

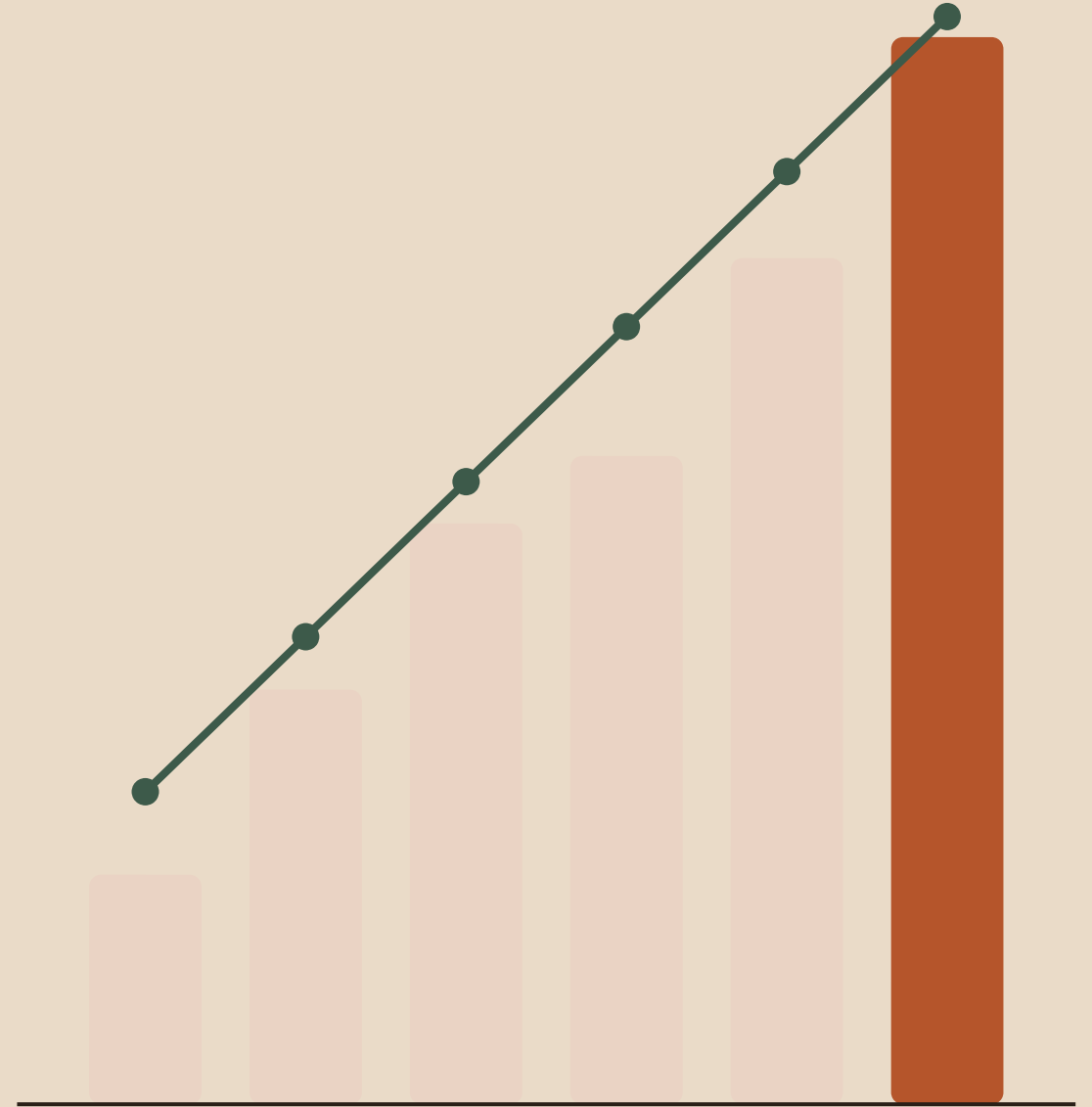
Distributor Performance Review

Rural Distribution · H1 FY27

TEAM
Rural Distribution

QUARTER
H1 FY27

OWNER
Regional Sales Head





02 | Agenda

01

Results

02

Pipeline

03

Wins & lessons

04

Next quarter

01

RESULTS

04 | Quarter at a glance

112%

of revenue target

₹6.4 Cr

closed revenue

38

new logos

Sample data.

05 Revenue vs target



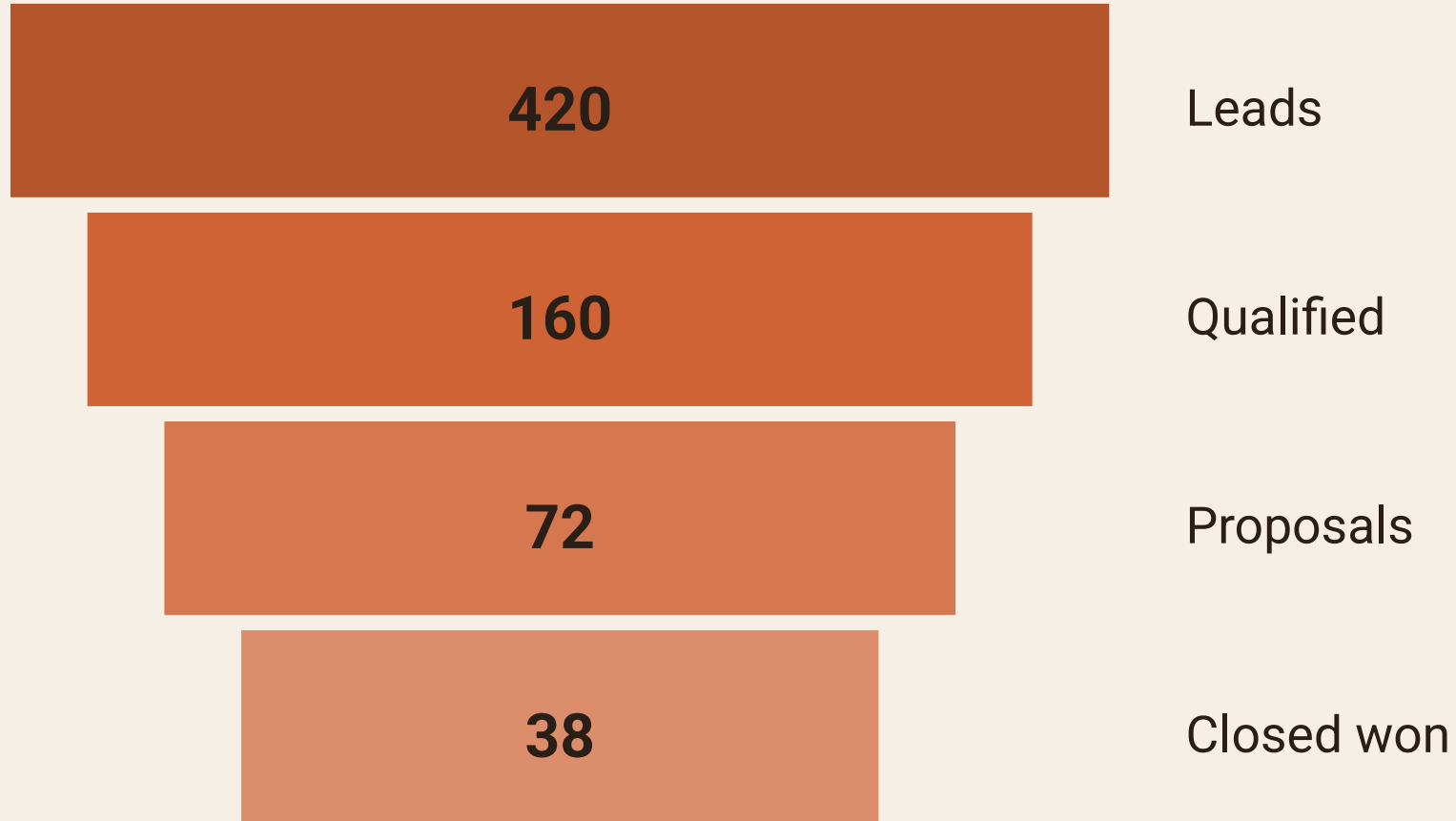
Strong finish in month 3 after two large renewals.

Sample data for illustration — replace with your own figures.

02

PIPELINE

07 | Pipeline health

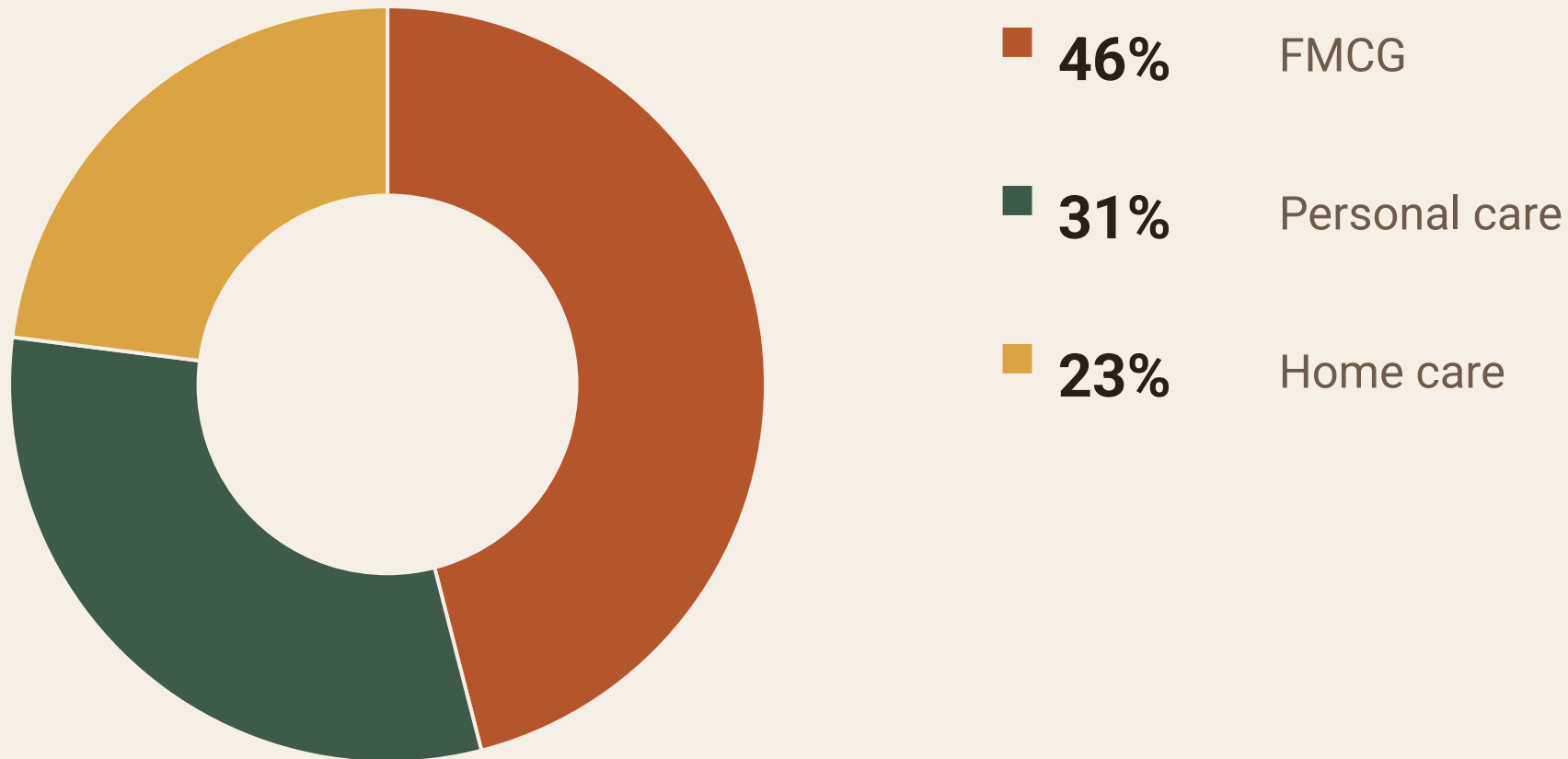


08 | Top opportunities

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.

09 | Revenue by product



Sample data for illustration.

03

WINS & LESSONS

11 | Wins of the quarter



Largest deal

Multi-year contract with a regional retailer.



Fastest close

From first call to signature in 19 days.



Expansion

Three accounts doubled their seats.

12 | What worked, what didn't

Worked

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

Improve

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

04

NEXT QUARTER



14 | Plan for next quarter

1 Focus

Top 20 accounts by potential

2 Enable

New pitch deck and case studies

3 Execute

Weekly pipeline reviews

4 Measure

Win rate and cycle time



15 | 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

