

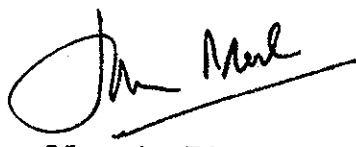
Sub.: Incentives for leads from other projects

When staff from sales division of one project passes on leads to executives of relevant projects, an amount of Rs. 1,000/- as incentive will be paid for each lead that gets converted to a sale. This policy shall be effective for all bookings made after 1st April, 2007.

Staff from sales division shall not otherwise interfere with the activities of other projects except for passing on the leads.

Same policy for incentives shall also be applicable for leads generated at exhibitions.

All other office staff shall not be eligible for any incentive for sales.



Managing Director

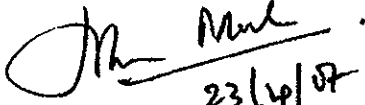
~~CANCELLED~~
ONLY FOR REFERENCE

Circular No. 401(a) - Sales & Customer Relations Division

Date: 18.04.2007

Sub.: Sales & customer relations review meeting with M.D.

Sales & customer relations review meeting shall be held every Thursday from 10 a.m. to 1 p.m. The first hour shall be for the sales team and thereafter progress of collections and housing loans shall be reviewed. Jagdish and Deshmukh shall be present for the customer relation review meeting.


23/4/07
Managing Director.


CANCELLED

Circular No. 400(a) - Sales & Customer Relations Division

Date: 18.04.2007

Sub.: Allotment of duties for customer relation executives

The following people shall be allotted the responsibility of getting housing loan releases and collecting installments from customers:

Project	Housing loan	Installments
SOA	Laxmikanth	Laxmikanth
SOB	Raghuveer	Raghuveer
PMR	Vittal	Vittal
MFH	Laxmikanth/Venkat Reddy	Laxmikanth
GMG	Venkat Reddy / Vinod Kumar	Venkat Reddy/ Vinod Kumar

1. Additional charge shall be assigned to another customer relation executive in absence or long leave of an other executive. Prabhakar and Peterson to make temporary changes to allotments as and when required.
2. Customer relation executive shall take complete responsibility for the above. Peterson, Prabhakar and sales manager/executives shall assist them whenever required.
3. All customer relation executives will report to Prabhakar and Peterson everyday morning between 10 and 10:30.
4. Every Saturday between 10 and 11 a.m. a review meeting will be held at head office and the entire team shall be present.


Managing Director
23/4/07

CANCELLED

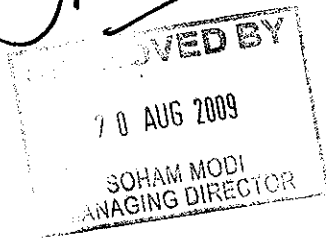
Sub.: Corrections to Circular No. 420(a) - forwarding enquiries received through email.

Aruna shall be responsible for forwarding email enquiries for specific project, location or a group of projects to the respective project manager. All general enquiries shall be forward to Prashant. Emails shall be forwarded as follows:

1. SOB, GMG & MFH - Jagdish
2. VSC & PMR - Deshmukh
3. MNM - Gopi
4. KNM & GWE - Purushotham

Managers shall ensure that these mails are divided among their team and aggressively follow-up. In the month of July 09 we have received about 500 email enquiries. I have a gut feeling that about 50% of our business will be through our website/email by end of this year. It has already happened in Bangalore and Chennai. During 2006 & 07 some builders/layout developers have generated more than 90% of their business from their website.

Soham Modi.



A handwritten signature is written above a large, bold, diagonal stamp that reads "CANCELLED".

Sub.: Draft letters.

Communication with our customers is a very important part of our business. The quality of communication directly reflects our attitude to our business and our professionalism. Most people underestimate the importance of communication, especially, written communication.

Oral communication is being addressed in our monthly meetings at MFH or other sites. Draft formats for written communication is given herein. Ensure that the draft formats are being used for your regular correspondence.

In the draft formats "<data>", such type of blanks should be filled appropriately. Ensure that phone nos. are given in +91-40-xxxx xxxx or +91-xxxxx xxxxx format for land line and mobile respectively. Ensure that grammar, capital letter and full stops are properly used. Run a spell check before printing / emailing the letter. Draft format for the following letters are enclosed.

1. Modi Properties introduction letter by email.
2. Modi Properties introduction letter – hard copy
3. Replies to email enquiries
 - a. General enquiry for any project.
 - b. General enquiry requesting for list of projects.
 - c. Enquiry for specific project.
 - d. Request for prices of all projects.
 - e. Request for location / distances.
 - f. Request for details of plans.
 - g. Reply to request for site photos
 - h. Query about rental value
 - i. Query about providing piped gas supply
 - j. Request for customers phone nos.
 - k. Request for a site visit for a friend or a relative
 - l. Query about price negotiations – Reply 1
 - m. Query about price negotiations – Reply 2
 - n. Reply to customer for limited budget of flats or villas below 20 lakhs.
 - o. Query regarding Telangana Issue – general
 - p. Query about further decrease in prices due to Telangana problem.
 - q. Query about companies or people forced to leave Hyderabad.
4. Follow-up for customers in Hyderabad for further details or site visit.
5. Follow-up after sending brochure.
6. Reminder to customers in Hyderabad 1 week after sending brochure.
7. Follow-up letter for NRIs.
8. Modi Properties introduction letter for corporates by email.
9. Modi Properties introduction letter for corporates – hard copy.

Sales Executives/ Managers are free to request for additional drafts. These drafts will be reviewed once in a quarter. Sales Executives / managers are advised to use these drafts wherever applicable. In other cases ensure that proper formal replies are sent to the customers.

Soham Modi

ATTACHED
2
19/11/10

Modi Properties Introduction letter by email

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com.

After the election results in June '09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>; <designation>, at <mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

* Conditions apply.

Modi Properties Introduction letter – hardcopy.

To,

<Name>

<Designation>

<Organization>

<Address>

< Date>

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com. A brief write-up on our projects is enclosed.

After the election results in June '09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at <mobile no.> or by email at <email address>.

Thank You,

Yours sincerely,

<Executive name>

<Designation>

* Conditions apply.

Reply to email enquiry - General enquiry for any project

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Thank you for your enquiry about our projects. Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com.

After the election results in June'09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

* Conditions apply.

General enquiry requesting for list of projects

Dear < Sir / Madam or Mr. _____ or Mrs. _____ >,

Thank you for your enquiry about our projects. Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. They are:

1. Greenwood Residency, Kowkur, Alwal - 345 Two & Three bedroom flats.
2. Nilgiri Homes, Rampally, Keesara - 95 Villas & Town Houses.
3. Silver Oak Bungalows, Cherlapally - 240 duplex bungalows.
4. Bloomdale, Shamirpet, Hyderabad - 72 Villas.
5. Mayflower Heights, Mallapur, Habsiguda - 280 Two & Three bedroom flats.
6. Paramount Residency, Nagaram, Keesara - 260 One, Two & Three bedroom flats.
7. Gulmohar Gardens, Mallapur, Habsiguda - 505 Two & Three bedroom flats.
8. Villas at Silvercreek, Nagaram, Keesara - 44 Duplex Villas.

The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com.

After the election results in June'09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at <mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

* Conditions apply.

Reply to enquiry for specific project

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Thank you for your enquiry about our project/projects. The details and salient features of our project / projects are as follows:

<insert project details given below>.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

PS: Please note details about our projects including prices, plans, availability, current status, FAQs, photographs are available on our website www.modiproperties.com.

Details of each project to be inserted above are:

BLOOMDALE

Features:

- HUDA approved project.
- 72 bungalows spread over 5 acres of land.
- Plot size from 175 sq. yds onwards.
- 3 bedroom duplex bungalows from 1605 to 1,928 sft.
- Clubhouse with Gym, Banquet Hall, Recreation Room, Library & Creche.
- Swimming Pool.
- Gated Community with solar/electric fencing.

Surrounding Development:

- Outer Ring Road Junction.
- Celebrity Club.
- 2,000 acres GIGA City at Jawahar Nagar.
- 200 acres BITS campus at Jawahar Nagar.
- SP Biotech Park & ICICI Knowledge Park (Genome Valley).
- Hakimpet Air Force Station.

Location:

- Shamirpet – opp: Celebrity Club.
- 2 kms from ORR Junction.
- 6 kms from BITS.
- 10 kms from S P Biotech Park.
- 17 kms from Tirumalgiri cross roads.

NILGIRI HOMES

Features:

- 95 town houses & Villas spread over 6.5 acres of land.
- 3 bedroom duplex Villas from 1,461 sft. to 1,946 sft.
- Plot sizes from 117 to 240 sq yds.
- Clubhouse with Gym, Recreation Room, Banquet Hall, Library & Crèche.
- Swimming Pool.
- Amphitheatre.
- Tennis, Badminton & Basketball Courts.
- Gated community.
- Occupation from October 2009 onwards.

Surrounding Development:

- Singapore Township.
- 100 Acres Raheja IT Park.
- 2000 Acres GIGA City at Jawahar Nagar.
- Srinidhi Engineering College.

Location:

- Rampally, Keesara, Hyderabad.
- 10 km from ECIL X Roads.
- 3 km from Warangal Highway.
- 2 km from ORR.
- 17 km from Uppal.
- 20 km from Jubilee Bus Stand, Secunderabad.

GREENWOOD RESIDENCY

Features:

- 345 flats on 6 acres.
- 2 & 3 bedroom flats of 1,100 to 1,665 sft.
- Clubhouse with Gym
- Recreation Room and Banquet Hall.
- Swimming Pool.
- Tennis, Badminton and Basketball Courts.
- 1 Acre Central Landscaped Area.
- Occupation from October 2009 onwards.

Surrounding Development:

- 2000 Acre GIGA City, BITS and Genpact at Jawahar Nagar.
- S P Biotech Park, ICICI Knowledge Park and ORR.

Location:

- Kowkur, Alwal Municipality.
- 3 km from Bollaram Checkpost.
- 6 km from Sainikpuri.
- 8 km from Tirumalgiri X Roads.
- 11 km from Jubilee Bus Station, Secunderabad.

MAYFLOWER HEIGHTS

Features:

- 280 flats on about 4 Acres.
- 2 & 3 bedroom flats from 1,060 to 1,750 sft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.
- Ready for occupation.

Surrounding Development:

- Raheja IT Park.
- Infosys Campus.
- Genpact, CCMB, IICT and NGRI at Hubsiguda.
- Apparel Park, Tech Park and GVK Biotech Park at Nacharam.

Location:

- Located on 150 ft. wide Mallapur Main Road.
- Opposite Noma Function Hall.
- 4 km from Habsiguda X Roads.
- 9 km from Secunderabad Railway Station.

PARAMOUNT RESIDENCY

Features:

- Plans approved by HUDA.
- 260 flats spread over 3.1 Acres of land.
- 1, 2 & 3 bedroom flats from 515 to 1,600 sft.
- Clubhouse with Gym, Recreation room & Banquet Hall.
- Swimming Pool.
- Ready for occupation.

Surrounding Development:

- Singapore Township.
- Raheja IT park.
- Infosys Campus.
- 2000 Acres GIGA City at Jawahar Nagar.

Location:

- Nagaram, Keesara Mandal.
- 5 km from ECIL X Roads.
- 15 km from Jubilee Bus Stand, Secunderabad.

GULMOHAR GARDENS:

Features:

- Phase I, 350 flats on 4 acres - Completed & sold out.
- Phase II, 155 flats on 1 acre.
- 2 & 3 bedroom flats from 975 to 1,525 sft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.

Surrounding Development

- Raheja IT Park.
- Infosys Campus.
- Genpact, CCMB, IICT, NGRI at Habsiguda.
- Apparel Park, Tech Park, GVK Biotech Park at Nacharam.

Location:

- Mallapur, Near Habsiguda.
- 5 km from Habsiguda X Roads.
- 10 km from Secunderabad Railway Station.

SILVER OAK BUNGALOWS

Features:

- 250 bungalows on 24 acres of land.
- Phase I & Phase II – 144 bungalows completed and sold out.
- 3 bedroom deluxe bungalows.
- Plot size about 174 sq. yds. onwards.
- Built-up area about 1,430 to 1,650 sft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.
- Tennis, Badminton & Basketball Courts.
- Gated Community.
- Occupation from October 2009 onwards.

Surrounding Development:

- Singapore Township.
- Raheja IT Park.
- Infosys Campus.
- 2000 acre GIGA City at Jawahar Nagar.

Location:

- Cherlapally.
- 5 km from ECIL X Roads.
- 15 km from Jubilee Bus Station, Secunderabad.

VILLAS AT SILVER CREEK

Features:

- 44 villas on 3 acres of land.
- Plot size about 173 sq. yds onwards.
- 3 Bedroom duplex villas from 1,605 to 1,790 sft.
- Clubhouse with gym, banquet hall, recreation room with pool & TT table.
- Swimming pool
- Gated community

Surrounding Development:

- Singapore township.
- 100 acre Raheja IT Park & Inorbit Mall.
- 450 Acre Infosys Campus
- 2000 Acres GIGA City at Jawahar Nagar.
- 200 Acres BITS campus at Jawahar Nagar.

Location:

- Nagaram, Cherlapally
- 2.5 km Rampally cross roads
- 7 km ECIL X Roads
- 10 km from Singapore township
- 17 Km from Secunderabad
- 20 Km from Uppal

Reply to email enquiry – Request for prices of all projects

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Thank you for your enquiry about our projects. The pricing details of each project along with schedule date of completion is given on our website www.modiproperties.com. The availability status of villas / flats is also given on our website.

Please note that the information on our website is generally updated once in 15 days.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

PS: The links for the pricing page of each project are

Greenwood residency: www.modiproperties.com/greenwoodresidency/pricing.html

Paramount Residency: www.modiproperties.com/paramountresidency/pricing.html

Gulmohar Gardens: www.modiproperties.com/gulmohargarden/pricing.html

Mayflower Heights: www.modiproperties.com/mayflowerheights/pricing.html

Silver Oak Bungalows: www.modiproperties.com/silveroakbungalows/pricing.html

Villas at Silvercreek: www.modiproperties.com/villasatsilvercreek/pricing.html

Bloomdale: www.modiproperties.com/bloomdale/pricing.html

Nilgiri Homes: www.modiproperties.com/nilgirihomes/pricing.html

Reply to email enquiry - Request for location /distances

Dear < Sir / Madam or Mr. ____ or Mrs. ____>,

Thank you for your enquiry about our projects. The location map and distance from prominent locations is given on the location page of each project on our website.

The distances of our projects are generally bench marked from Secuderabad – Jubilee Bus stand (about 15 kms from Hitech City & 25 kms from the Airport). Over the next few years most distances will be measured from the proposed outer ring road (ORR). ORR is US \$ 1 billion project under construction wherein an 8 lane expressway will encompass Hyderabad and Secunderabad. 11 major radial roads connecting the heart of the city to the ORR are also proposed. The commute from Hitech City / Airport from our projects will be reduced to between 20 to 45 minutes once the ORR is completed. The distances of our projects to the nearest radial road or ORR junction is given as under.

S. No.	Name of the project	Distance from radial road (kms)	Distance from ORR junction (kms)
1.	Greenwood Residency	2	10
2.	Nilgiri Homes	2	2
3	Silver Oak Bungalows	3	6
4.	Bloomdale	½	2
5.	Mayflower Heights	4	10
6.	Paramount Residency	1	5
7.	Gulmohar Gardens	4	10
8.	Villas at Silvercreek	3	6

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Reply to customer for limited budget of flats or villas below 20 lakhs.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

We are among the lowest cost producers in Hyderabad. We are very confident of our prices being reasonable. We are also offering a price guarantee for our villas and flats. We are among the few builders from the organized sector with projects in the middle income housing segment. It is not possible for other builders to offer prices substantially lower than our prices as we know that our margins are very thin.

Several flats/villas or independent houses are available at lower cost. But they have the following drawbacks.

- a. Most such very low cost flats/villas are built on lands which are not zoned for residential use. Further building/layout permits are not obtained from statutory authorities. The only three statutory authorities in Hyderabad are GHMC, HMDA and DTCP.
- b. Invariably such builders claim to have sanctions from local Grampanchyats. Grampanchyat has no authority to give permits for apartments or layouts. Grampanchayats are only authorized to give permits for individual houses (not apartments) upto ground plus two floors. All other so called approved Grampanchayat sanctions are totally illegal.
- c. In most cases title is not clear.
- d. Poor quality of design, inadequate structural strength, supervision and construction.

You are advised to be cautious about purchasing units from such builders. For any further information please visit www.hydhomes.co.in.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query regarding Telangana Issue -- general

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

We understand your anxiety about the Telangana issue. However, we believe that this is the best time for smart investors to make an investment in the housing sector. A note on the Telangana issue is attached herein.

Note on Telangana issue

There is an uncertainty in the minds of purchasers of flats/villas in Hyderabad. Most purchasers are unsure about the future growth of Hyderabad and the stability of real estate prices.

There are three possible scenarios:

Scenario 1: Andhra Pradesh remains undivided. Not much will change and after a brief period of uncertainty, business will come back to normal.

Scenario 2: Telangana state is formed with Hyderabad as its capital. In the current federal structure of India, about a third of the revenue of the centre from income tax, service tax, excise, etc., is devolved to the states from which the revenue is collected. The main source of revenue of the states is through commercial taxes, stamp duty, sale of real estate and share of revenue from centre. In both the cases, revenue is collected from the registered office/address of companies irrespective of the location or spread of their business or facilities. Accordingly, Delhi and Bombay generate more than a third of the central government revenue. In case of Andhra Pradesh, more than a third of the state government revenue comes from Hyderabad. At the moment the revenue generated in Hyderabad is used for development of all areas in the state.

Once Telengana is separated, the state will have surplus revenue. Any major rural development or infrastructure projects will take atleast 5 years for planning, approvals and tendering process. Till such time, the large revenue generated by Hyderabad will get utilized primarily for development of the twin cities. In the long term too, government spending in Hyderabad will increase as compared to the present day.

Scenario 3: Hyderabad becomes a union territory or a joint capital. This is the best scenario as the revenue generated by the government in Hyderabad will get primarily used for its development.

All three scenarios are likely to result in a better outcome than at present. Under any circumstances, the future looks better than today.

Due to the financial crisis in 2008 the real estate prices have already bottomed out. 60% to 70% of organized builders, having very large projects are selling at break even or below break even cost. This situation cannot continue. Either the prices have to rise or

most builders will suspend their development activities resulting in a drastic reduction in supply, which will eventually lead to higher prices.

Conclusion: The political scene and the real estate market are at its rock bottom. It cannot get any worse. Therefore, in all likelihood both political and the business scenario can only go up from here. A smart investor should recognize this opportunity for making

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query about further decrease in prices due to Telangana problem

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

We understand your anxiety about the Telangana issue. However, we believe that this is the best time for smart investors to make an investment in the housing sector. A note on the Telangana issue is attached herein.

Note on Telangana issue

There is an uncertainty in the minds of purchasers of flats/villas in Hyderabad. Most purchasers are unsure about the future growth of Hyderabad and the stability of real estate prices.

There are three possible scenarios:

Scenario 1: Andhra Pradesh remains undivided. Not much will change and after a brief period of uncertainty, business will come back to normal.

Scenario 2: Telangana state is formed with Hyderabad as its capital. In the current federal structure of India, about a third of the revenue of the centre from income tax, service tax, excise, etc., is devolved to the states from which the revenue is collected. The main source of revenue of the states is through commercial taxes, stamp duty, sale of real estate and share of revenue from centre. In both the cases, revenue is collected from the registered office/address of companies irrespective of the location or spread of their business or facilities. Accordingly, Delhi and Bombay generate more than a third of the central government revenue. In case of Andhra Pradesh, more than a third of the state government revenue comes from Hyderabad. At the moment the revenue generated in Hyderabad is used for development of all areas in the state.

Once Telangana is separated, the state will have surplus revenue. Any major rural development or infrastructure projects will take at least 5 years for planning, approvals and tendering process. Till such time, the large revenue generated by Hyderabad will get utilized primarily for development of the twin cities. In the long term too, government spending in Hyderabad will increase as compared to the present day.

Scenario 3: Hyderabad becomes a union territory or a joint capital. This is the best scenario as the revenue generated by the government in Hyderabad will get primarily used for its development.

All three scenarios are likely to result in a better outcome than at present. Under any circumstances, the future looks better than today.

Due to the financial crisis in 2008 the real estate prices have already bottomed out. 60% to 70% of organized builders, having very large projects are selling at break even or below break even cost. This situation cannot continue. Either the prices have to rise or

most builders will suspend their development activities resulting in a drastic reduction in supply, which will eventually lead to higher prices.

Conclusion: The political scene and the real estate market are at its rock bottom. It cannot get any worse. Therefore, in all likelihood both political and the business scenario can only go up from here. A smart investor should recognize this opportunity for making. Since the financial crisis in September 2008, the prices in the housing sector had fallen substantially. At the moment the prices in Hyderabad are equal to or lower than the cost price of most builders. It is highly unlikely that builders will continue with their projects at a loss or for no benefit. In case of further decrease in prices most builders will put their projects on hold (it has already happened with 80% of builders). A drop in prices will severely restrict the supply. Thus a nominal demand will also lead to a sharp rise in prices.

In all likelihood the prices in the housing sector in Hyderabad may rise by 20% to 30% over the next two years. At best prices may fall by another 5% to 10%. However, just as in the stock market very few purchasers manage to make transactions at the lowest point, as it is difficult to predict the lowest point and barring a few builders most will not be willing to sell at such prices. As a smart investor it is better to make a transaction today, rather than waiting for the lowest point. The chances are that you will miss the bus.

The moment there is a whiff of Telangana issue being resolved prices will immediately shoot up leaving purchasers no option but to buy at higher prices. Be smart! Buy now!

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query about companies or people forced to leave Hyderabad.

Dear < Sir / Madam or Mr. _____ or Mrs. _____ >,

We understand your anxiety about the Telangana issue. However, we believe that this is the best time for smart investors to make an investment in the housing sector. A note on the Telangana issue is attached herein.

Note on Telangana issue

There is an uncertainty in the minds of purchasers of flats/villas in Hyderabad. Most purchasers are unsure about the future growth of Hyderabad and the stability of real estate prices.

There are three possible scenarios:

Scenario 1: Andhra Pradesh remains undivided. Not much will change and after a brief period of uncertainty, business will come back to normal.

Scenario 2: Telangana state is formed with Hyderabad as its capital. In the current federal structure of India, about a third of the revenue of the centre from income tax, service tax, excise, etc., is devolved to the states from which the revenue is collected. The main source of revenue of the states is through commercial taxes, stamp duty, sale of real estate and share of revenue from centre. In both the cases, revenue is collected from the registered office/address of companies irrespective of the location or spread of their business or facilities. Accordingly, Delhi and Bombay generate more than a third of the central government revenue. In case of Andhra Pradesh, more than a third of the state government revenue comes from Hyderabad. At the moment the revenue generated in Hyderabad is used for development of all areas in the state.

Once Telengana is separated, the state will have surplus revenue. Any major rural development or infrastructure projects will take atleast 5 years for planning, approvals and tendering process. Till such time, the large revenue generated by Hyderabad will get utilized primarily for development of the twin cities. In the long term too, government spending in Hyderabad will increase as compared to the present day.

Scenario 3: Hyderabad becomes a union territory or a joint capital. This is the best scenario as the revenue generated by the government in Hyderabad will get primarily used for its development.

All three scenarios are likely to result in a better outcome than at present. Under any circumstances, the future looks better than today.

Due to the financial crisis in 2008 the real estate prices have already bottomed out. 60% to 70% of organized builders, having very large projects are selling at break even or below break even cost. This situation cannot continue. Either the prices have to rise or

most builders will suspend their development activities resulting in a drastic reduction in supply, which will eventually lead to higher prices.

Conclusion: The political scene and the real estate market are at its rock bottom. It cannot get any worse. Therefore, in all likelihood both political and the business scenario can only go up from here. A smart investor should recognize this opportunity for making. There is lot of loose talk about large companies specially in the IT sector moving out of Hyderabad. Most of the newspaper reports are sweeping generalizations not based on hard facts. Hyderabad continues to be one of the largest exporter of pharma and IT services.

Primarily, most hitech companies have moved into Hyderabad due to the availability of highly skilled manpower, lower real estate cost, easy availability of housing and better infrastructure. Hyderabad (including A.P.) has been the largest exporter of doctors and engineers to the west for the last four decades. Most companies in Hyderabad are now run by such NRIs. The fundamentals have not changed. It takes most companies 3 to 4 years to move from conception to full-fledged operations. Such decisions are not made overnight. In the short run, it is highly unlikely that any company would take a decision to move out.

Speculation about people from Andhra region being thrown out of Telangana are mischievous reports spread to cause panic. We are the largest democracy in the world with every citizen entitled to their rights under our constitution. They can not be a restriction on any citizen of India choosing to work, reside or purchase property in any part of Telangana / Andhra. Besides, even if Telangana is formed, its assembly does not have rights to amend the constitution. Constitution can be amended only by a two-thirds majority in the Lok Sabha and Rajya Sabha (Central Government). There is absolutely no question of people being driven out of Hyderabad. Most prominent MLAs from Andhra region reside in Hyderabad. For political reasons, even if MLAs want to move out of Hyderabad, their families will be unwilling to do so, as there is complete lack of social infrastructure like schools, colleges, hospitals, restaurants, clubs and other such facilities in other cities.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Follow-up for customers in Hyderabad for further details or site visit.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope you have received my email sent to you in response to your enquiry. We can arrange for a site visit at any time and date convenient to you or else I can send you a representative to explain the details of our project. You may also directly visit our site from 10 a.m. to 6 p.m., 7 days a week.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Follow up after sending brochure

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I have mailed you the brochure for < Project Name >, by < courier name > on < date > .

Information about our projects including price list is given in our brochure.

For further information or site visit contact Mr. < name >, < designation >, at < mobile no. > or by email < email address >.

Regards,

< Executive Name >

< Designation >

Reminder to customers in Hyderabad, 1 week after sending brochure.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope you have received the brochure for <project name> mailed to you on <date>

We can arrange for a site visit at any time and date convenient to you or else I can send you a representative to explain the details of our project. You may also directly visit our site from 10 a.m. to 6 p.m., 7 days a week.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Follow-up letter for NRIs.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope you have received my email sent in response to your enquiry.

Have you made any decision regarding our project? We can arrange for a site visit for your representative (friend or relative) based in Hyderabad. Your representative can make a booking on your behalf by payment of booking amount.

Please feel free to contact me at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Reply to email enquiry – Request for plans of all projects

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Thank you for your enquiry about our projects. The plans of each project in Jpeg and PDF format are given on our website www.modiproperties.com. Further the brochure of each project in PDF format is also given on our website.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

PS: The link for the plans page of each project are:

Greenwood residency: www.modiproperties.com/greenwoodresidency/plans.html

Paramount Residency: www.modiproperties.com/paramountresidency/plans.html

Gulmohar Gardens: www.modiproperties.com/gulmohargarden/plans.html

Mayflower Heights: www.modiproperties.com/mayflowerheights/plans.html

Silver Oak Bungalows: www.modiproperties.com/silveroakbungalows/plans.html

Villas at Silvercreek: www.modiproperties.com/villasatsilvercreek/plans.html

Bloomdale: www.modiproperties.com/bloomdale/plans.html

Nilgiri Homes: www.modiproperties.com/nilgirihomes/plans.html

Reply to request for site photos

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Photographs of our site are given in the 'Photos' page of each project on our website www.modiproperties.com . Please note that the date of last updation of photographs in also given on the said page.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query about rental value

Dear < Sir / Madam or Mr. _____ or Mrs. _____ >,

The rentals prevailing in the area in an around our project is in the range of Rs. 6/- to Rs. 8/- per sft. However, the rentals may vary depending on the amenities provided inside the flats like furniture & fixtures and negotiation skills of the owner and the prospective tenant.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query about providing piped gas supply

Dear < Sir / Madam or Mr. _____ or Mrs. _____ >,

Provision of piped gas cost about Rs. 25,000/- per connection. Implicitly or explicitly these costs are eventually collected from the purchaser. Feedback from our purchasers is not encouraging as most purchasers are unwilling to pay such a high cost.

In most other cities / countries piped gas is provided from a storage tank safely installed in the premises of the utility service provider. Alternately, gas is provided through large underground storage tanks (like in petrol pumps). However, in Hyderabad piped gas is provided through a bank of 10s or 100s of cylinders installed in the stilt or basement floor of the building. It is a potentially dangerous situation and a blast could bring down several blocks of buildings.

While we agree that provision of piped gas connection can be a desirable amenity, the cost and risk associated with it are unreasonable. Therefore, we await a change in policy for providing piped gas safely and at reasonable cost before we offer it to our customers.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Request for customers phone nos.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope that you have had a chance to read my earlier emails. Can you please provide me your phone number so that I can call you at a time and day convenient to you.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Request for a site visit for a friend or a relative

Dear < Sir / Madam or Mr. ____ or Mrs. ____>,

You have mentioned that Mr. ____ / Mrs. ____, your <father/ mother/ brother/ sister/ friend> is a resident of Hyderabad. I request you to provide me their phone number so that I can contact them and arrange for a site visit at a day and time convenient to them.

Feedback from your <father/ mother/ brother/ sister/ friend> will help you make an informed decision.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query about price negotiations

Reply: 1

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Thank you for your keen interest shown in our project. I request you to please select the villa/flat of your choice so that I can offer you the best possible price.

Please note that our projects are priced very reasonably. It is difficult for us to offer large discounts. However, we shall certainly consider offering you a reasonable discount based on your payment terms.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, <Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Query about price negotiations

Reply: 2

Dear < Sir / Madam or Mr. _____ or Mrs. _____>,

Further to our discussions for villa no / flat no. _____ at <project name>, please note that I have spoken to my manager / management about the best possible discount that we can offer to you. Accordingly we can offer a discount of Rs. _____/- per sft which works out to Rs. _____ lakhs. The price of villa/flat after discount exclusive of taxes and registration charges shall be Rs. _____ lakhs.

The payment terms shall be as mentioned in our price list. We shall further offer you a discount of Rs. _____ per sft i.e., Rs. _____ lakhs on the above price if your payments are received on or before the due dates specified in the price list.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

Sub.: Draft letters.

Communication with our customers is a very important part of our business. The quality of communication directly reflects our attitude to our business and our professionalism. Most people underestimate the importance of communication, especially, written communication.

Oral communication is being addressed in our monthly meetings at MFH or other sites. Draft formats for written communication is given herein. Ensure that the draft formats are being used for your regular correspondence.

In the draft formats "<data>", such type of blanks should be filled appropriately. Ensure that phone nos. are given in +91-40-xxxx xxxx or +91-xxxxx xxxxx format for land line and mobile respectively. Ensure that grammar, capital letter and full stops are properly used. Run a spell check before printing / emailing the letter. Draft format for the following letters are enclosed.

1. Modi Properties introduction letter by email.
2. Modi Properties introduction letter – hard copy
3. Replies to email enquiries
 - a. General enquiry for any project.
 - b. General enquiry requesting for list of projects.
 - c. Enquiry for specific project.
 - d. Request for prices of all projects.
 - e. Request for location / distances.
 - f. Request for details of plans.
4. Follow-up for customers in Hyderabad for further details or site visit.
5. Follow-up after sending brochure.
6. Reminder to customers in Hyderabad 1 week after sending brochure.
7. Follow-up letter for NRIs.
8. Modi Properties introduction letter for corporates by email. *(to be sent later)*
9. Modi Properties introduction letter for corporates – hard copy. *(to be sent later)*.

Sales Executives/ Managers are free to request for additional drafts. These drafts will be reviewed once in a quarter. Sales Executives / managers are advised to use these drafts wherever applicable. In other cases ensure that proper formal replies are sent to the customers.

Soham Modi

CANCELLED
19/11/10



Modi Properties Introduction letter by email

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com.

After the election results in June '09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

* Conditions apply.



Modi Properties Introduction letter – hardcopy.

To,

<Name>

<Designation>

<Organization>

<Address>

< Date>

Dear < Sir / Madam or Mr. ____ or Mrs. ____>,

Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com. A brief write-up on our projects is enclosed.

After the election results in June '09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at <mobile no.> or by email at <email address>.

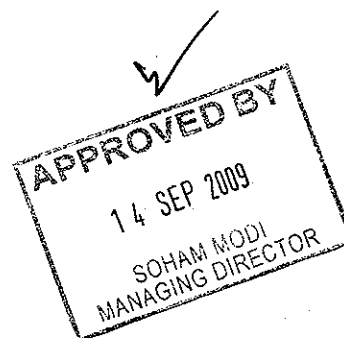
Thank You,

Yours sincerely,

<Executive name>

<Designation>

* Conditions apply.



Reply to email enquiry - General enquiry for any project

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Thank you for your enquiry about our projects. Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com.

After the election results in June'09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at <mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

* Conditions apply.



General enquiry requesting for list of projects

Dear < Sir / Madam or Mr. _____ or Mrs. _____ >,

Thank you for your enquiry about our projects. Modi Properties is among the leading builders in Hyderabad. Currently we have 8 ongoing housing projects in Hyderabad. They are:

1. Greenwood Residency, Kowkur, Alwal - 345 Two & Three bedroom flats.
2. Nilgiri Homes, Rampally, Keesara - 95 Villas & Town Houses.
3. Silver Oak Bungalows, Cherlapally - 240 duplex bungalows.
4. Bloomdale, Shamirpet, Hyderabad - 72 Villas.
5. Mayflower Heights, Mallapur, Habsiguda - 280 Two & Three bedroom flats.
6. Paramount Residency, Nagaram, Keesara - 260 One, Two & Three bedroom flats.
7. Gulmohar Gardens, Mallapur, Habsiguda - 505 Two & Three bedroom flats.
8. Villas at Silvercreek, Nagaram, Keesara - 44 Duplex Villas.

The salient features of our projects are:

1. Flats & Town Houses @ 1,799 per sft* & Villas @ 1,999/- per sft*.
2. Lowest cost flats and villas in Hyderabad.
3. Lowest price guaranteed*.
4. Flats from Rs. 11 lacs onwards.
5. Villas from Rs. 35 lacs onwards.
6. Modern amenities with club house and swimming pool.
7. Quality construction at affordable prices.

Details of the projects including availability, pricing, etc., are available on our website www.modiproperties.com.

After the election results in June'09, the real estate scenario in India has considerably improved. Indications are that the market had bottomed out and is now on the up swing. We believe that this is the best time for making an investment in the housing segment. The prices are likely to raise in the near future.

For further information, brochures or site visit contact Mr. <name>, <designation>, at <mobile no.> or by email <email address>.

Regards,

<Executive Name>
<Designation>

* Conditions apply.



Reply to enquiry for specific project

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Thank you for your enquiry about our project/projects. The details and salient features of our project / projects are as follows:

<insert project details given below>.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

PS: Please note details about our projects including prices, plans, availability, current status, FAQs, photographs are available on our website www.modiproperties.com.

Details of each project to be inserted above are:

BLOOMDALE

Features:

- HUDA approved project.
- 72 bungalows spread over 5 acres of land.
- Plot size from 175 sq. yds onwards.
- 3 bedroom duplex bungalows from 1605 to 1,928 sft.
- Clubhouse with Gym, Banquet Hall, Recreation Room, Library & Creche.
- Swimming Pool.
- Gated Community with solar/electric fencing.

Surrounding Development:

- Outer Ring Road Junction.
- Celebrity Club.
- 2,000 acres GIGA City at Jawahar Nagar.
- 200 acres BITS campus at Jawahar Nagar.
- SP Biotech Park & ICICI Knowledge Park (Genome Valley).
- Hakimpet Air Force Station.

Location:

- Shamirpet – opp: Celebrity Club.
- 2 kms from ORR Junction.
- 6 kms from BITS.
- 10 kms from S P Biotech Park.
- 17 kms from Tirumalgiri cross roads.



NILGIRI HOMES

Features:

- 95 town houses & Villas spread over 6.5 acres of land.
- 3 bedroom duplex Villas from 1,461 sft. to 1,946 sft.
- Plot sizes from 117 to 240 sq yds.
- Clubhouse with Gym, Recreation Room, Banquet Hall, Library & Crèche.
- Swimming Pool.
- Amphitheatre.
- Tennis, Badminton & Basketball Courts.
- Gated community.
- Occupation from October 2009 onwards.

Surrounding Development:

- Singapore Township.
- 100 Acres Raheja IT Park.
- 2000 Acres GIGA City at Jawahar Nagar.
- Srinidhi Engineering College.

Location:

- Rampally, Keesara, Hyderabad.
- 10 km from ECIL X Roads.
- 3 km from Warangal Highway.
- 2 km from ORR.
- 17 km from Uppal.
- 20 km from Jubilee Bus Stand, Secunderabad.

GREENWOOD RESIDENCY

Features:

- 345 flats on 6 acres.
- 2 & 3 bedroom flats of 1,100 to 1,665 sft.
- Clubhouse with Gym
- Recreation Room and Banquet Hall.
- Swimming Pool.
- Tennis, Badminton and Basketball Courts.
- 1 Acre Central Landscaped Area.
- Occupation from October 2009 onwards.

Surrounding Development:

- 2000 Acre GIGA City, BITS and Genpact at Jawahar Nagar.
- S P Biotech Park, ICICI Knowledge Park and ORR.

Location:

- Kowkur, Alwal Municipality.
- 3 km from Bollaram Checkpost.
- 6 km from Sainikpuri.
- 8 km from Tirumalgiri X Roads.
- 11 km from Jubilee Bus Station, Secunderabad.

MAYFLOWER HEIGHTS

Features:

- 280 flats on about 4 Acres.
- 2 & 3 bedroom flats from 1,060 to 1,750 sft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.
- Ready for occupation.

Surrounding Development:

- Raheja IT Park.
- Infosys Campus.
- Genpact, CCMB, IICT and NGRI at Hubsiguda.
- Apparel Park, Tech Park and GVK Biotech Park at Nacharam.

Location:

- Located on 150 ft. wide Mallapur Main Road.
- Opposite Noma Function Hall.
- 4 km from Habsiguda X Roads.
- 9 km from Secunderabad Railway Station.

PARAMOUNT RESIDENCY

Features:

- Plans approved by HUDA.
- 260 flats spread over 3.1 Acres of land.
- 1, 2 & 3 bedroom flats from 515 to 1,600 sft.
- Clubhouse with Gym, Recreation room & Banquet Hall.
- Swimming Pool.
- Ready for occupation.

Surrounding Development:

- Singapore Township.
- Raheja IT park.
- Infosys Campus.
- 2000 Acres GIGA City at Jawahar Nagar.

Location:

- Nagaram, Keesara Mandal.
- 5 km from ECIL X Roads.
- 15 km from Jubilee Bus Stand, Secunderabad.

GULMOHAR GARDENS:

Features:

- Phase I, 350 flats on 4 acres - Completed & sold out.
- Phase II, 155 flats on 1 acre.
- 2 & 3 bedroom flats from 975 to 1,525 sq. ft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.

Surrounding Development

- Raheja IT Park.
- Infosys Campus.
- Genpact, CCMB, IICT, NGRI at Habsiguda.
- Apparel Park, Tech Park, GVK Biotech Park at Nacharam.

Location:

- Mallapur, Near Habsiguda.
- 5 km from Habsiguda X Roads.
- 10 km from Secunderabad Railway Station.

SILVER OAK BUNGALOWS

Features:

- 250 bungalows on 24 acres of land.
- Phase I & Phase II – 144 bungalows completed and sold out.
- 3 bedroom deluxe bungalows.
- Plot size about 174 sq. yds. onwards.
- Built-up area about 1,430 to 1,650 sq. ft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.
- Tennis, Badminton & Basketball Courts.
- Gated Community.
- Occupation from October 2009 onwards.

Surrounding Development:

- Singapore Township.
- Raheja IT Park.
- Infosys Campus.
- 2000 acre GIGA City at Jawahar Nagar.

Location:

- Cherlapally.
- 5 km from ECIL X Roads.
- 15 km from Jubilee Bus Station, Secunderabad.

VILLAS AT SILVER CREEK

Features:

- 44 villas on 3 acres of land.
- Plot size about 173 sq. yds onwards.
- 3 Bedroom duplex villas from 1,605 to 1,790 sft.
- Clubhouse with gym, banquet hall, recreation room with pool & TT table.
- Swimming pool
- Gated community

Surrounding Development:

- Singapore township.
- 100 acre Raheja IT Park & Inorbit Mall.
- 450 Acre Infosys Campus
- 2000 Acres GIGA City at Jawahar Nagar.
- 200 Acres BITS campus at Jawahar Nagar.

Location:

- Nagaram, Cherlapally
- 2.5 km Rampally cross roads
- 7 km ECIL X Roads
- 10 km from Singapore township
- 17 Km from Secunderabad
- 20 Km from Uppal

Reply to email enquiry – Request for prices of all projects

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Thank you for your enquiry about our projects. The pricing details of each project along with schedule date of completion is given on our website www.modiproperties.com. The availability status of villas / flats is also given on our website.

Please note that the information on our website is generally updated once in 15 days.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

PS: The links for the pricing page of each project are:

Greenwood residency: www.modiproperties.com/greenwoodresidency/pricing.html

Paramount Residency: www.modiproperties.com/paramountresidency/pricing.html

Gulmohar Gardens: www.modiproperties.com/gulmohargarden/pricing.html

Mayflower Heights: www.modiproperties.com/mayflowerheights/pricing.html

Silver Oak Bungalows: www.modiproperties.com/silveroakbungalows/pricing.html

Villas at Silvercreek: www.modiproperties.com/villasatsilvercreek/pricing.html

Bloomdale: www.modiproperties.com/bloomdale/pricing.html

Nilgiri Homes: www.modiproperties.com/nilgirihomes/pricing.html



Reply to email enquiry - Request for location /distances

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

Thank you for your enquiry about our projects. The location map and distance from prominent locations is given on the location page of each project on our website.

The distances of our projects are generally bench marked from Secunderabad – Jubilee Bus stand (about 15 kms from Hitech City & 25 kms from the Airport). Over the next few years most distances will be measured from the proposed outer ring road (ORR). ORR is US \$ 1 billion project under construction wherein an 8 lane expressway will encompass Hyderabad and Secunderabad. 11 major radial roads connecting the heart of the city to the ORR are also proposed. The commute from Hitech City / Airport from our projects will be reduced to between 20 to 45 minutes once the ORR is completed. The distances of our projects to the nearest radial road or ORR junction is given as under.

S. No.	Name of the project	Distance from radial road (kms)	Distance from ORR junction (kms)
1.	Greenwood Residency	2	10
2.	Nilgiri Homes	2	2
3	Silver Oak Bungalows	3	6
4.	Bloomdale	½	2
5.	Mayflower Heights	4	10
6.	Paramount Residency	1	5
7.	Gulmohar Gardens	4	10
8.	Villas at Silvercreek	3	6

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>
<Designation>



Follow-up for customers in Hyderabad for further details or site visit.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope you have received my email sent to you in response to your enquiry. We can arrange for a site visit at any time and date convenient to you or else I can send you a representative to explain the details of our project. You may also directly visit our site from 10 a.m. to 6 p.m., 7 days a week.

For any further information please do not hesitate to contact us. You can contact me at <land line no.>, < Mobile No.> or by email <email address>.

Regards,

<Executive Name>
<Designation>



Follow up after sending brochure

Dear < Sir / Madam or Mr. ____ or Mrs. ____ > ,

I have mailed you the brochure for < Project Name > , by < courier name > on < date > .

Information about our projects including price list is given in our brochure.

For further information or site visit contact Mr. < name > , < designation > , at < mobile no. > or by email < email address > .

Regards,

< Executive Name >

< Designation >



Reminder to customers in Hyderabad, 1 week after sending brochure.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope you have received the brochure for <project name> mailed to you on <date>

We can arrange for a site visit at any time and date convenient to you or else I can send you a representative to explain the details of our project. You may also directly visit our site from 10 a.m. to 6 p.m., 7 days a week.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>
<Designation>



Follow-up letter for NRIs.

Dear < Sir / Madam or Mr. ____ or Mrs. ____ >,

I hope you have received my email sent in response to your enquiry.

Have you made any decision regarding our project? We can arrange for a site visit for your representative (friend or relative) based in Hyderabad. Your representative can make a booking on your behalf by payment of booking amount.

Please feel free to contact me at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>



Reply to email enquiry – Request for plans of all projects

Dear < Sir / Madam or Mr. ____ or Mrs.: ____ >,

Thank you for your enquiry about our projects. The plans of each project in Jpeg and PDF format are given on our website www.modiproperties.com. Further the brochure of each project in PDF format is also given on our website.

For further information, brochures or site visit contact Mr. <name>, <designation>, at < mobile no.> or by email <email address>.

Regards,

<Executive Name>

<Designation>

PS: The link for the plans page of each project are:

Greenwood residency: www.modiproperties.com/greenwoodresidency/plans.html

Paramount Residency: www.modiproperties.com/paramountresidency/plans.html

Gulmohar Gardens: www.modiproperties.com/gulmohargarden/plans.html

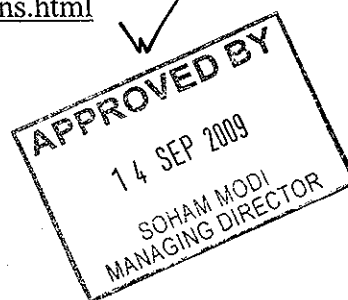
Mayflower Heights: www.modiproperties.com/mayflowerheights/plans.html

Silver Oak Bungalows: www.modiproperties.com/silveroakbungalows/plans.html

Villas at Silvercreek: www.modiproperties.com/villasatsilvercreek/plans.html

Bloomdale: www.modiproperties.com/bloomdale/plans.html

Nilgiri Homes: www.modiproperties.com/nilgirihomes/plans.html



13th August, 2005.

Circular No. 300(a) - Purchase Division

All purchases shall be made by issue of Purchase Order using the purchase order database. 3 copies of purchase order must be printed, one for supplier, one for purchase orders master file and one office copy which is to be attached with bill and sent to accountants for payment. Office copy of purchase order shall be filed in the pending bills file, till such time bills are received.

Only local purchases of less than Rs. 500/- from supplier other than approved suppliers can be made without purchase order. The following limits for signing the purchase order shall be followed:

S.No.	Purchase Order value	Authorised Signatory
1	Upto Rs. 25,000/- purchases in a single week from an approved supplier	Mr. Suresh and/or Mr. Gaurang Mody
2	Upto Rs. 2,50,000/- from approved supplier	Mr. Gaurang Mody and/or M.D.
3	Beyond Rs. 2,50,000/-	Approval of M.D. on estimate sheet or draft P.O. is required for all materials except cement, steel & RMC.
4	Cement & steel upto 5,00,000/- per project per week	Mr. Gaurang Mody
5	Beyond Rs. 5,00,000/- for cement, steel and RMC	Approval of M.D. on estimate sheet or draft P.O. is required
6	Purchaser Orders issued to suppliers not approved earlier or first time purchase from supplies of value beyond Rs. 5,000/-.	Mr. Gaurang Mody and/or Managing Director (For any value beyond Rs. 1,00,000/-, sign of Managing Director is required on estimate or Draft P.O.)
7	Office stationary and minor purchases upto Rs. 5,000/- per week	Shankar Reddy

dy

~~CANCELLED~~
ONLY FOR REFERENCE
CANCELLED

CANCELLED

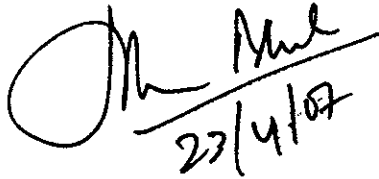
Limits for approval of bills is as follows:

Value of bills	Authorised Signatory
Upto Rs. 25,000/- value from approved suppliers can be authorized for payment	Mr. Suresh and/or Mr. Gaurang Mody
Steel and cement bills upto Rs. 1,00,000/- per week per project	Suresh / Garuang Mody
All bills above these limits	Gaurang Mody / M.D.

In case of emergency Mr. G. Kanaka Rao can sign on behalf of Gaurang Mody.

All bills can be checked and kept ready for approval irrespective of value by Suresh. A brief check with an initial of Gaurang Mody shall deemed to be approved by Gaurang Mody.

Managing Director.


23/4/07

~~CANCELLED~~
ONLY FOR REFERENCE

~~CANCELLED~~

Date: 04.08.2007

Circular No. 301(a) - Purchase Division

Sub.: Schedule of work

The allotment of work and time for each day of the week for purchase division shall as follows:

1. Monday to Friday 2:00 to 3:00 p.m. (post lunch) to be allotted exclusively for clearing bills for payment and the same to be forwarded to the accountants.
2. Mondays and Wednesdays 3:00 to 6:00 p.m. to be allotted for clearing disputed /problematic bills with suppliers. Do not entertain suppliers on other days of the week. Suppliers must be clearly informed to visit the Purchase Division during the allotted time. Accountants must ensure that they are available for queries / details.
3. Tuesdays 3:00 to 6:00 p.m. to be allotted for product research, negotiations and meetings with new suppliers.
4. Bills received after 2:00 p.m. on Fridays should be processed for payment on the following Monday.
5. All bills will be cleared after obtaining signatures from Directors/Partners on Monday only. Accountants may obtain signatures on cheques on Saturdays. Suppliers may collect their cheques after 2:00 p.m. on Mondays.

Note:

- Purchase Division shall clear bills on a daily / rolling basis instead of weekly basis.
- DC's should be obtained from sites by purchase assistants/drivers on a daily basis.
- Engineers shall ensure that DC's are sealed in a envelope and the same is addressed to the Purchase Division.
- Purchase Division shall work till 6:00 p.m. on Saturdays, whenever there is pending work like clearing of bills, issue of PO's / WO's, etc.


Managing Director.

ATTENTION
CANCELLED 19/4/10

Sub.: Service Tax

Policy to be followed for payment of service tax shall be as under:

- a. We became liable for payment of Service tax from June 2006 @ 10.24%. Thereafter the rate of service tax was increased to 12.24% (or 12.36%) from April 2007. In both the case we were eligible to claim abatement @ of 67%. From June 2007 a composition scheme was introduced whereby we can pay service tax @ 2.06% under works contract. Further clarification in August 2007 was issued whereby builders are exempt from payment of service tax.
- b. Since we are executing construction contracts with our purchasers we are liable to pay service tax on the construction contract value @ 2.06%. Service tax returns are filed on an half-yearly basis and returns for all projects have been filed upto September 2007.
- c. Endorsement on service tax registration as works contract under composition scheme @ 2.06% should be obtained.
- d. We are now decided to pay service tax @ 3.30%, 4.04%, 4.08% & 2.06% for different periods as given under law and file revised returns for all the projects. For purposes of computing service tax liability, only the value of construction contract plus charges for extra specifications shall be considered.
- e. Silver Oak Apartments: Service tax has been paid claiming abatement upto September 2007. Returns were filed for the period June - Sept 06, Oct – Mar 07 and Apr – Sep 07. Returns are filed after deducting land value. Prepare revised returns including returns for Oct – March 08. In revised returns first adjust amounts paid towards sale deed, next towards construction contract and lastly towards registration, VAT & service tax. Exclude interest payment for computation of service tax, however, include extra specification charges.
- f. Gulmohar Gardens: Like SOA returns were filed for last 3 periods. Prepare revised returns from June 06 on the same lines as SOA.
- g. Silver Oak Bungalows – Phase I: File revised returns on the similar basis of GMG, SOA. However, exclude land value and amounts collected towards land development charges as the land development was completed before June 2006.
- h. Silver Oak Bungalows – Phase II & III: Prepare revised returns after deducting the sale deed value.
- i. Paramount Builders: Prepare revised returns on the similar basis of Silver Oak Apartments.
- j. Alpine Estates, Greenwood Estates & Nilgiri Homes: No service tax returns have been filed till date. Ensure that returns are filed correctly as per new rules. Service tax to be paid @ 2.06% only on construction contract value.

h
26/2/08

