

Marching ants spread about a chemical trail as they move ahead for food sources which helps the rest of the colony to continue the flow towards that food source. The chemistry with which they achieve their expected goal is something breathtaking and inspiring. Sheetal too has such an astonishing chemistry that keeps everyone of its members very close to it and, thus, attain the desired end with a restoring mystery.

Warm Greetings From Sheetal!

The First Sheetal Ice Cream Carrier Flagged off To 'Uttar Pradesh'



Uttar Pradesh, the North-East side of India, now partakes the joy shared by the taste of Sheetal, which has been a progressive step ahead on the way to 'Vision - 2030'. The directors of Sheetal Cool Product Limited, flagged off the first Sheetal Icecream Carrier to U.P. on **September 6, 2021**. Congratulations to the new super stockist, Mr. Sanjay Tiwari of Shreejee Enterprises, who has pioneered the distribution of Sheetal Products in Kanpur district of Uttar Pradesh. Now, get blended and cherished with Sheetal taste in U.P. too. Congratulations to all for being a part of this great achievement.

Sheetal Products Exported In September:

Exporting various products is incredibly important to the growth of a company. Sheetal has exported its various products to **Rwanda, Australia and Zambia** in the month of September, 2021.



SCPL Distributors' Meeting Organised At Rajkot:



Training brings out the best in a person. Sheetal conducts frequent training programmes for its distributors to make the best use of possibilities. A one-day training workshop, 'ANYTHING IS POSSIBLE FOR VISION 2030', was organised by Sheetal Cool Products Limited on September 12, 2021, at Rajkot. More than 45 distributors from the districts of Rajkot and Morbi attended the training.

SCPL Products With Central Jail Canteens:



Sheetal products like Sheetal Ice Cream, Milk & Milk products, Namkeen, Premium Snacks, Bakery Products, etc. get initiated in the canteens of Ahmedabad (Sabarmati) and Rajkot Central Jail.

S. S. And Distributors Annexed In September:

One of the main benefits of measuring the performance is to learn how we are growing. When we see the booming success of the company, we have such satisfaction that positively stretches our potentiality further. The new super stockists and distributors annexed to Sheetal in the month of September are as follows;

Uttar Pradesh:

Sheetal Ice Cream Segment:
● Shreejee Enterprises, Kanpur.

Madhya Pradesh:

Sheetal Ice Cream Segment:
● Rathore Marketing, Ujjain.
● Dhara Enterprise, Meghnagar.
● Maa Associate, Jabalpur.

Maharashtra:

J'adore Ice Cream Segment:
● R.P.Enterprise, Kharadi, Pune.

Sheetal Ice Cream Segment:
● Morya Enterprise - Kharadi, Pune.
● Sana Enterprise, Yeola, Nashik.
● Bhumi Enterprises, Nanded.
● Alkbeer Daily Needs, Mahur(Nanded).

Gujarat:

J'Adore Ice Cream Segment:
● Zam Zam Enterprise - Kosamba, Surat.

Sheetal Ice Cream Segment:
● Shree Sai Agency, Vyara.
● Solanki Enterprise, Palanpur.
● M.R. Sales, Bayad.

Namkeen Segment:

● Jayveer Trading Co.,Patan.
● Jalaram Agency, Jasdan.
● Arfah Agency, Prabhas Patan.
● Bhagvati Enterprise, Bopal (Ahmedabad).
● Radhe Sales Agency, Palanpur.
● Sadd Enterprise, Danilimda, Ahmedabad.
● Bhavani Agency, Sevaliya, Kheda.
● Brahmani Agency, Anjar.
● Maa Sales Agency, Himmatnagar.

Milk & Milk Product Segment:
● Vinayak Marketing, Mangrol.
● I Khodal Dairy Farm, Junagadh.



SCPL Grabs Smart Top Line Maximization Award:



It is a big pleasure to share these moments with a grateful heart after winning the Smart Top Line Maximization Award on September 18, 2021. Smart team aims to provide path breaking solution to entrepreneurs, enterprises and individuals and develop radical shifts in their mindsets by enabling everlasting transformation, so that they can scale greater heights in a dynamic and ever changing world of business. Thanks to the benevolent support from everyone who has been instrumental in achieving this award.

Social Welfare Activities Promoted By Sheetal In September:

SCPL integrates social and environmental concerns in its business operations and interactions. It enacts positive changes in the society and brings about social progress. The Social Welfare activities organised in September are as follows:



Free Diabetes -Blood Group Check Up & Blood Donation Camp was organised on September 26, 2021 at Kailash Mukti Dam, Amreli.



A Hunger Relief Project was conducted on September 27, 2021, by providing snacks for about 350 people of a village.

New Parlours Inaugurated With Great Pomp:

Opportunities are increasing as the time passes. Our strategic planning effort based on the installation of parlours includes profitable growth atop the list of objectives to achieve. Some will capture a larger share of these opportunities to expand into a new line of work. Our system of franchise will completely change the nature of your business. The new parlours inaugurated in the month of September are listed below:



Harshiv Cool Parlour Jamnagar.	06/09/2021
Mission Mangalam Jay Somnath Cool Point, Somnath.	17/09/2021
HP RMC-2 Cool Parlour Rajkot.	23/09/2021
Hot & Cold Cool Parlour Somnath	27/09/2021