

Pacific Design

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Date: 08/05/2025

To

The Director

IMI Kolkata

2/4 C, Judges Court Road,

Alipore, Kolkata – 700027

Subject: Expression of Gratitude for LBA Program Collaboration

Dear Sir/Madam,

On behalf of Pacific Design, I would like to extend our sincere gratitude to IMI Kolkata for providing us the opportunity to be a part of the Local Business Accelerator (LBA) Program. Our association with the program has been immensely valuable and has contributed significantly to our growth and outreach.

Through the efforts and dedication of the PGDM students from IMI Kolkata, we were able to achieve several milestones:

- **82 orders** on Flipkart and Amazon, generating sales worth **₹12,300**
- Launch on Blinkit for quick commerce, where we recorded **53 orders** amounting to **₹6,360**
- Successful onboarding of a new B2B partner, resulting in an order value of **₹53,850**
- Expansion into different states through lead generation activities, laying the groundwork for future sales opportunities

The total revenue generated through this collaboration amounted to **₹72,510**. More importantly, the program enabled us to connect effectively with B2C channels, expand our digital presence, and explore new business models like quick commerce.

We strongly believe that the LBA program is a commendable initiative that offers real-world exposure to students while delivering tangible value to local businesses. It has been a mutually rewarding experience, and we are proud to have been a part of it.

Thank you once again for your support and partnership. We look forward to continued collaboration with IMI Kolkata and future opportunities under the LBA program.

Warm regards,

Sumangal Pugalía

Founder, Pacific Design