

Familiarisation programme - Digital Commerce

A **knowledge sharing seminar** was conducted for Directors of the Company on **Monday, May 6, 2024 at 4 pm via Microsoft TEAMS**.

Following Directors attended the programme:

1. Mr. Chittranjan Dua, Independent Director
2. Mr. Krishnamurthy Iyer, Independent Director
3. Mr. Anil Kumar Gupta, Independent Director
4. Dr. Ashima Goyal, Independent Director
5. Mr. Ghanashyam Hegde, Director & Company Secretary

Apart from above mentioned Directors, Ms. Flavia Machado- Senior Manager (Legal and Secretarial) also attended the meeting.

Mr. Vikram Singh was invited as speaker of the session. Mr. Singh introduced himself to the participants and apprised the participants on below aspects related to 'E-COMMERCE':

1. Indian Consumer Funnel- differentiating between Internet user, social media users, online shoppers, FMCG online users, etc;
2. Macro trends for digital business and e-commerce journey in last 10 years;
3. Recent business trends and shift in consumer user platforms;
4. P&G's Digital Commerce action plan;
5. Category growth via 5 vectors of superiority;
6. India- Opportunities to grow online penetration and consumer growth journey;
7. Online market trends and how to drive premiumization;
8. Strategy for accelerating category growth;
9. Update on quick commerce and how does P&G partner with these platforms;
10. Platform centric models vs Network centric models (like ONDC), etc

Thereafter, participants discussed these topics in detail with Mr. Singh. They further raised their queries, which were answered by Mr. Singh.

The session concluded at 6.00 p.m. with vote of thanks to Mr. Vikram Singh and all other participants.

**This session is conducted for all Directors across Board of P&G group Companies, imparting general consumer trends and topic insights. No price sensitive information or details of any listed companies of P&G group was shared or discussed during this session.*