

FEB - MAR 2016

#

# Xotika

Edition: 5

Come, be a part of it !



XOTIK FRUJUS PVT. LTD.

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### Get In Touch With Us



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Oh! I am  
DIABETIC

So what  
if I have  
DIABETES!

**DO NOT  
QUIT**

**SUGAR  
FREE**

## Start Of Summer Season: I Have 99 Problems & Jeeru Solves All Of Them

Dear Xotikans!

The start of summer 2016 has been on the right footing and I would like to quote Earl Dibbles Jr. here- **I have 99 Problems & Jeeru Solves all of Them!** The songwriter's version had beer instead, but who needs beer when our very own healthy, tasty and super Fizzy 'JEERU' is so easily available now?

Come summer and we have prepared ourselves to the hilt with many new territories added to our expanding distribution network. We have now entered Bihar, Uttar Pradesh, West Bengal and cities like Bangalore and Pune.

We have even taken significant steps to make our service capability stronger this peak season and so we would like our sales team, marketing team, distributors and stockists to know that Xotik Frujus will leave no stone unturned to service your region/ area. You can reach us anytime, if you are facing any challenges or have any suggestions for Xotik to improve its market penetration.

“  
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Our attractive **Goblet** packaging which will be launched in April 2016 across India. The packaging is unique for our kind of products and it will increase the potential for retail sales manifold. Goblets are fast moving and cost saving as well. The benefit of these savings will be passed on to consumers & trade partners. We are also introducing **Jeeru Slim Cans** next month, and this will take the brand value for Jeeru & Diet Jeeru to a premium level.

To service the summer season demand across India, we have ramped up our production facilities and started a **new bottling plant in Umargaon**. This plant will enable additional production capacity, which means we will be in a better position to service the market in coming peak season and we will be able to replenish stocks faster. In Daman, we are creating a warehousing facility of 15000 Sq.ft, which will be ready by the beginning of April. This will make our service to trade partners much more efficient, with timely availability of stocks and supplies.

Jeeru line of drinks are promising value addition to its trade partners, distribution network and customers through its new canning facility, which is available with very few beverage companies in India. We will be initiating ATL (Above The Line) advertising on TV, in select markets this season. The FM Radio ads will also be playing across our major markets. New PoP (Point of Purchase) material and the new website will also be launched this month.

With lot of action being taken for equipping the sales and trade partners network, value addition through our facilities, improved brand perception and attractive packaging, we are confident that we will witness a flourishing business volumes this season.

**Good luck and Happy Summers to all of you!**

Mr. Rajeev Sehgal  
Chairman, Xotik Frujus Pvt. Ltd.  
Mob: +91- 9820088701

## EMPLOYEES OF THE MONTH >>>



**Arun Pawar**

Area Development Officer

Mumbai

Arun is handling Wadala to Dockyard region in Mumbai and reaches 45-50 shops everyday and is able to convert 25-30 retail shops into loyal Xotik Jeera Masala sellers. He was earlier with major beverage brands, and hence retailers know him well. Even if there is competition, he does not compete with them and instead tells shopkeepers the advantages of his own brand. He explains to them the product USPs and asks them to promote his product. He also trains the sales executives reporting to him, about how to speak and how to sell.

He is good with Mathematics and has studied upto Matriculation level from his village school. Best thing he likes about his job is the freedom of taking his own decisions to increase the sales and the opportunity to meet new people everyday. Even his superiors are very good and demand performance from him, which only helps him discover his full potential. He stays with his wife, mother and 3 kids at Gowandi in Mumbai.

**Well done Arun.. Keep up the good work**



**Ghanshyam Gaud**

Area Development Officer

Mumbai

Ghanshyam handles the area from Mulund and Bhandup, to Kanjur & Powai. Apart from regular shops, he reaches out to more than 30 new shops daily. Last month he ensured sale of 1000+ cases alone, although, in his area there is a team of only 8 salesmen. He tries to ensure sale of 10 cases per salesman daily and focuses on selling bigger volume product through the retail network. He informs the retailers of the advantages of Jeeru drink and ensures it is promoted well. He loves the marketing & sales line and absolutely loves Jeeru! He wants to work hard and progress in Xotik Frujus as he hopes his performance will help him rise to a post of his dreams.

He is a Graduate from Uttar Pradesh and is at present staying at Kanjurmarg with his uncle. His family comprising of his parents, Uncle & Aunts are all staying in Jaunpur. In his free time, he likes to meet friends and spend time with them.

**All the Best Ghanshyam, way to go!**



**Sandeep Upadhyay**

Area Development Officer

Western Thane

Sandeep successfully sold 685 cases last month and in the coming month, his target is to sell 900 cases, which he is confident will be 100% fulfilled! His area is between Vaitarna to Dahanu, where he approaches 40-80 outlets in a day. He is able to sell the entire range of Xotik products across his outlets. He gives his best to his work and his approach is to inform the retailers of the unique features of Xotik product and the company facilities, i.e., the hygiene maintained by the company and food & safety standards followed by manufacturing plants. The distributors and retailers in his territory value good service and customer relations, and because of the way he manages his market, he often gets reference customers too. He also likes the fact that this company honours its word, pays their salary on time and so, his commitment level is high. He lives with his wife, daughter, brother and parents in Nalasopara. In future, he would love to continue to do his best in this company and progress far more.

**All the best Sandeep, keep up the good work!**



### **Sujeet Dubey**

 Area Development Officer

 Mumbai

He handles Vikhroli, Ghatkopar, and Tunga village. His daily target is 25 cases and he manages to sell 32. He covers 55-60 outlets in a day, as he believes that the more he covers the better is the response. Sujeet works 10am to 5pm, and sets the target for himself to sell atleast 25-30 cases daily. He believes the product is 'number one' in quality and thus he is further motivated to convince the shopkeepers to promote Xotik Jeeru. He feels that other thing that helps is the fact that his relationship building is good. He always tries to understand the retailers' thinking, what they like and dislike, and motivates them accordingly. He keeps continued relationship with them, to get deeper understanding of the market. He has been with Xotik for 2 months. His previous work experience helps him present himself and the product well. He loves his job and is of the notion that the brand will grow because of its quality, uniqueness of flavour & delivery timing. He also gets adequate guidance from his Senior Officer. Moreover, his belief in himself & self-confidence help him meet his targets.

He stays with his mother and brother at Mumbra and has studied till graduation level. Sujeet aspires to do well in his current job and to be able to support his family financially.

**Wish you the best Sujeet. Keep up the good work!**



### **Saurabh Sharma**

 Area Development Officer

 Mumbai

He is handling Charni Road, Mumbai Central, Grant Road, and Lower Parel areas in Mumbai. He aims for doubling his target in the next month. In one day, he covers atleast 40 to 50 shops. He usually focusses on introducing his product and makes multiple visits to the shop to build familiarity. He insists that the retailers replenish stock and promises them same day delivery, while co-ordinating for the same with his distributor. His sale happens not only because of product quality, but also because of good customer relationship. He ensures that the retailer does not stock another product, by explaining to them how the product ingredients are a good mix of healthy ingredients and the production has no manual intervention. He also provides them danglers and posters for in-shop display. He pushes for higher quantity of stock in shops who are already stocking and pushes those who do not stock, to keep atleast 12 pieces initially, so they can try it.

He loves his job and this team. He has passed Class 12 and would like to progress in his present job by performing well. He lives with his uncle, brother and wife in Mazgaon (Mumbai) and is otherwise from Uttar Pradesh, where his parents and joint family stay together.

**All the best Saurabh and keep up the good work!**



### **Sanjit Naskar**

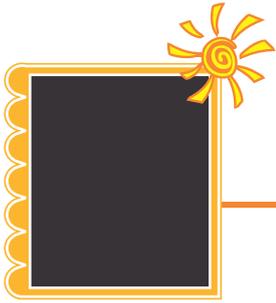
 Area Development Officer

 West Bengal

He is serving a few territories in Kolkata and managing three distributors across Khirdipur and Metiabruz, covering atleast 30 to 60 outlets in every area. On any given day, he visits 30-35 outlets. He aims to distribute 1000 cases amongst all shops. He gives product sample to the shop owners/retailers and takes an order of at least 1 case, and the next time he ensures the order quantity is increased. At a recent launch also, he ensured spot sale of 32 boxes. A lot of this sale happens because of good market relations. He finds his product sells even better than certain leading brands in the segment, and the retailer can see higher profit margin in Jeeru. He loves his job and the people he works with. He also find the products very good. He has only studied till Class 12 and could not complete graduation. As of now, he has been in sales for 15 years and has a family comprising his wife, mother and two children. He loves listening to music in his free time.

**All the Best Sanjit, way to go!**

## EMPLOYEES OF THE MONTH >>>



 **Ebrar Reza**

 HR Manager

With 7+ years of prior experience in HR, Ebrar is now managing the Pan India HR function for the company. Notably, he has had 100% attendance at work and in addition to HR, he is also managing the Sales back office department. This department monitors the sales performance at all locations across India. Having worked with many multinationals in the past, this is the first time he is working with a family run business entity and he is enjoying better work exposure in the current setup at Xotik. In his role in the Sales back office, he has a 5-person team. In his role as the HR Manager, he is taking care of all employees of Xotik across its Head office, Pan India locations and manufacturing units. Since his joining, he has ensured 100% timely recruitment and the employee strength has doubled. Ebrar's family comprises of his parents and two brothers. He belongs to Assam, where his family runs their own retailing business. He has done his MBA in HR & Marketing. Ebrar loves listening to Music in his free time and at work, he strongly believes in Team work and would like to see great Team Spirit across Xotik. Ebrar is a sincere and hardworking member of the Xotik family. His sincerity, efficiency and commitment towards his job, has earned him the title of "Employee of the Month" this time.

**Wishing you the very best for a bright future, Ebrar!**



 **Amod Ranjan**

 Sales Manager

 North India

He has been with the company since November 2015. He is currently handling the entire Delhi/NCR region, i.e., Delhi, Gurgaon, Ghaziabad, Noida, Faridabad, along with a few other parts of Haryana. In the near future, he is also aiming at Lucknow and Agra. Despite the weather making it 'off-season' for beverages in Northern India, he has been successfully reaching his target and opening new markets. He has taken a sales of 10000 cases this month!

He himself gets into retailing along with his team. He trains them in breaking conversation, by introducing himself first. He accompanies them to break the ice and develop good relations in the market.

Amod is a state level badminton player. He lives with his wife, Samiksha, and 2 children- Mahtya and Vishesh in Delhi.

**All the Best Amod, way to go!**

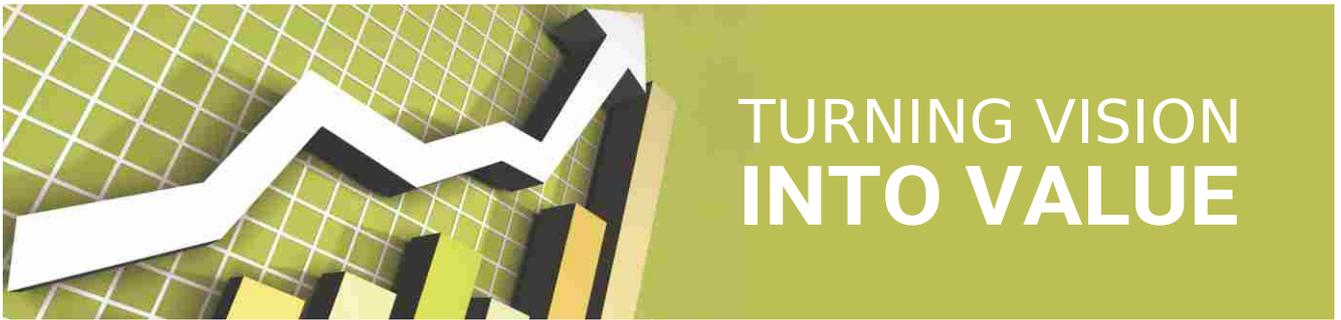


 **A.A Siddiqui**

 Production Supervisor

Mr. Abdul Siddiqui is the production supervisor at the company's Daman plant. His work is centred around supervising the production of Jeeru, and keeping a vigilant eye to ensure that the quality and production targets are met. Apart from overseeing the usual and sudden machinery related issues that happen at the production facility, he also tracks processes & people. He always aims to utilise less labour, ensure speed in the production cycle, enhance production output and maintain top quality in production standards. Glad to have a team member like you, Mr. Siddiqui!

**Keep up the good work!**



## TURNING VISION INTO VALUE



### Mr. A.K. Aggarwal

Delhi/NCR Modern Trade

Mr. Aggarwal is from Delhi and will be focussing on Ghaziabad-Noida in NCR (Uttar Pradesh) for Jeeru. He has introduced Jeeru at multiple modern trade chains and finds the product a very good combination of taste and health. He is a renowned and experienced distributor for Modern Trade in the said region, and we are glad to have joined hands with him. The company is positive about doing very encouraging numbers with his support.

**A very warm welcome to you from the Xotik family, Mr. Aggarwal!**



### Mr. Amol Dutte

Pune

Mr. Dutte is based in Pune and is a distributor for natural syrups across small & big towns of Maharashtra. He has introduced Xotik's Jeeru & Diet Jeeru with more than 20 modern trade outlets initially and the launch response has been very good. He is attached to big stores like Reliance Retail, D-Mart, Dorabjees and the like. According to Mr. Dutte, Pune is huge in terms of market potential and he sees Jeeru as a very promising brand. In fact, he did seem surprised that a product as promising Jeeru wasn't very available in Pune until now. He is sure that the unique taste of Jeeru will surely be a hit amongst Pune's population. Thank you for all the appreciation, Mr. Dutte! **A very warm welcome to you from the Xotik family!**



### Mr. D Linga Murthy

Hyderabad

Mr. Linga Murthy will be focussing on the twin cities of Secunderabad & Hyderabad. He is a wholesaler & distributor for various wines, but because he personally likes Jeeru, he took to being our Super stockist for the region. He is also promoting it among his personal business contacts. He sees a very high market potential for the product, and likes the taste of the product. The cash & carry system of Xotik Frujus also makes it comfortable to work for Super Stockists. With the sales intensification, he believes the brand can really compete well in the market. Thank you for your kind words, and **a very warm welcome to you from the Xotik family, Mr. Linga Murthy!**



### Mr. Devendra Rathor

Rourkela

Mr. Rathor is the Super stockist for Xotik in Rourkela, covering areas within a 30-40km radius of the city. He currently has two distributors attached to him and each of them have 75-100 shops in their network. He will also supply Jeeru to Modern Trade outlets in Rourkela. This offers Xotik Frujus a big opportunity to penetrate the market. He finds Jeeru to be a very good quality drink, however he says shopkeepers prefer to deal with one beverage company having multiple flavours and so he would like Xotik to launch new flavours soon. It has just been a month since he has begun business with Xotik, and he feels Jeeru can very well compete with some of the local cold drinks because of its premium quality and unique taste, which is unlike other jeera drinks in the market. He is very optimistic about the coming summer season! Your support means a lot to us.

**A very warm welcome to you from the Xotik family, Mr. Rathor!**



### Mr. Nayab Razvi

Sambhalpur, Odisha

Mr. Rizvi will be focussing on Sambhalpur, Odisha. He has local distribution in a large number of outlets and the marketing for Jeeru has just started. The response, he says, has been good so far. He also positive that Jeeru can do very well in the market due to its taste, packaging, and quality. If more flavours are introduced, it will be of advantage to penetrate the market. We value your feedback. **A very warm welcome to you from the Xotik family, Mr. Rizvi!**



### Mr. Rajendra Sachdeva

Ghaziabad, Uttar Pradesh

Mr. Sachdeva is covering an area of about 150kms in and around Ghaziabad as the Super stockist for Jeeru. At present he is also promoting Milton house-ware products and another brand called Health Vital. With added sales and marketing, he believes that Jeeru can sell great volumes in his region. He says, "This kind of product will sell well in this season. There is very little competition from some local brands which are popular in the region, but Jeeru is far, far better than them in terms of taste and quality. The response initially has been good and there are interested distributors". Happy to have joined hands with a trade partner like you, Mr. Sachdeva.

**A very warm welcome to you from the Xotik family!**

# WE HELP YOUR BUSINESS GROW



## Mr. Rinku Malhotra

North Delhi

Mr. Malhotra has a network of 5 distributors in North Delhi. Other than Jeeru, he also deals in a few other food and beverage products in the region. He says that it is too early for him to comment on the performance of Jeeru in his territory, but the feedback regarding taste and quality has been very good. In one of the sampling exercise conducted in this market, he cited, 30 cases of the 300ml pack and 7 cases of the 1ltr pack were sold in 2 hours. He sees a lot of scope for this brand and is positive that the product, along with its 150ml pack priced at Rs.10, will do well in the times to come. Thank you your kind words, Mr. Malhotra!

**A very warm welcome to you from the Xotik family!**

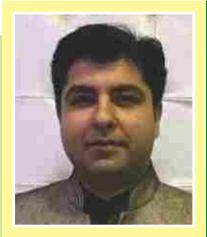


## Mr. Sandeep Saini

Delhi- Modern Trade

He is a well-known distributor of food products in Modern Trade across North India- in the states of Jammu and Kashmir, Uttar Pradesh, Haryana, and Delhi. For Jeeru, he will service Modern retail outlets within Delhi. He is also the super stockist & distributor for Hershey's, Baskin Robbins Ice Cream, Amul and many other leading brands in the region. Glad to have joined hands with a trade partner like you, Mr. Saini.

**A very warm welcome to you from the Xotik family!**



## Mr. Saurav Anand

West Delhi

He is the super stockist for Jeeru in the West Delhi belt, with 4 distributors and 6 wholesalers working under him currently. He believes Jeeru is a nice drink, but it will take some time as Delhi offers a lot of choices to people. In the first month he has sold around 800 cases out of 1000. There are many repeat orders from Wholesalers and this demand is from 'A' class product shelves. He is sure that with time, the product will achieve good numbers. He is also a stockist for a few other beverages and Amul products in the region.

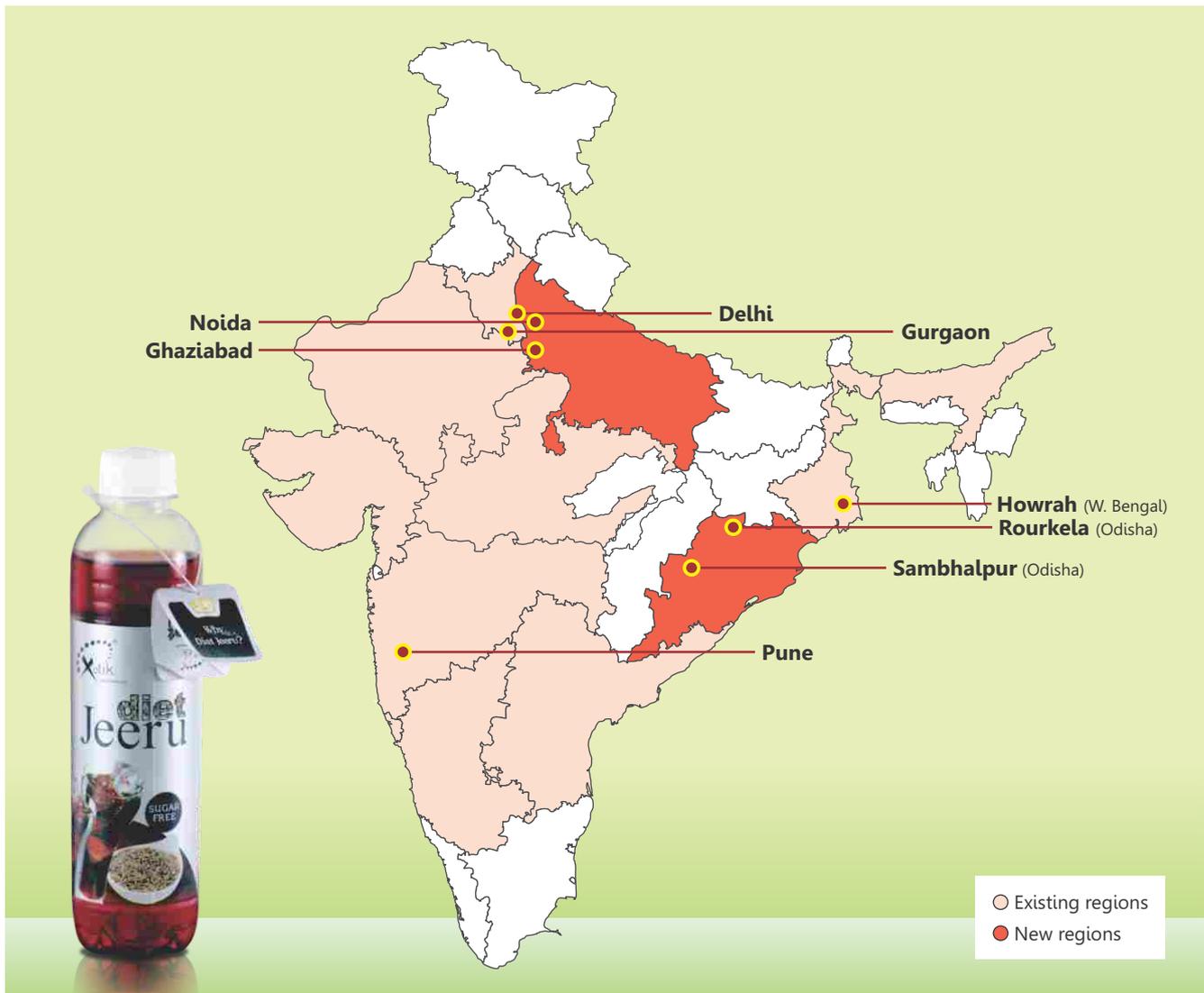
**A very warm welcome to you from the Xotik family, Mr. Anand!**



**Mr. Vikas Shaw**  
Howrah, West Bengal

Mr. Shaw will be covering Howrah region in West Bengal and has 5 distributors attached to him. He is currently distributing a Bangladeshi juice drink, Fortune oil, a candy brand from Delhi, among other products. He says, "for Jeeru, it has been one month and the feedback for product quality has been very positive. A total of 1100 cases have been sold in first month itself across different pack sizes and volumes". He sees far more growth in the coming season. According to him, "this is not even 10% of Jeeru's market potential. With increased market focus advertising through TV & Radio and sales promotions, this brand can easily become very popular in his region". Thank you for your encouraging words, Mr. Shaw. **A very warm welcome to you from the Xotik family!**

## Jeeru Is Now Expanding Its Footprint In India



## Try Offbeat Summer Destinations



If you want to travel this summer, make sure it's "OFFBEAT". What we mean is, just like Jeeru- which is an Offbeat Summer drink, you can try spending your holidays at some offbeat Indian wonders and do offbeat things. Read on.....

### Artistically adorable –Palampur

Palampur is a beautiful hill station located in Kangra Valley in Himachal Pradesh, about 35 km from Dharamsala. It gets its name from pulum meaning 'abundant water'. Unsurprisingly, the region has innumerable streams and brooks and the water bodies are a huge boon for the tea plantations. The Palampur Tea Cooperative factory, some 1.5 km south of the bus station on the Kangra road, offers a 20-minute tour taking you through the tea making process, is a major attraction here. Palampur is a green hill station and a municipal council in the Kangra Valley in the Indian state of Himachal Pradesh, surrounded by tea gardens and pine forests before they merge with the Dhauladhar ranges. Kangra Valley, in the amazing milieu of the mighty Dhauladhar, the Milky Mountains, has been always known to attract artists. The "Kangra School of Miniature Painting" being just one remarkable exemplar. What Kangra was to art some 200 years ago; Andretta, a tiny village 14 km south of Palampur, is to artists in the present century.

Andretta, with its Italianate sounding name, is a quiet and sleepy village known as a hodgepodge of culture. It nuzzles amongst the undulating plains of Kangra Valley, with a wide panorama of hoary mountains. Andretta has attracted artists of many hues and was brought to fame by Ms. Norah Richards, the famous writer and dramatist whose writings exhibited deep sensibility to life and people around her. Other attractions include the Andretta Pottery and Crafts

society which portray miniature paintings and pottery. Students can also enroll here to learn the art of pottery making. You can even visit Tea Gardens, Shobha Singh's Art Gallery, Taragarh Palace, Chamunda Devi, Neogal Khad Neogal Park and Baijnath temple are some of the attractions in Palampur that lures tourists from all over the country. Best Time to visit Palaampur is from February to November Season.

### HOW TO REACH?

#### By Flight

Palampur does not have an airport. Nearest airport:

1. Gaggal Airport (Dhramshala, Himachal Pradesh)- 25km
2. Bhuntar Airport (Kullu, Himachal Pradesh)- 58km

#### By Train

Instead of Palampur you can get a train to

1. Amb Andaura (Himachal Pradesh)- 62 km
2. Una Himachal (Una, Himachal Pradesh)- 75km

### STAY & FOOD SPECIALITIES:

Most budget hotels and cottages are situated in Chandpur tea estate while the mid-range resorts are located in Neugal Khad. The town also has many privately-owned guesthouses which offer budget stay or you can choose to stay in heritage hotels that provides luxury accommodation. As for food, the Chinese delicacies served in the innumerable small restaurants around the town are extremely popular. Most of the restaurants also serve Indian and Continental cuisine and the street stalls serve delicious parathas, pakoras and chaat. Don't forget to try the bamboo pickle- a delicious local delicacy.

# NEW XOTIKANS >>>



**Anurag Mall**  
Area Development Officer  
New Delhi



**Arvind Tiwari**  
Area Development Officer  
Western Thane



**Chandradev Yadav**  
Area Development Officer  
Mumbai



**Gaurav Dubey**  
Area Development Officer  
Navi Mumbai



**Irfan Shaikh**  
Area Development Officer  
Mumbai



**Joydeep Mukharjee**  
Territory Sales Officer  
Kolkata



**Mohammad Myfooz**  
Key Account Executive  
Hyderabad



**N. Suresh**  
Merchandiser  
Hyderabad



**Nafis Gorme**  
ADE  
Mumbai



**P. Ashok Kumar**  
Territory Sales Officer  
Hyderabad



**Pradeep Chubey**  
Area Development Officer  
Mumbai



**Rahul Sevak**  
Area Development Officer  
Mumbai



**Rajesh Shyamlal Yadav**  
Area Development Officer  
Mumbai



**Raju Goud**  
Territory Sales Officer  
Hyderabad



**Ramesh Chand**  
Sales Officer  
New Delhi



**S. Riyaz Pasha**  
Key Account Manager  
Karnataka



**Virendra Yadav**  
Area Development Officer  
Mumbai



**Sabir Shaikh**  
ADE  
Mumbai



**Sachin Jadhav**  
Area Development Officer  
Mumbai



**Sanjoy Kumar Lahiri**  
RSM  
West Bengal



**Sukhvir Singh**  
Territory Sales Officer  
Ghaziabad



**U. Kumar**  
Sales Officer  
Hyderabad



## Sparkling Jeera Vodka Cocktail Recipe

This summer beat the sweltering heat by getting together with your friends to enjoy a sparkling Jeeru cocktail.

### Ingredients:



**Vodka** 30ml.



**Cointreau** 15ml,



**Jeeru** 150ml,



**Lime juice** 5ml.



**Ice cubes**

### Method:

Mix all ingredients in the shaker. Shake it well and pour the sparkling concoction into a glass & serve with ice.



# Make In India Week

## PROVIDE WRITEUP ON MAKE IN INDIA



## Television Ad, Radio Jingle



Xotik Jeeru came up with an interesting TV commercial and a peppy Radio jingle to promote this tasty and sugar free drink.

All you folks stay tuned to catch them on air!



## Our New Clientele

We are happy to welcome, Big Basket, Bansal Super Market-Vadodara and Hypercity Supermarket Chains to our growing list of clientele.



Jeeru was available and promoted by a Website banner on the Big Basket website

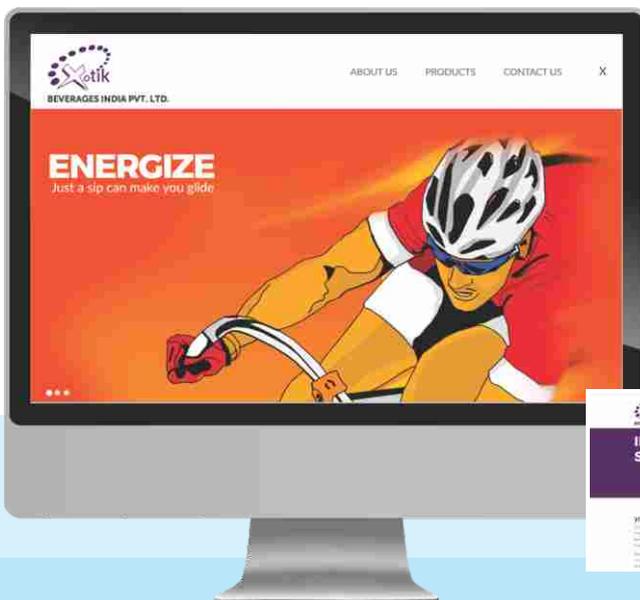


## Xotik Wears The New Online Look

We are happy to launch the new website for Xotik Frujus.

This is a mobile responsive website with a very young and fresh look. The new site positions Xotik Frujus as a popular home grown beverage company which emphasises on maintaining premium quality, taste, health and fizz in its unique basket of drinks. Jeeru and Diet Jeeru are making great waves in the markets across India and the feedback from our network of growth partners is simply overwhelming. The energy of the young Xotikan Sales force is sure to capture the space in retail shelves and peoples home this summer. You are invited to visit our new website at

[www.xotik.co.in](http://www.xotik.co.in) and share your feedback.





**Chote Se Bade Tak  
ke Liye**

**JEERU**



Holi Celebrations At Xotik