

Minutes of meeting between FAIITA OLS Committee and representatives of ASUA India at Hotel Courtyard Marriot , Ahmadabad on 9th Jan 2020.

Present:

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| 1. Mr. Jignesh Bhavsar | NSM Retail , ASUS INDIA |
| 2. Mr. Jignesh Pancholi | ZSM, West Zone ASUS |
| 3. Mr . Kaushik Pandaya | President FAIITA |
| 4. Mr . Devesh Rastogi | Sr. VP FAIITA & Chairman OLS Committee |
| 5. Mr . Navin Gupta | Secretary , FAIITA |
| 6. Mr. Sanjiv Walia | National Convenor , FAIITA |
| 7. Mr. Manish Gupta | Special Invitee , FAIITA |
| 8. Mr. Mitesh Dave | Member Executive Body FAIITA |
| 9. Mr. BV Deepak Kumar | VP, South Zone FAIITA |
| 10. Mr. Arun Kr Dey | Jt Secretary FAIITA |
| 11. Mr .Karthik | Vice President FAIITA |
| 12. Mr . Pravin Dhoka | Member OLS Committee FAIITA |

In Opening Statement On behalf of FAIITA following concerns were presented by Chairman OLS Committee:

1. Brands and FAIITA need to work towards resurgence of Channel by making business of T3 partner viable.
2. Agreed policy of ZERO TOLRENCE between brands & FAIITA shall continue in future also and brands have to take care of issue of logistics in terms of timely availability of adequate stocks with channel as past experience has shown either models are not available with ND or delivery is delayed or quantity was inadequate.
3. Brands have to share monthly data of sales in Online space vs Brick & Mortar.
4. Cash back allowed by OLS has to be provided to channel or alternatively brand should ensure that portals do not provide cash back on their products.
5. Asus was provided specific cases in gaming series where the stocks of same models are not available to channel.
6. In case of gaming models in huge price gap was reported and also product was not available to channel .
7. Asus is presently selling about 30 percent of its product through portals which is quite higher than other brands in industry. This concern was shared with ASUS team.
8. FAIITA team expressed its concerns about the MRP based discounts on portals.

On behalf of brand Mr Jignesh Bhavsar NSM addresses the issues and reconfirmed the commitment of ASUS India towards policy of zero disruption in channel. Asus team also disclosed its business plan to open more brand stores and working closer with T3 partners

On issue of product availability he explained ASUS strategy that how Channel was give differential product to channel , this was countered by participants from FAIITA and ASUS has been conveyed that channel should be made available same models as in channel.

On issue of cash back ASUS team has to reply back after consultation within the company.

FAIITA team has asked ASUS team to come back with positive action plan on agenda items as mentioned in FAIITA letter dated 4/12/2019 in next meeting which is scheduled in April 2020.

FAIITA team firmly conveyed to brands that as a brand owners they have to take full responsibility for any disruption and policy of ZERO Tolerance as agreed between the brand and FAIITA shall be strictly followed. FAIITA team has also explicitly clarified that ZERO TOLERANCE means availability of same product/ model at all selling price should be same and landing of channel should be 3 to 5 percent lower than the offered price.

Attention of ASUS team was drawn towards issues of price protection, to which ASUS made announcement for starting price protection policy during the product presentation next day i.e 10/1/2020.

To increase the footfall ASUS has informed that Google my business page is being launched to pull customers to store. A serious issue was pointed out that official webpage of ASUS is diverting traffic to Online portal to which ASUS team has assured immediate correction.

ASUS India has agreed to share pricelist with MRP to all dealers and FAIITA on immediate basis.

(DEVESH RASTOGI)

Chairman OLS COMMITTEE

Kaushik Pandya President Presidential Office : 302, Shreyas, Nr. Navrangpura P.O., Ahmedabad-380009 (Gujarat) +91 9825031502 president@faiita.co.in kaushik@kalpsystems.com	Navin Gupta Secretary Secretarial Office : 01, Boring Road, Patna-800001 (Bihar) +91 9334715522 secretary@faiita.co.in ngkapl@gmail.com		
Devesh Kumar Rastogi Sr. Vice President +91 9839197000 devesh.rastogi@gmail.com	S.Karthikeyan Vice President +91 8883044433 karthik@bloomcomputers.com	Liju P Raju Treasurer +91 9387425526 zetaliyu@yahoo.in	Sanjeev Walia Convenor +91 9814958290 jetage17@gmail.com
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