

A tree grows majestically and in full swing due to the abstraction of nutrients from every required point of its determined unit like soil, water, atmosphere, sunlight, leaves and so on. A good number of ventures achieve success due to the ability to develop and manage business in a dynamic, synthesising and statical manner. Sheetal maintains its growth underpinning the importance of dynamism, synthesis and static.

New Products Launched:



Sheetal Cool Products Limited has recently initiated manufacturing of Sheetal Guava Masala, a mind blowing reality of taste, and Sheetal Mineral Water with RO Technology. Sheetal Guava Masala is one of the new, luring flavours of Sheetal Ice cream. It brings out unique and delicious taste that carries one to the joy of a carefree life. Pure water is one of the increasing necessities of the present day. Sheetal has begun the manufacturing of pure drinking water by using the latest technology available.

Pure Cow Milk Relunched:

Sheetal has relaunched pure cow milk in new design and perfected quality. The milk is collected from remote villages of Amreli and Gir-Somnath districts. The hygienic processing of cow milk by Sheetal sets up healthy and safe milk habits of all people irrespective of age.



Products Modified Recently:

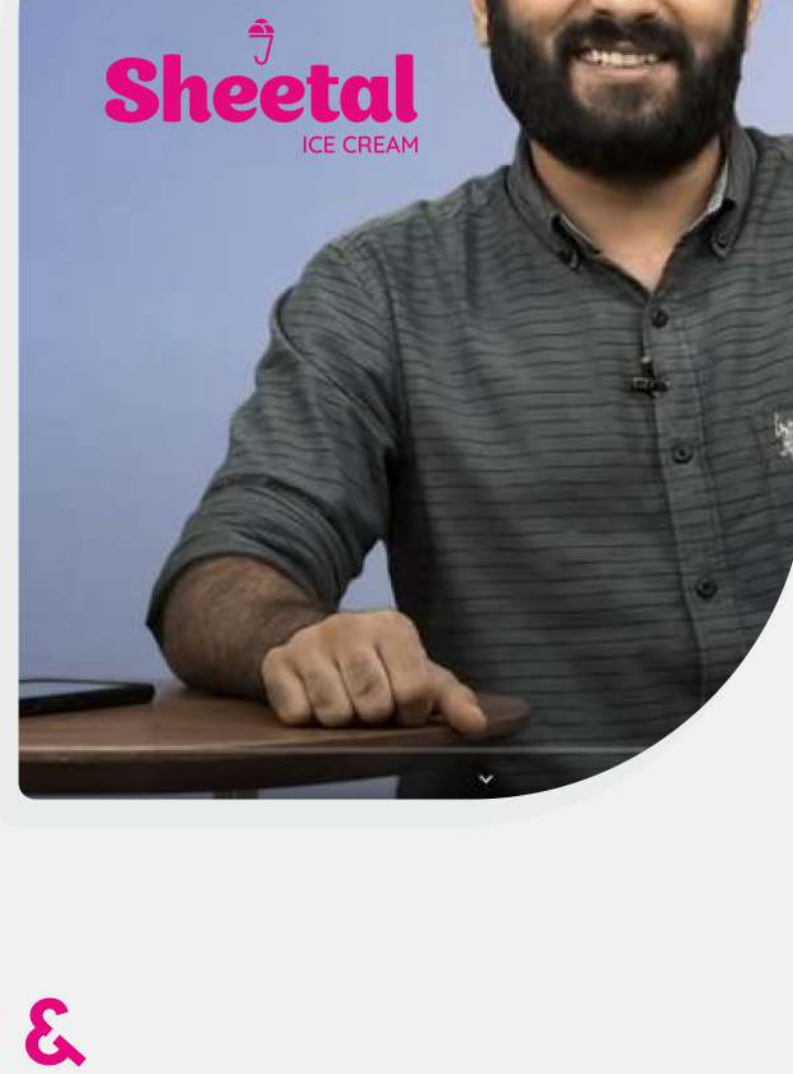


Sheetal has also made certain modifications in design, taste and softness of its two fryum products:

Sheetal Pasta and Sheetal Noodles. Sheetal Pasta is typically made from unleavened dough of wheat flour mixed with water and some other special ingredients and of course formed into rolls; and then fried in pure refined oil. Sheetal Noodle also comes under Sheetal fryum category of Namkeen Segment. This is a favourite time pass snack, and it refreshes and creates a better mood to do better creativities.

V TV Recognises Sheetal Specialities:

A Goonj Thakkar Video emphasizing Sheetal products was programmed on July 21, 2021 by V.TV Gujarati. The video highlighted Sheetal ice cream which is made of 100 percent pure milk. Sheetal Gloria was an another fascinated product pointed out by Goonj Thakkar.



New Super Stockist & Distributors Added On:

Gujarat 16	Maharashtra 3
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Each new distributor or S.S. is the promoted sign of a prosperous business unit. Effective sales channel management will lead to greater profitability, increased market share and higher customer satisfaction. Distributors can be viewed as an extension of a supplier's sales force in markets. There had been an S. S. and a good number of new distributors added onto Sheetal Cool Products Limited during the last month.

Maharashtra:

J'Adore Ice Cream Segment:

- Rudra Enterprises, Pune.
- Shanay Enterprise, Warje Haveli, Pune.

Sheetal Ice Cream Segment:

- Best Ice Cream, Nanded.

Gujarat:

J'Adore Ice Cream Segment:

- Bapa Sitaram Agency, Limbdi.

Namkeen Segment:

- Jalaram Sales Agency, Aravalli & Sabarkantha (S.S)
- Shyam Lachhi, Sihor.
- Perfect Agency, Bareja (Ahmedabad)
- Rohini Marketing, Nadiad.
- Dhanani Agency, Liliya.
- Maruti Enterprise, Santalpur (Patan).
- K.P. Enterprise, Umreth.
- Kanha Agency, Deesa.
- Vasila Pan, Khambha.

Milk & Milk Product Segment:

- Mogal Krupa Milk Agency, Dared.
- R.K.Incorporation, Rajkot.
- Santkrupa Pan, Vanda (Savarkundla)
- Hari Om Bakery And Sweet, Tana.
- Jay Khodiyar Milk Center, Patdi (Surendranagar).
- Kismat Milk Agency, Vadhan.

New Parlours Set In Motion:

The benefits of going to parlours cannot be achieved at any cost at one's homes. Sheetal Smiley and Cool Parlours and Cool Points and J'adore Parlours bring about a unique atmosphere for your refreshment and celebrations with vivid nurturing and delicious products. The new Cool Parlours set in motion during the month of July are:



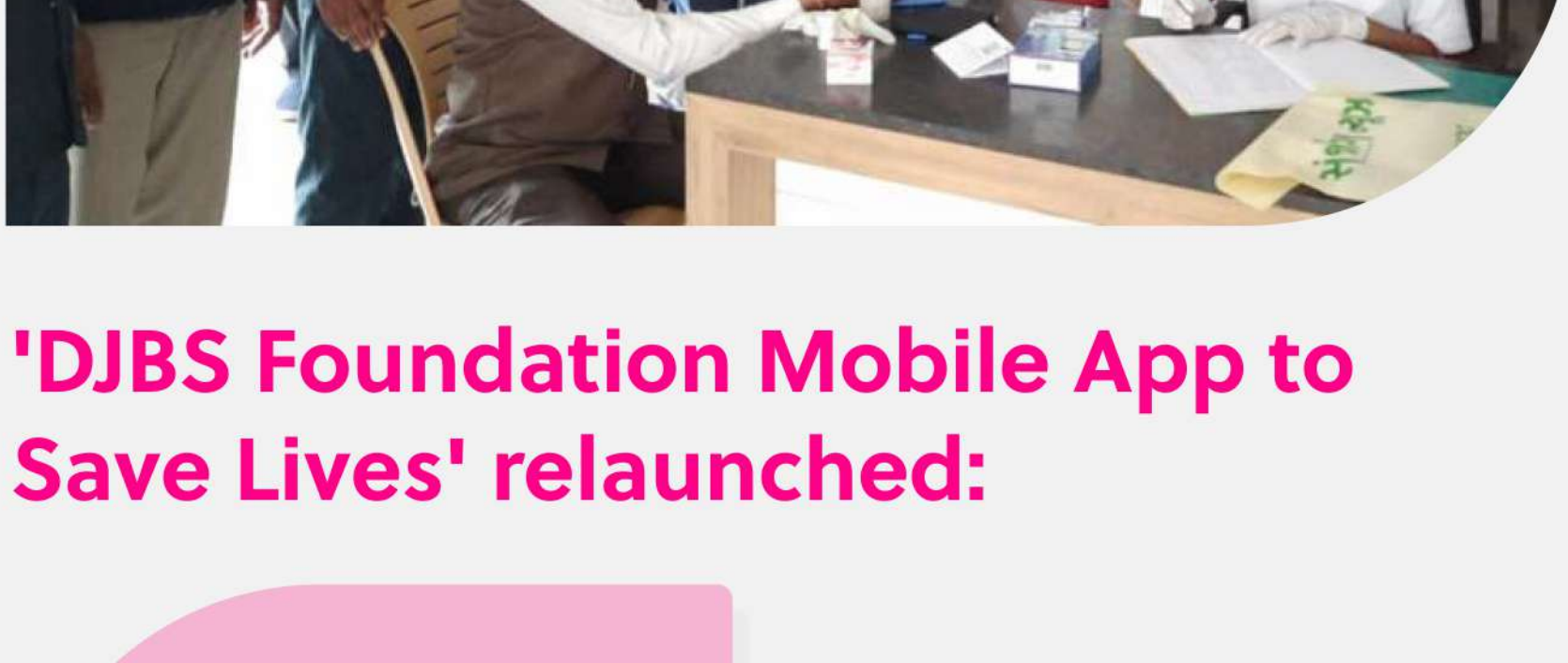
- Mahadev Cool Parlour, Bharuch (July 12, 2021).
- Shree Vagheshvari Cool Parlour, Rajkot (July 16, 2021).



- Youngistan Food Court J'Adore Parlour, Rajkot (July 25, 2021).

CSR Activities Conducted In July:

A camp for diabetes check up and aftermath instructions was conducted on July 5, 2021, for the people of Amreli at the Corporate Office of Sheetal Cool Products Limited. Sheetal has also begun a treatment project for the deaf and dumb children of Amreli at free of cost.



'DJBS Foundation Mobile App to Save Lives' relaunched:



The SCPL Team envisaged a mobile application "DJBS Foundation Mobile App to Save Lives" for bringing together the stakeholders of Blood Donation Life Cycle, including blood donors, receivers, blood banks, eye donors and receivers. It also provides information about the martyr's family.

Gracious moments always occur when unavoidable factors are combined together in a remarkable manner. Let all the Sheetal members be combined, and let's grow just like a flourishing tree which not only expresses it's hugeness but also sets a good atmosphere for others to find joy.