

QUARTERLY BUSINESS REVIEW

Distributor Performance Review

Rural Distribution · H1 FY27

TEAM
**Rural
Distribution**

QUARTER
H1 FY27

OWNER
**Regional Sales
Head**





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Agenda

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RESULTS

Quarter at a glance

112%

of revenue target

₹6.4 Cr

closed revenue

38

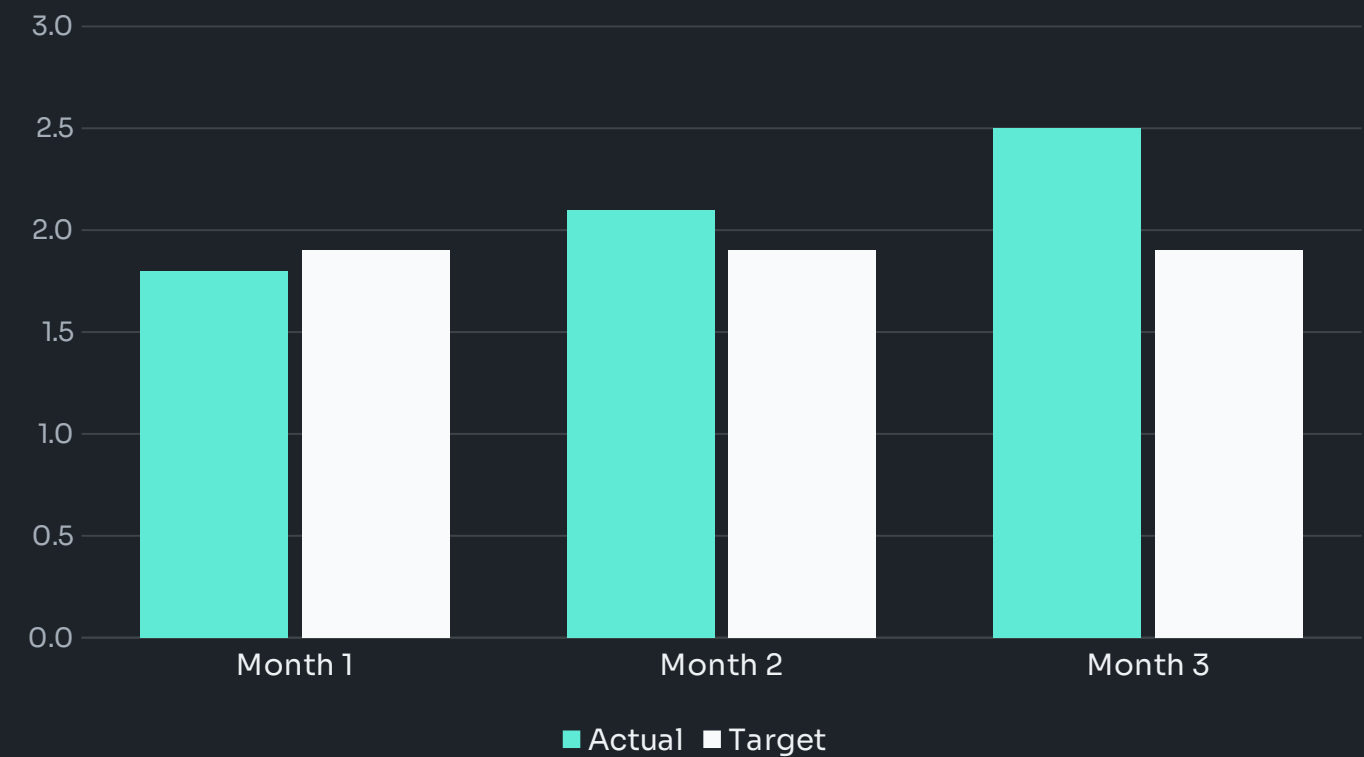
new logos

Sample data.



RESULTS

Revenue vs target



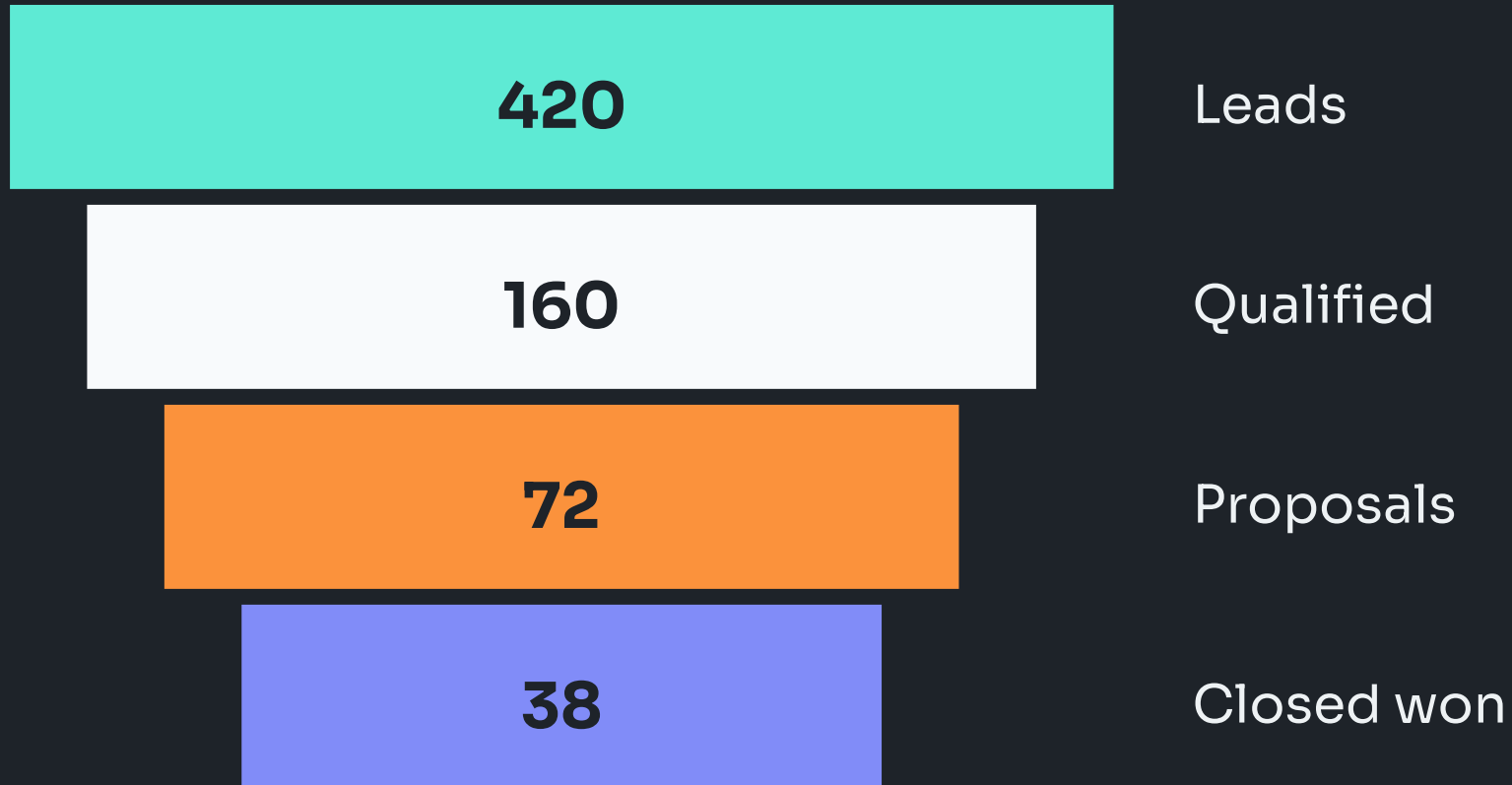
Strong finish in month 3
after two large renewals.

Sample data for illustration — replace with your own figures.



PIPELINE

Pipeline health





PIPELINE

Top opportunities

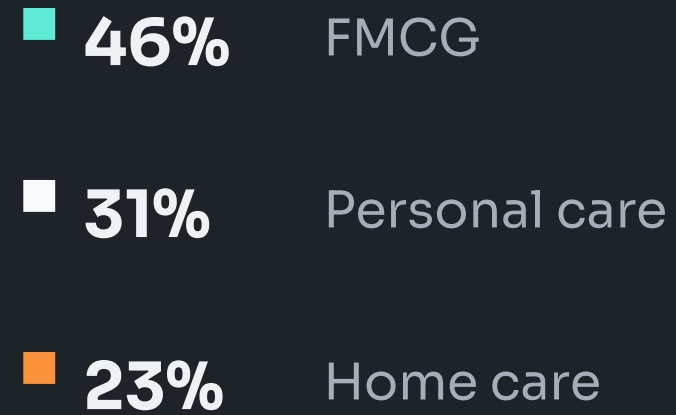
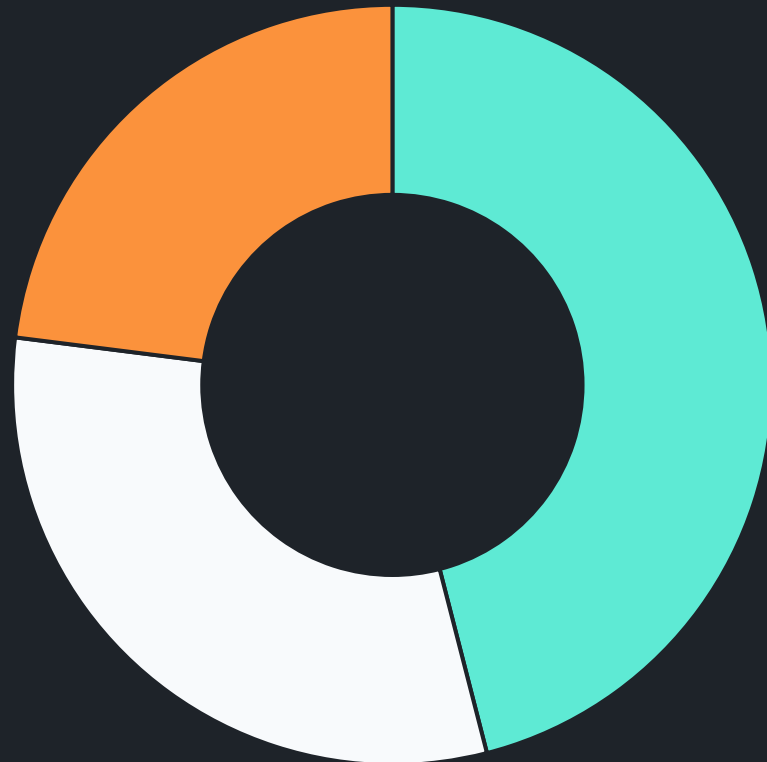
Account	Stage	Value	Close
Account A	Negotiation	₹42 L	Next month
Account B	Proposal	₹30 L	6 weeks
Account C	Demo	₹18 L	This quarter
Account D	Discovery	₹55 L	Next quarter

Placeholder accounts and sample values.



RESULTS

Revenue by product



Sample data for illustration.



WINS

Wins of the quarter

01

Largest deal

Multi-year contract with a regional retailer.

02

Fastest close

From first call to signature in 19 days.

03

Expansion

Three accounts doubled their seats.



LESSONS

What worked, what didn't

Worked

- Industry-specific demos
- Faster proposals with templates
- Joint calls with product team

vs

Improve

- Follow-up after demos
- Forecast accuracy
- Handover to onboarding



NEXT QUARTER

Plan for next quarter



Focus

Top 20 accounts by
potential



Enable

New pitch deck and
case studies



Execute

Weekly pipeline
reviews



Measure

Win rate and cycle time



SUPPORT

Asks from leadership

- Two more pre-sales engineers
- Marketing budget for an industry event
- Faster legal review for contracts
- Approval for partner discounts

Let's close the year strong

Thank you, team.

Rural Distribution

