

REPORT ON DEALERS MEET HELD AT LA EXOTICA- LONAVALA

It was a pleasant movement for AKAS to conduct dealers meet at Lonavala after 2004.



We felt that to organise dealers meet at Lonavala would be convenient for all the dealers to participate in the meet. Also the place we chose was a tourist spot. This place was a centre place for the dealers to gather and enjoy.

From AKAS Medical our CEO Mr. Arjun, Mr. Abraham, Ms. Prasanna, Mr. Ghosh, Mr. Parmar, Mr. Mohan, Mr. Srinivasan and Mr. Jeeva attended the meeting.

Mr. Abraham, Ms. Prasanna, Mr. Jeeva started towards Lonavala on 13th of May 2009 through train and also Mr. Parmar, Mr. Ghosh and Mr. Mohan started on the same day from their areas. We reached Lonavala on 14th of May and then there was a little confusion about where the meeting would be conducted. The agent who has committed *La Revival* said that there are no vacant rooms for the dealers to stay there.

So *La Exotica* was fixed and then we booked rooms and conference halls in Hotel *La Exotica* and Hotel GB'S was booked for family members. Banners were hanged in the entrance and near the conference room.

Dealers from all over India started to come in the evening hours and we have given them good accommodation and dinner to all at company cost. Also our CEO reached Lonavala at 8:00pm on 14th and we had a short orientation of the next day programmes.

On 15th morning all the dealers reached Lonavala and we organised rooms to them and also a good breakfast was provided to the dealers.

Exactly at 10:40am the meeting started with welcome address given by Abraham followed by introduction of dealers. After that our CEO presented AKAS since 1996 and explained about the growth of AKAS Medical and the developments made in our company.





Then we had our product launching programme; we introduced our new product Syringe 410 and Infusion 510. Infusion 510 was inaugurated by Mr. Rajeev of Apoorva Bio Care, Bhopal in the presence of our CEO Mr. Arjun Sooraj with a cracker burst with colourful papers.



Syringe 410 was then launched by Mr. Banerjee of Electro Care Sales, Kolkatta in the presence of Mr. Arjun Sooraj CEO AKAS Medical. Colour papers filled the place and it was an enthusiastic moment.

Short tea break was given in between the programme and a short relaxation to the delegates. Existing product training was given to the dealers by Mr. Parmar through a nice presentation. Then hands-on training was conducted. In this, all models of pumps were given in the hands of the dealers to have training on the products. In this session many questions on technical issues were sorted out by our field staff Mr. Parmar, Mr. Ghosh and Mr. Mohan.

In this session many innovative ideas were given by all the dealers to our CEO and we have promised them that we will consider all the queries and will be passed on to our R&D department for further development of the products. Then a short speech was given by our CEO on Value factors of Pumps.

At 1:00pm it was the time for lunch. Lunch was organised in hotel dining room. The menu was Soup, Vegetable Pulav, Naan, Rice, Dhal, Chicken gravy and curd with a sweet salad. We hope that all the dealers enjoyed themselves with a good meal.

Then again at 2:15pm the session continued with a Presentation on monitors and new launched pumps. Again all the machines were given in the hands of the dealers to have training of the products. In this session Mr. Mohan provided a good training to the dealers on the monitors and also with the new pumps. All the dealers were eagerly clarifying their doubts in pumps and also in monitors.



This session concluded exactly at 4:00pm with an introduction of AKAS members to the dealers. A question was raised to dealers whether they want entertainment from the AKAS team but all

the dealers wanted to go for sightseeing. Their request was granted and then we all gathered in the garden of the hotel to take a group photo. So the first day session was over.

In the evening hours Mr. Abraham had an individual meeting with the dealers and sorted out their problems what they were facing in the field.

Then on the second day, that is 16th, meeting started with a small welcome address followed by a short summary of the agenda.

The first training was given by CEO on *Future Business* in AKAS with a small presentation followed by training on *Nutrition and Feeding pumps*. In this our CEO has explained the need of Nutrition in the body of a patient and a normal body. We hope that this information would have been much useful to the dealers who attended the meeting.



After the presentation of CEO, OPH training was given by Mr. Srinivasan. Through this, he explained the use of Cyber Chart, A Scan, B Scan. After this training programme many dealers were eager to do business with OPH products of AKAS. At the same time, many enquires were passed on to us where Mr. Srinivasan has committed to show the demos at the earliest.

Then a short break was given to them and then the meeting continued with competitors tips presented by Mr. Abraham. This was very useful to the dealers and many have taken notes on the competitors tips. Then a short presentation was shown on the dealers target and their reward programme which is introduced in this year to the dealers.

Then again our CEO gave a presentation on the brand name of AKAS. He gave valuable tips to the dealers on the importance of brand image. He requested the dealers to build a brand image with the customers so that the deal can be closed in an easier way. Also, the strategy of push and pull concept was presented to them. Then Ms. Prasanna gave a valuable talk about Service.

Following this we had an open house section and many dealers utilised this session and came directly to our CEO to clarify their doubts. Our CEO gave them the information what was requested by the dealers.

We were waiting for this occasion for a long time and when this came true, our hearts were rejoiced and filled with happiness to see all our dealers face to face.



The meeting concluded at 2:30 pm on 16-05-2009.