



Creating Milestone

मासिक श्वेतपत्र
Xiaomi Times
ROM-2



March 2021, 1st Edition

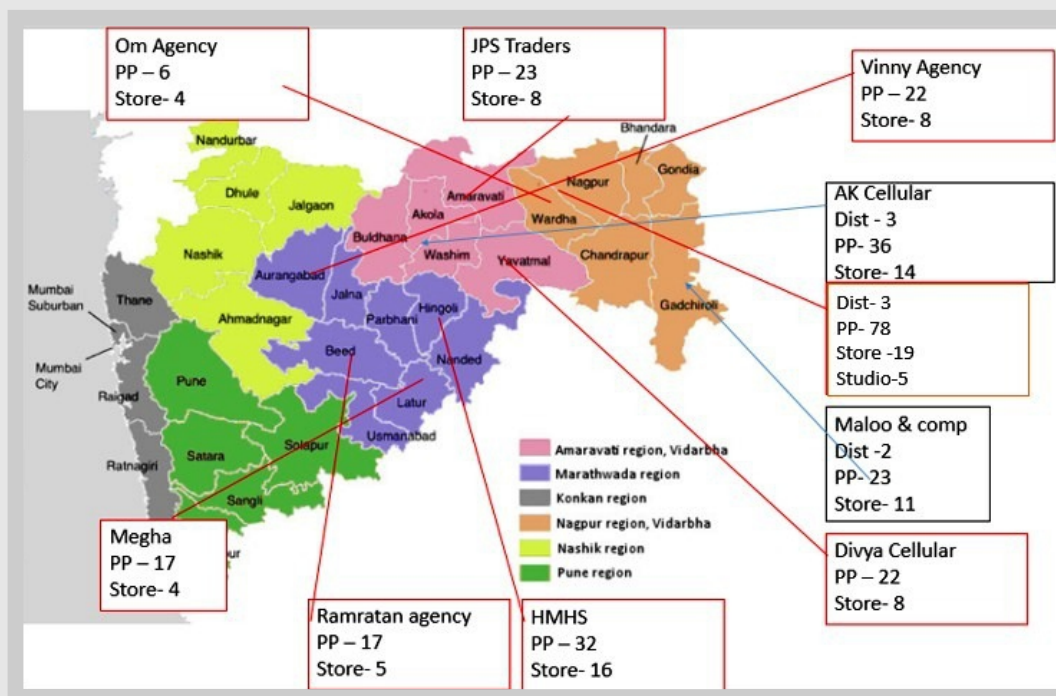
The internal Newsletter of RoM-2.

PRESENTATION **CONTENT**

- WoD overview
- Marketing Activities
- Market Voice
- Way Forward
- Editorial
- Star of the month



WoD OVERVIEW



DISTRIBUTOR	Mi PPP	Header board	Gap of signage	Mi zone	Gap of Mizone
A B International Pvt Ltd	78	73	5	73	5
A K CELLULAR	35	31	4	33	2
DIVYA CELLULERS	22	21	1	22	0
JPS TRADERS	21	21	0	15	6
M/S HAJI MOHAMMED HAJI SHAKO	32	32	0	32	0
MALOO AUTO & MOBILES	23	22	1	18	5
Megha Distributors	18	18	0	13	5
OM SALES CORPORATION	6	6	0	6	0
RAMRATAN AGENCIES	18	15	3	13	5
SSD AUDIO WORLD	25	23	2	24	1
VINNY AGENCIES	21	21	0	21	0
Grand Total	299	283	16	270	29

India is a country of colors, festivals, and events. Either it's childbirth to marriage or housewarming, we celebrate all these moments together with much fanfare. In a typical Indian celebration, we use Shamiyana, Toran, sound, banners, sweets with a photoshoot.

Redmi Bazaar is also based on the same concept; we invite people to participate, giving them a fantastic buying experience, photoshoot, and of course, many giveaways with a chance to win a lucky gift.

HIGHLIGHTS:-

- Redmi Bazaar is a mobile festival where we invite people to celebrate their new beginning with Redmi smartphone with a smile.
- It is an Acquisition activity to get new users for Redmi phones by creating a market ecosystem.
- Shop out of the shop to increase the Redmi user base by on-spot activation with gratification on spot sales.
- To create an alternate channel to acquire new subscribers.
- RMB is Ready to use, smart and Portable Activity set-up,

This initiative aims to empower the team and bring a traditional activity culture, which evolves and improves with every activity and maximum CDF utilization.

In March, we have executed 25 Redmi Bazaar despite the lockdowns in many of the markets.



फोनवर चर्चा



It is a community engagement activity beyond the sell-outs and product promotion and creates emotions and sentiments towards the brand and that particular store.

This activity aimed to introduce the store to influences and dignitaries of the neighborhood.

1st pilot of #PhonePCharcha happened yesterday at one D category Mi store Balaji communication at KURKHEDA - A small market in the GADHCHIROLI district.

We had invited the prominent people of kurkheda to the store, Felicitated them, and introduce our unique MI products and Redmi Phones under
Under the leadership of MM - Shivraj, the team includes RT. The store owner has demonstrated the features live to them and have an open discussion about the smartphone industry and the contribution of Xiaomi to society at large.

Invitees includes:-

- Police Patil of kurkheda (main police officer),
- Principal Medical Officer of local hospital,
- Sarpanch,
- Sabhapati of Nagar panchayat,
- local politicians and another distinguished guest.

Adding to this, we had the Redmi Bazaar outside the outlet in which the priority was on the sellout of phones and the demo of Air compressor and Streaming device.



Health and Ecosystem products activity

The intention was to capture the TG for Mi band at the right place. The gym is the best place to get fitness enthusiasts directly to market our product and create awareness. The gym members could be our 1st contact and would become the ambassador to spread the communication.

In the 1st phase of this campaign, we had onboarded two premium gyms at Chandrapur and Aurangabad and successfully executed the in-shop branding. In the 2nd phase, we have many other activities lined up to engage the audience.ve many other activities lined up to engage the audience.

Gym name	city	Status	Importance
Olympia	Aurangabad	1st Phase is done	Premium gym, near mobile cluster too.
Unique Gym	Chandrapur	1st Phase is done	leading and premium gym in town
DECENT FITNESS CENT	PARBHANI	hold due to lockdown	PREMIUM GYM
Barbarian	Nagpur	hold due to lockdown	one of the most premium gym in nagpur
AK Fitness Center	Vijapur, Aurangabad	hold due to lockdown	only one premium gym in Vijapur market



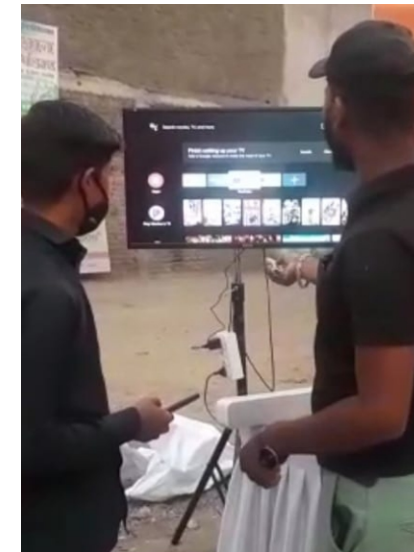
Streaming Device



In the context of 100% WOD placement of Streaming devices with the Holi festival, we have planned experiential marketing activity. Our objective Was to educate the people on how one stick can change their lives and get them into the world of Netflix and amazon prime, where they can experience world entertainment beyond the DTH and cable connection.

We have distributed the small color packets with the live demo of Mi stick on old LCD and established the connection with bringing the colors to your TV as the Holi festival brings color to your life.

Market:- Tier 2 markets - Jalna, Gondia, Latur, and Chandrapur



Air Compressor



This experiential Marketing was a pilot to educate people about Air compressor and its importance.

This activity with the tie-up with Honda workshop at Beed and Redmi Bazaar in other markets.

We have got a good response from the people, especially at Beed, and we are continuing this activity across all markets.



Digital Display Tire Pressure



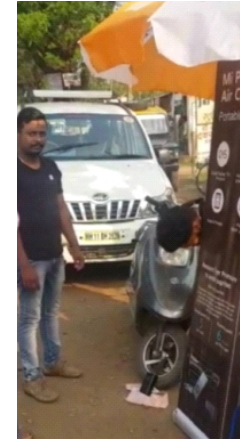
Auto fill to preset pressure and stop



Small & Portable



Powerful Multi-purpose



Signage, Inshop Branding and POSM

- Inshop Changeover
- New Signage Cladding
- Redmi 9 Power Campaign
- VAS Promotion
- Note 10 Campaign
- Holi Campaign





Low Cost Hoarding



Distributor	City	Location of site	Cost/month
SSD AUDIO WORLD	Jalna	In front of main bustand	8000
Megha Distributors	Latur	Udgir bus Stand	13600
AB INTERNATIONAL	BHANDARA	SHASTRI CHOWK BHANDARA	3400
AB INTERNATIONAL	BHANDARA	MUSLIM LIBRARY CHOWK BHANDARA	6800
AB INTERNATIONAL	GONDIYA	NAGPUR ROAD GONDIYA	7650
AK CELLULAR	AKOLA	CITY CENTER BUS STAND	4000
AK CELLULAR	WASHIM	SHIVAJI CHOWK	3000
AK CELLULAR	NANDURA	NH 6 RAILWAY STATION CHOWK	2667





Nilesh Nikam

CSM
Latur



Nijamuddin Shaikh

CSM
Nanded



Juned Shaikh

CSM
Akola, Amravati,
Yavatmal

Hi Friends,

2020 was a very thoughtful year and challenging to gain regular business in the 1st quarter of 2021, But with the power of motivated partners, we did much better in the 1st quarter.

We had six Redmi Bazaar activities at rural area clusters like Udgir, Latur Upcountry Market, and Mi day on the 10th of every month.

Marketing activities like two low-cost hoardings at Latur and Udgir to strengthen the visibility of Redmi Power.

We had streaming device activity done at Saikrupa Enterprises Mistore and got a good response. The Marketing activities enable us to increase sellout, improve the brand image, and product marketing.

Onwards we are planning for such activities on a larger scale in the coming days. We will be no one brand in the Latur district.

Thank You

Hi Everyone,

It was not so easy to gain regular business after the covid first wave. To strengthen the power of Xiaomi offline, we planned to execute some eye-catching activities in my territory. It helped us to attract the targeted customers and energize partners.

We have been doing Mi day, Redmi bazaar, engagement activities at gym and health centers to create awareness and sellouts. We also have co-branding at the police station near the mobile cluster, which is WIP status.

That resulted in positive results in partners' minds and achieved planned numbers in sell-in and sellouts. Here are some stats of my market

QTR 1 ACHIEVEMENT

- Smart Phone Sell In achieved- 110%
- TV sell In -100%
- Page 3 -100% cleared regularly
- Throughput -100+
- Ecosystem Sell In-90%
- Mitr Productivity- No Mitr in the D category
- Manpower- 100% Salesforce
- Claddings-100% Mi Pp and Stores
- Mi Zone- Available at 100% WOD

We continue such activities in the upcoming days to strengthen our partners and gain targeted business

Thank You

Hi colleagues,

We at XIAOMI "ALWAYS BELIEVE THAT SOMETHING WONDERFUL IS ABOUT TO HAPPEN," and we started our journey to success again with new ideas, energy, and enthusiasm. We started doing many customer engagement activities like REDMI BAZAAR, PHONE PE CHARCHA, and other Product-specific branding and marketing at GYM, JOGGERS PARK, AUTOMOBILE SHOWROOMS.

We have the plan to do Covid awareness branding/campaigning along with the Traffic police department in Akola.

All such engaging and creative initiatives from the XIAOMI marketing team has given very positive energy to retailers and helps us gain Offline partners' confidence.

We will continue to have such activities in the Offline market, especially for Our exclusive channel. Also, we will keep taking new initiatives of marketing incoming day to strengthen XIAOMI business in the market.

We will be the No. one offline team very soon.

Thank You



Abhijeet bhosale

City Head
Nagpur

Namaskar Mandali,

The First-quarter 2021 has been fantastic, but it's a little tough to incorporate within 150 words, given by the editorial team.

Here I want to highlight few points again

- We have launched 5 New Mi Stores in the 1st quarter of 2021.
- My market is having the highest number of Mi Stores in the West region.
- Feb Month highest contribution in Redmi 9 Power across Zone 2 in West Zone,
- Highest contribution in TV category month on month across Zone 2, almost 50+ PP deployed dedicated TV Wall for Mi Smart TV,
- Highest Contribution In VAS Sales across ROM. On valentine's day, we provide a memorable experience to the highest number of Mi10T customers in the west by arranging them for dinner in a Posh restaurant in Nagpur.
- Other noted activities such as Chalo India dekhien on all 5 studios on Republic day, innovative box walker & mobile walker, Mi day, and Redmi Bazaar.
- These activities made Xiaomi different from the competition and filled positive energy to trade.

In the coming days, we will continue such activities to engage trade which helps to grow business.

Thank You



Yasir Shaikh

City Head
Aurangabad, Jalna, Beed

Hello Everyone,

Despite Stay-at-home mandates, remote work, and education, travel restrictions, we sustained the damages and grew significantly because of well-planned inventory and our involvement in the logistic part.

As a notable work, one of our distributors, 'SSD Audio World,' played a crucial role whenever we faced interruptions in logistics. Many times they have personally sent vehicles to pick up stocks from Pune and Mumbai.

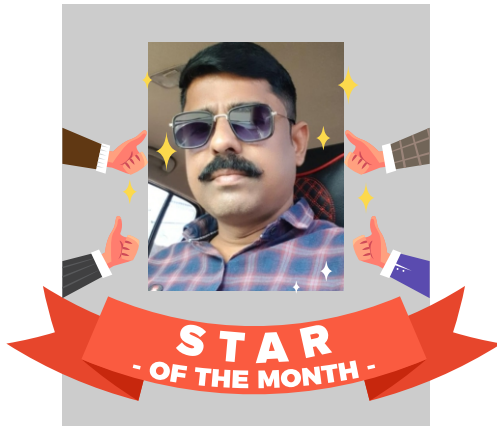
We continued to motivate team members and partners with online meets and product training for brand evocation in lockdown. We inventively started home deliveries to cater to the surge in smartphone demand due to online education implementation. Our buddies/Mitr played a crucial role in this activity.

In a divergent style, we have taken the initiative to celebrate Shri Manukumar Jain's birthday as a Smartphone day on 25th Jan. We did cake cutting on each outlet to establish a close relationship with retailers.

With these innovative activities, dedication, and intelligent work, we hope we will always have the upper hand from rival brands and remain in the no.1 position in the coming years.

Thank You

Recognition



Shivraj Bandurkar

Marketing Manager- Chandrapur
Distributor MALOO AUTO & MOBILES

He has exceptionally well control of his market, and this month he executed the four Redmi bazaar activities, including at two D-category stores.

He is the one who performed - Phone Var Charcha at one D category store along with Redmi Bazaar and got 100% growth.

Another achievement of Shivraj is the execution and tie-up with Gym, in which he successfully onboarded the only premium Gym of Chandrapur.



Vaibhav Harde
SPM



Amit Joshi
State Trainer

New Team Members

Editorial



Ashish Singh
Area Marketing Manager

I feel immense pleasure to announce our 1st newsletter of the ROM-2 Region; I hope you all will spare some time to read and contribute with your valuable suggestions.

March was the month of new initiatives with missed opportunities due to lockdowns in most of my market. However, when there is a will, there is a way; hence, we have managed to execute many worth sharing activities.

Highlights At Glance:-

- Redmi Bazaar at 25 locations, including 10 D category stores.
- Community Engagement at D Cat store - PHONE VAR CHARCHA.
- Ecosystem and fitness product market initiative completed the 1st phase of branding.
- Setting up Experiential marketing activities for the Streaming device with a Holi theme and giving color packets with a live demo of screening OTT platforms.
- Air Compressor live demo with the association of Honda workshop and in Redmi Bazaar.
- Display and execute Low-cost hoardings in the tire-2 markets.
- We have completed the In-shop Changeover of Note10, Mi10T, and Redmi Power at most stores.
- Digital Footprints:- We are ready to take the upcoming situation with two arsenal google and Facebook with the growing numbers of stores on GMB - 31 stores and having the FB page - 68 stores to engage their nearby customers.

Thank You, See you next month with new surprises.

Please share your suggestion and feedback
on ashishsingh@xiaomi.com or on Whatsapp **9158888399**

The Editorial Team

Concept & content : Ashish Singh Sub-editor - Rehan Baig Designer :- Vinay Alekar



STATE HEAD DESK

Amit Nakashe

Hi Friends!

These are unsettling times, and COVID-19 impacts our personal and professional lives and those whom we love. I wanted to wish you, your loved ones, and fellow colleagues safe passage through this challenging period. During this time, we are as committed as ever to ensuring that we deliver exceptional work to our customers and partners.

As last quarter JFM-21 was very well, I hope that the growth journey will continue in the new year with WOD expansion. In JFM, we launched the new Mi Series MI 10 I & Redmi Series Note 10 & Redmi TV, too; all Categories are Super HERO in their place.

Xiaomi always tries to provide the Best Technology with Honest Pricing in the Phone and the Overall Eco System category.

We believe in creating new milestones of growth with new launches in the coming Quarter of AMJ-21 with many more Surprising Offers for Our Channel Partners & Mi FAN.

Regards
a-Mi-t nakashe
State Head ROM-2 & CG