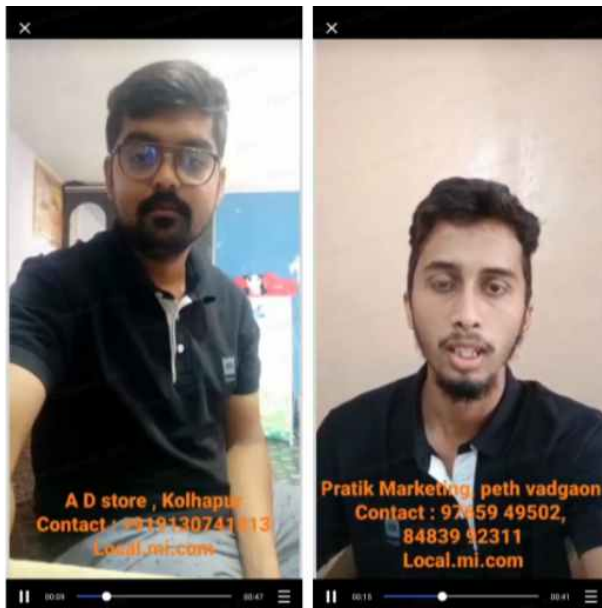
Region - Kolhapur, Pune and Nashik - ROM1

Media - Promotion Videos

With the help of Training team , we created many user generated content to promote Mi commerce.

Mi Buddy/ Shop owners, highlighted to mi commerce platform and the safe + hygienic delivered at home.

They also used shop name and number to build more local connect with the local customers base.



MI COMMERCE PROMOTION BULK SMS



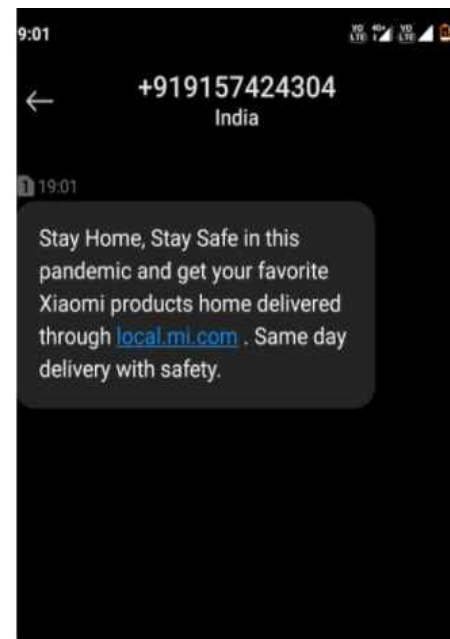
Region - ROM1

Distributor - Nashik

Media - Bulk SMS

HIGHLIGHT:-

- 3 Lakhs SMS blast
- Market - in Pune and Nasik
- Customer base was selected as per the pin code and with current mapping with mobile tower to ensure all SMS goes to the right person





DIGITAL WORKSHOP



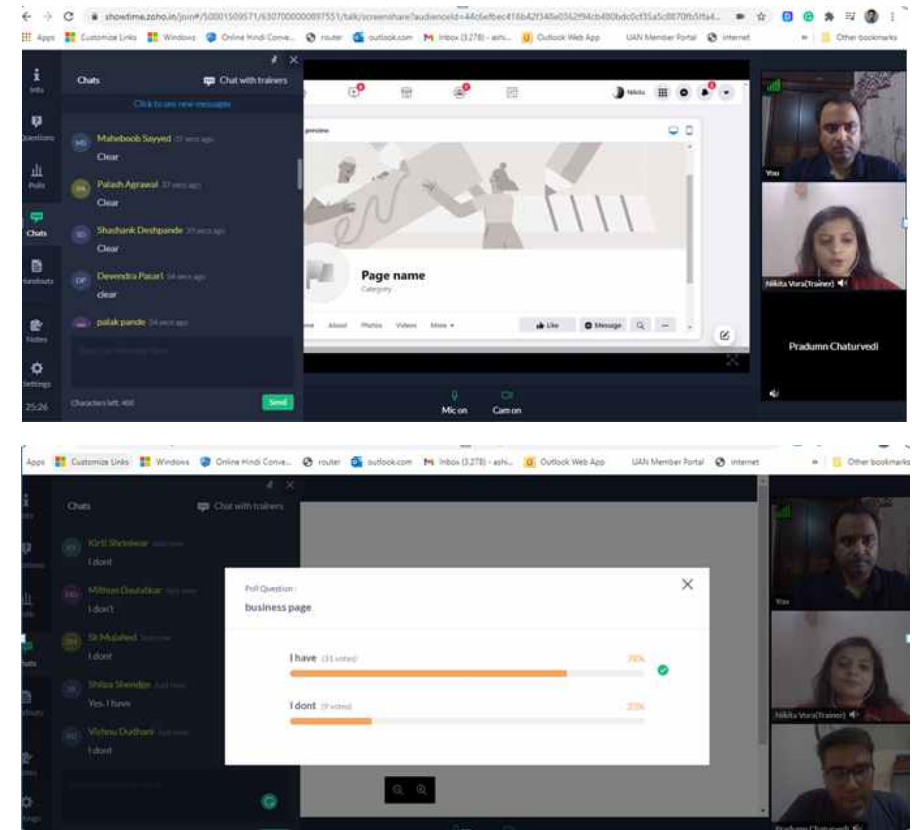
Session -1

Subject- Facebook Page and WhatsApp business Activation.

We had the 1st digital workshop of ROM region, with 60+ participants.

HIGHLIGHTS

- Total 93 Registration and 62 participants (Stores)
- Nikita Vora, certified digital marketer who trained more than 600 women entrepreneurs so far.
- All Distribution marketing manager was present as panelist and Ashish and Pradumn were the host.
- Trainer has briefed the process and benefits step by step by giving a live demo.
- Answered the questions in simple Hindi to make them understand the technical jargon.
- This session was free of cost.
- Got an overwhelming response from partners; they want us to support Google my Business and provide local SEO to improve their Google presence.

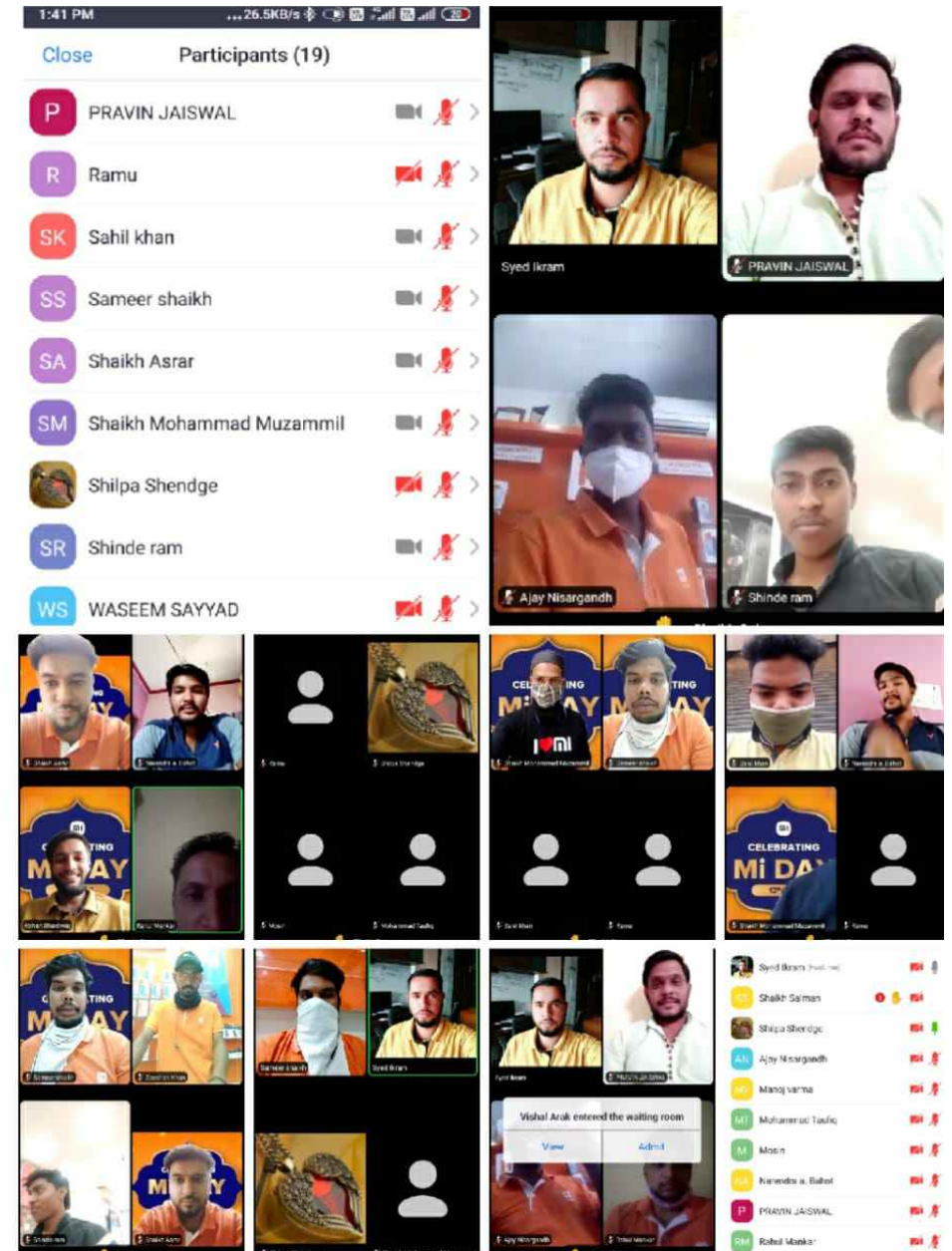
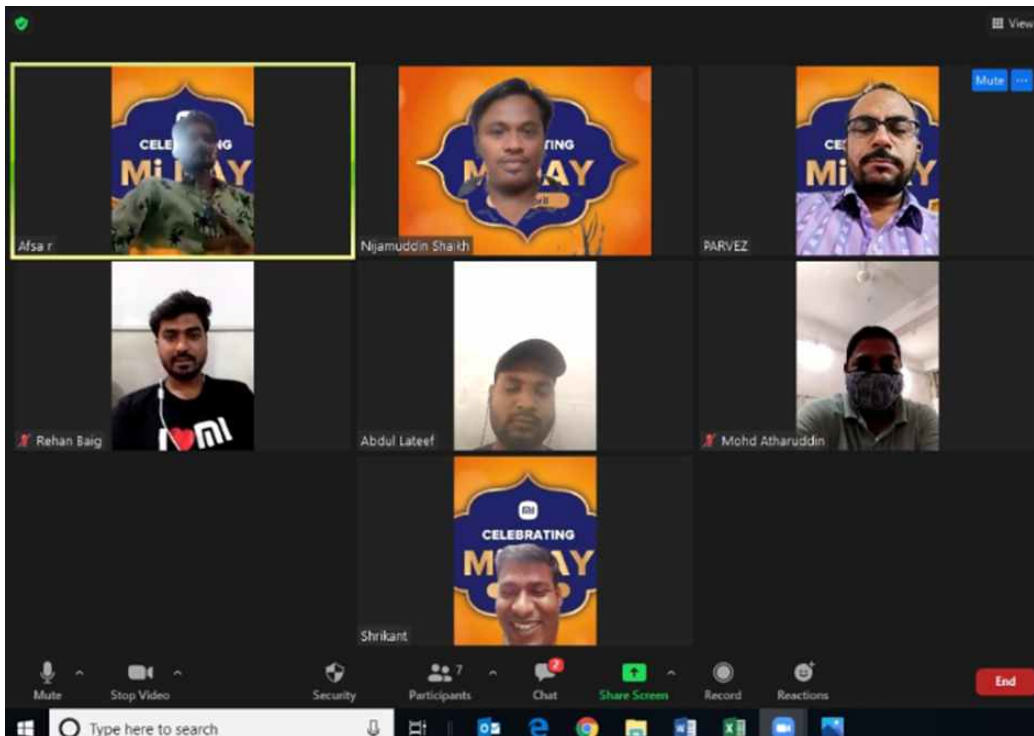




VIRTUAL TRADE ENGAGEMENT ACTIVITY

HIGHLIGHTS –

- Virtual Mi Day – Nagpur, Parbhani, NANDED, Aurangabad, Nagpur on Mi day.
- In Lockdown, physically was not possible therefore we had Zoom call with entire team to engage them.
- Awareness Call with Mitra and Buddy at Zoom call – Nagpur and Aurangabad.

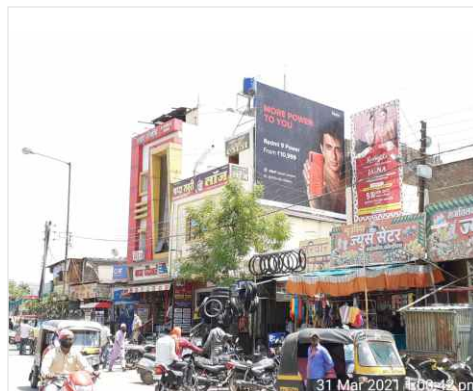




LOW COST HOARDING



Distributor	City	Location Of Site	Cost/Month
AB International	Bhandara	Shastri Chowk Bhandara	3400
AB International	Bhandara	Muslim Library Chowk Bhandara	6800
AB International	Gondiya	Nagpur Road Gondiya	7650
Megha Distributor	Latur	Udgir Bus Stand	10300
Megha Distributor	Latur	Main Market Latur	14700
AK Cellullar	Washim	Shivaji Chowk	3000
SSD Audio World	Jalna	Opp. Main Bus Stand Jalna	8000





MI COMMERCE PROMOTION - LOCAL CABLE



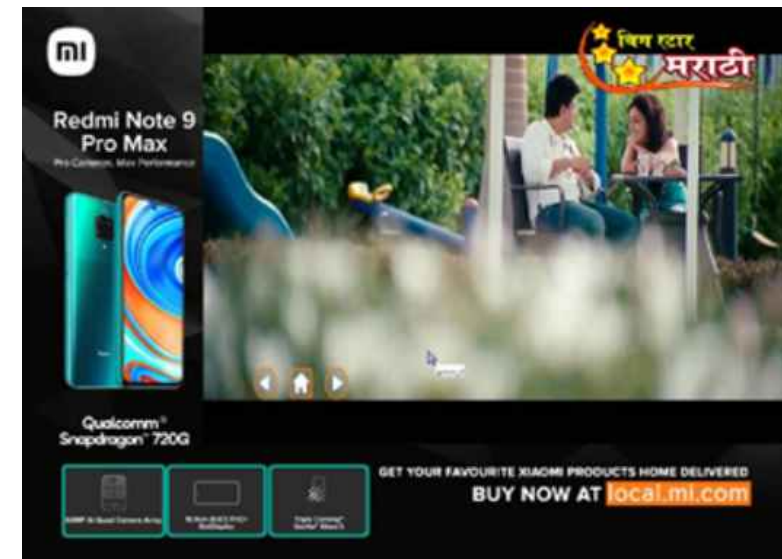
Region – ROM

Market – Across ROM

Media- Local Cable

HIGHLIGHTS :-

- Mi Commerce L band was live for 1 week across Maharashtra
- There were 22 channels live.
- Reaching to 15L of consumer base in Maharashtra

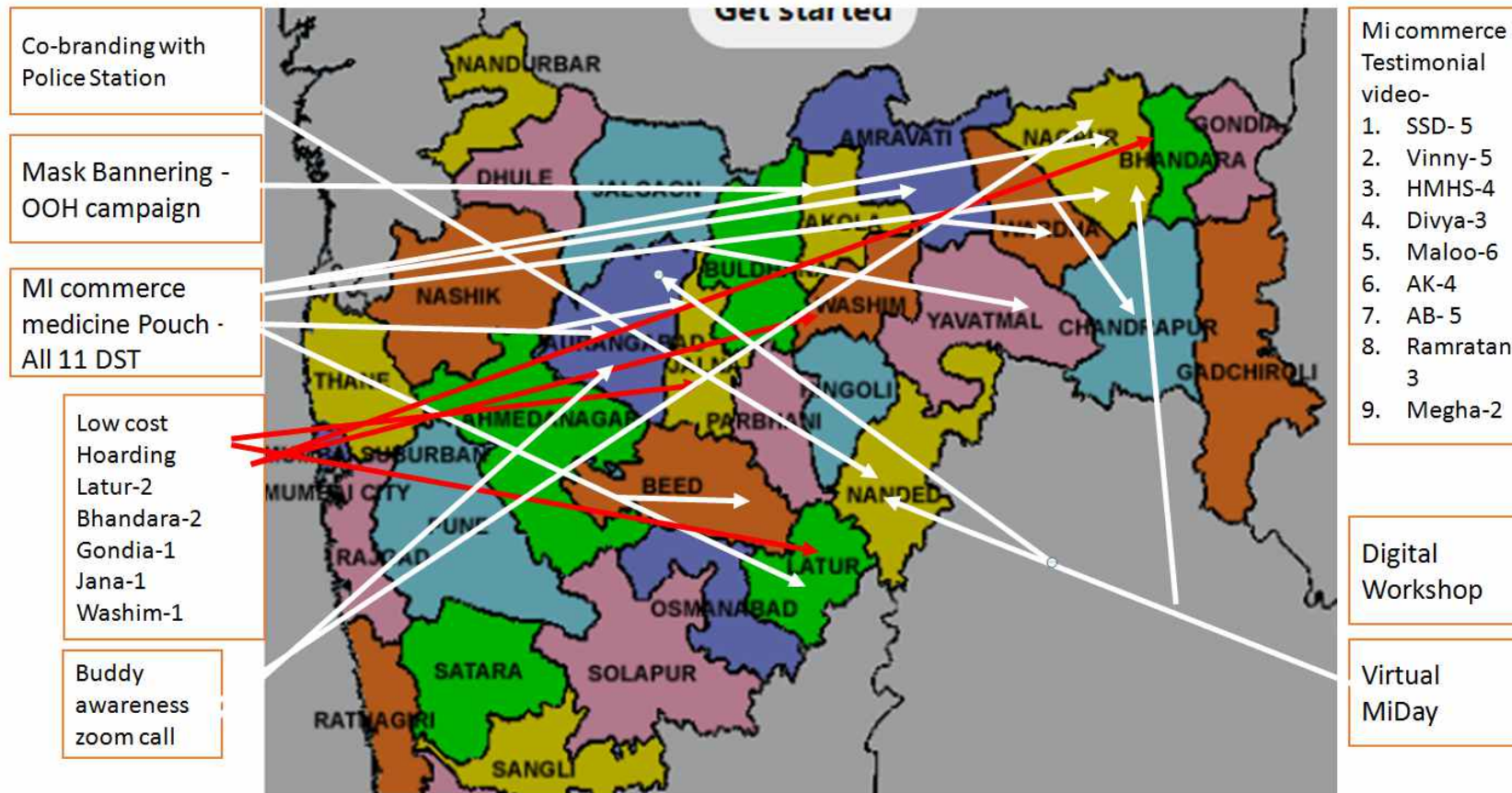




ACTIVITY WISE DASHBOARD - RoM 2



ACTIVITY WISE DASHBOARD



INNOVATION & INITIATIVES

- Medicine Pouch
- Co-Branding at Police Station
- Mask Awareness Campaign



Rehan Baig, MM of Nanded -

Coordination and Execution of Co-Branding at Police Station,
And Video Making, Mi Commerce Promotion



Aalok Agarwal, MM of Akola -

Execution of FOC Mask awareness campaign in akola.and making
videos



Palash Agarwal, MM of Nagpur -

coordinating and execution of pilot activity of medical pouch



Shilpa Shendge, MM of Aurangabad -

Driving Mi commerce promotion content and making kids videos



Umesh Salve, MM of Jalna -

Driving Mi commerce promotion content and making kids videos



Shivraj Bandurkar, MM of Chandrapur -

Driving Mi commerce promotion content and making kids videos



Ajay Dhumal, MM Pune

For tie up with Pune police and driving mi commerce.



Sagar Dusane, MM Nasik-

for medical pouches and user generated video for mi commerce



MARKET VOICE



Vaibhav harde

SPM ROM 2

Having been joined Xiaomi last month, I have had the experience of working in a company that nurtures fresh talent and gives you immense opportunity to learn. The team is very supportive, and also the partners are a family here at Xiaomi. The marketing team does its best to provide maximum support and get the best out of the stores. This is the culture of Xiaomi working; we never leave our partners behind. Xiaomi Makes sure everyone achieves success in this Journey.

I would do my best to help Xiaomi grow in business and grow myself personally doing so



New Team Members



Naimin Dalal

SPM ROM 2



Pradumn Chaturvedi

Area Marketing Manager
RoM 1

Hi everyone.

This pandemic has closed many doors for traditional marketing techniques but at the same time opened many new ways to reach customers and promote our products and services. We have tried using the common touch points to reach the masses, i.e., medical shops/local cable/SMS/Digital Platforms. We have telecast our mi commerce in 22 different channel across Maharashtra and also done SMS blast in critical cities; with the help of medical pouches, Mi commerce standee, and police tie up at the local level, we manage to amplify the portal to a great extent, same can be witnessed by the highest number of lead in Maharashtra across the west. Another good thing happen was the support of our Mitr/buddy in making mi commerce user-generated video and making them viral. We have been doing heavy social media campaigns on our Facebook, and Instagram handles to reach the maximum customer base thru social marketing. We will continue exploring many other means to market our products/services efficiently and effectively.

Thanks



Ashish Singh

Area Marketing Manager
RoM 2

Hello everyone,

Happy to share the 2nd edition of our monthly newsletter - Shwtpatra. It's a Sanskrit word, which means the documents of facts. April was the month of lockdown when the entire market was under the influence of restrictions; because of that, we could not carry various activities, including the much-awaited Mi11 launch campaign and in-store changeover. However, this month, our main focus was to promote Mcommerce by multi-channel marketing.

I want to highlight the three significant innovation/Initiative which flagged off from RoM-2.

- 1) Medical pouch to reach every household
- 2) FOC OOH campaign to create mass awareness
- 3) User-generated content- 30+ testimonial and kids video
- 4) Digital workshop for partners.

In April, we moved one step ahead towards making the team more empowered, for example - 30+ testimonial videos about Mi Commerce by the team without the help of any agency, which got a tremendous positive response on social media.

Another example of team empowerment is creating the Google presence at 40+ stores without paying any agency.

I am looking forward to working on the below fronts in the coming months -
Developing the local vendors for TV wall and offset printing.

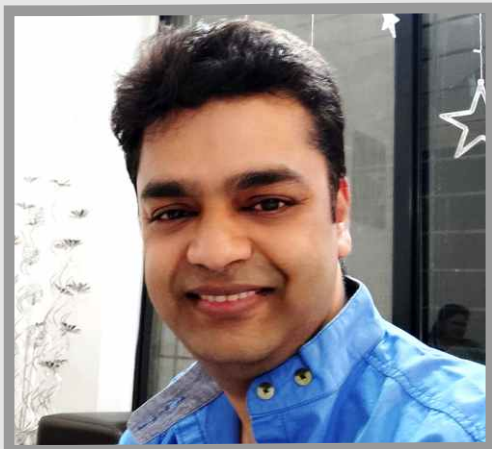
Get the Store and MIPP ready for rain by completing the rectification of stores and MIPP outlets.

To strengthen the Mi Commerce visibility and its positioning as the safest way of buying favorite Xiaomi product.

Please share your feedback and suggestion on ashishsingh@xiaomi.com/ 9158888399

Thanks,

The Editorial Team



Amit Somani

Zonal Business Manager

RoM, MP, CG

Dear Colleagues.

We Maratha Yoddhas always believe in delivering results with utmost passion, especially In tough times (even history witnessed the same). India is going through tough times in this pandemic. The year 2020 was challenging, and even 2021 is more challenging. Team Maratha yoddhas are not looking back. Kudos to all the team members for keeping the momentum being in Marketing, Sales, or Training.

Doing things differently is what Xiaomi stands for. The same is visible all across Maharashtra. When the entire State was under lockdown- We Managed to move on. When traditional marketing (leaflet, Posters, Mass media) was not working, the biggest challenge was to reach out To the market. The team took the challenge and came up with different ideas. (Social Media engagements, bulk messaging, Digital workshops, Testimonial videos). A sales team working from homes could manage to grow in sales where the biggest challenge was to generate sales leads, Relaunched MI COMMERCE (local.mi.com). Joint efforts of sales and marketing could yield results in generating leads for our retail partners. The training team (State Trainer, Route Trainers) again reinvented methods to make the Salesforce go the extra mile and upsell.

This is still not all. Launch of the SUPER PHONE- Mi11X and Mi11X pro was the icing on the cake.

Regards

Amit Somani