

## Customer Centricity

# Building connections

### Redefining B2B

The merger of Heavy Duty Cables (HDC) and Light Duty Cables (LDC) last year unlocked significant value through incremental cross-selling revenue and enhanced efficiencies across our sales, supply chain, and operations.

This new route to customers not only gave our overall performance a boost but also energised our B2B business, enabling us to offer a complete portfolio of wires and cables. As a result, we are now a one-stop solution shop for our customers.

## 79%

On-ground salesforce engaged in cross-selling LDCs and HDCs

### Converting Leads into Wins

Our demand-generation Programme has been successfully rolled out pan-India, and we have witnessed an improvement in our salesforce fundamentals, resulting in increased opportunities and a higher win rate per month.

We have implemented robust rewards and recognition programmes to incentivise and celebrate the success of our value initiatives. These programmes reflect our commitment to fostering a culture of excellence and enabling growth across our organisation.

## 34%

More opportunities created per month

## 17%

Increase in winning rate

### Pioneered the Industry's First Influencer Management Programme

Our feet-on-street team of 35 people across 12 cities has significantly amplified business development by building influencer relationships and driving site conversion.

With plans to scale up the business development team to 150+ personnel across 60+ markets, we are confident in our ability to expand our reach and achieve business growth.

### Adopting an Integrated Approach

Our integrated approach to strategic key accounts has been a major success, with sales executed across 120 key real estate accounts in 5 pilot markets.

Moving forward, we'll create additional verticals to increase customer centricity for special segments and products. Our commitment to delivering tailored solutions and exceptional service will continue to drive our success.