

**Circulars – Sales& Customer Relations Division – In force**

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424(a)	20.07.10	Filing procedure for complaints, ATRs and additions & alterations requests

Sub.: Purchase of stamp paper.

1. Stamp Papers shall be purchased by the Accounts division, more specifically by Phani Kumar and Mahender.
2. Harinath and Sambasiva Rao shall take responsibility for maintaining minimum stock of stamp papers. The minimum stock for each active project shall be 25 nos. Rs. 100/- stamp papers. Once the stock reaches 25 or lesser the stock of stamp papers shall be replenished to 50 Nos.
3. A stamp paper register shall be maintained in a 100 pages long register. 10 pages shall be allotted to each project. The stock register shall have the following columns:
  - a) Sl. No.
  - b) Denomination
  - c) Stamp paper no.
  - d) Date of receipt / issue
  - e) Quantity received
  - f) Quantity issued
  - g) Balance
  - h) Issued to
  - i) Flat no. / Bung no.
  - j) Agreement type
  - k) Debit to customer
  - l) Receivers sign
  - m) Remarks

Managing Director

Sub.: Preparation of standard formats

1. Vineela shall be responsible for making 1 file for each project of approved standard formats for sale deeds, construction contracts, agreements, notices, letters for final payment, letters for additions and alterations, etc. each draft shall be signed as approved by M.D. and in case of agreements and deeds also by Prabhakar Reddy. Each file shall be named appropriately by version no. and date. A separate draft folder shall be made for each project on the server with these documents and they shall be made read only.
2. Similarly customer relation executives will make a standard format for NOC, Affidavits, Release letters, undertakings, tripartite agreements and authorization letters project wise for each bank. Raghuveer shall be responsible for maintaining the files for each project. The files shall be kept with Peterson for ready reference/ Approvals for these standard drafts shall be taken from Prabhakar Reddy.

Managing Director

Sub.: Authorization for signing NOC and OCR letters.

1. Respective senior accountants for each project and the managers shall be authorized to sign the OCR letter i.e., letters for confirmation of own contribution by the customer, being the difference between the housing loan approved and the total sale consideration. Accountants shall ensure that if the receipts from the customer are less than the OCR amount, then a security cheque or PDC shall be collected from the customer at the time of registration of the sale deed. Customer Relations Team, specifically Prabhakar Reddy shall ensure that a PDC or Security cheque is handed over to the accountants within 48 hours of registration.
2. NOC from the builder for obtaining housing loan can be signed by Prabhakar Reddy and Peterson. They shall ensure that the first installment and agreement of sale is executed before release of NOC.
3. Care must be taken to ensure that correct name and designation is mentioned in each NOC/OCR.

Managing Director

Sub.: Types of legal notices.

Vineela shall make standard approved formats for the following types of reminder and cancellation notices.

S.No.	Status of agreement	Notice for
1.	Booking form not signed	Reminder notice for signing booking form
2.	Booking form not signed	Cancellation notice for not signing booking form
3.	Booking form not signed	Reminder notice for making further payment and signing agreement.
4.	Booking form not signed	Reminder notice for bounced cheque
5.	Booking form not signed	Cancellation notice for not making further payments or executing the agreement
6.	Booking form not signed	Cancellation notice for bounced cheque
7.	Booking form not signed	Reminder notice for housing loan
8.	Agreement of Sale executed	Reminder notice for further payments
9.	Agreement of Sale executed	Reminder notice for bounced cheque
10.	Agreement of Sale executed	Reminder notice for housing loan
11.	Agreement of Sale executed	Cancellation notice for not making further payments.
12.	Agreement of Sale executed	Cancellation notice for bounced cheque
13.	Sale deed executed	Reminder notice for further payment
14.	Sale deed executed	Notice for initiating legal action to recover dues with interest.

Vineela shall ensure that an approved format is prepared for the above notices for each project.

Managing Director

Sub.: Permission for house warming ceremony

Where customers are requesting permission for house warming before the entire amount is paid or the flats are ready for possession, the following procedure is to be followed:

1. Collect a request letter as per the standard formats given herein and fax it to Peterson/Rambabu at the head office.
2. Mr. Peterson/Rambabu will verify the balance amount payable along with VAT, Service Tax, extra Specification charges with the accountants. Interest for delayed payment shall also be calculated.
3. Permission for house warming shall be granted by them provided the balance amount payable including interest is less than Rs. 50,000/- for apartments and Rs. 1,00,000/- for bungalows.
4. Permission for house warming shall be denied to customers who are not cooperating for paying the balance dues or disputing the balance amount payable.
5. In all other cases permission may be denied until payments are made. For exceptional cases matter may be referred to the Managing Director.
6. The letter of request shall be signed and approved by Peterson/Rambabu and faxed to the site office.

Managing Director

From,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To,

Asst. Manager - Customer Relations  
Modi Properties & Investments Pvt. Ltd.,

\_\_\_\_\_  
\_\_\_\_\_

Sub.: Request for permission to conduct house warming ceremony.

Dear Sir,

I have booked flat / Bungalow no. \_\_\_\_\_ in the project known as \_\_\_\_\_  
\_\_\_\_\_ situated at \_\_\_\_\_.

I request you to permit me to conduct a house warming ceremony in the said flat /  
bungalow on \_\_\_\_\_. I further request you to permit me to use the  
club house for the same.

Thank You.

Yours sincerely,

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

For office use only – do not write here

Balance amount due including VAT, Service Tax, registration charges & extra specs charges			
Interest for delayed payment			
Permission granted		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Accountant		Asst. Manager Customer relation	
Date:	Sign:	Date	Sign

Circular No. : 409(a) - Sales & Customer Relations

Date: 03.05.2007

Sub.: Procedure for making agreement of sale.

Upon receiving the booking form after entry into database the file should be forwarded to customer relations for sending the letter of introduction.

After sending letter of introduction the customer relation team shall prepare the agreement of sale, get it approved by accounts and the M.D.

Agreement of sale is to be signed by the customer first and then the M.D. Customer relation team shall follow-up for payment of first installment along with execution of agreement of sale.

Agreement of sale must be approved by M.D. and accounts before signature of customer.

Agreement are been made in advance to expedite collection and housing loan process.

Managing Director



Sub.: Incidental charges for registration

The approved rates for incidental charges for registration are as follows:

1. For apartments where sale deed is registered for entire sale consideration and no construction contract is executed - Rs. 3,000/-
2. In case of apartments where semi-finished sale deed is executed along with construction contract with both being registered Rs. 4,000/-
3. In case of Bungalows where sale deed is registered along with development agreement and construction agreement Rs. 4,000/-

These rates shall be applicable from 1<sup>st</sup> September 2007. For earlier deeds the approval shall be taken on case to case basis.

**Managing Director**

Circular No. : 411(a) - Sales & Customer Relations

Date: 25.10.2007

Sub.: Allowance for exhibitions

Rani and Shailaja shall be responsible for making reservations for travel like hotel, buses, trains, etc. Payment for stalls, promotion material, etc., shall also be routed through them. Cheques may be issued wherever possible, however the request for such payment shall be made by Rani and Shailaja in writing to the respective accountants. For purchase of tickets, etc., upto Rs. 5,000/- in cash can be given on-account to Rani / Shailaja. Office Assistants of Customer Relation shall assist in booking tickets, hotels, etc. Wherever possible purchase tickets through an approved travel agent.

Allowance for lunch and dinner for attending exhibitions in twin cities shall be Rs. 40/- each. 3 tier sleeper class or 3 tier A.C. tickets and or A.C. or non A.C. bus tickets can be purchased for exhibitions out of town. The food allowance per day shall be Rs. 150/-. Hotel rooms on twin sharing basis per night upto Rs. 1,500/- shall be permitted.

Bills for tickets, hotels, allowances and other expenditure shall be submitted to the respective accountant within 2 working days of the last day of exhibition.

**Managing Director**

Sub.: Transfer of booking

The guidelines for transfer of booking shall be as follows:

In general the booking is not transferable to any third person. However, in exceptional cases the booking may be transferred to immediate blood relative or they can be made co-purchasers. Blood relatives shall strictly mean brother, sister, father, mother, son or daughter. It may be also transferred in the name of the spouse. In case of such a transfer a fresh booking form should be made and new agreements should be executed. The draft copy of request letter is enclosed.

Transfers can be made to third parties, but with the following conditions:

- a. Transfer can be made only after payment of entire sale consideration, VAT, Service Tax, Charges for additions and alterations, registration charges and other charges.
- b. A letter from the original purchaser (original letter not email) must be taken stating that he/she wishes to transfer the said flat/house and has paid the entire sale consideration (draft enclosed).
- c. The original purchaser shall join as witness in the sale deed. In case the purchaser is not able to join as witness he/she has to give a notarized affidavit stating that the flat may be registered in favour of the third party and they shall not claim any rights in the said property (draft enclosed).
- d. The booking form and the Agreement of sale in favour of the first purchaser shall be in force. The first purchaser may enter into an agreement with the third party at his own risk and cost.
- e. The subsequent purchasers shall not entitled to make additions and alterations to the flat/house. Only first purchaser shall be authorized to make additions and alterations.
- f. We will register the sale deed in favour of the third party after the above formalities are completed.

No transfers will be made without receiving the entire sale consideration including VAT, Service Tax and Registration charges. The Subsequent purchasers shall obtain housing loans by entering into an agreement with the first purchaser. We will not enter into any agreement with subsequent purchaser.

Managing Director.

Draft - Transfer to Third Party

Date: \_\_\_\_\_

From,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To,  
The Managing Partner,  
M/s. \_\_\_\_\_,  
5-4-187/3&4,  
Soham Mansion  
M.G. Road, Secunderabad.

UNDERTAKING

Dear Sir,

I have made a provisional booking for flat no. \_\_\_\_\_ in Block '\_\_\_\_' admeasuring about \_\_\_\_\_ sft in your project known as \_\_\_\_\_ situated at Sy. No. \_\_\_\_\_, \_\_\_\_\_ Hyderabad vide booking form no. \_\_\_\_\_ dated \_\_\_\_\_. I have paid the total sale consideration including VAT, Service Tax, Registration charges, and other charges for the purchase of the said flat as per the details given below:

S.No.	Date	Amount Paid	Receipt No.
1			
2			
3			
4			
Total amount			

I request you to register the conveyance deed for the said flat in favour of Mr/Mrs. \_\_\_\_\_, S/o. / W/o. \_\_\_\_\_, aged about \_\_\_\_ years, R/o. \_\_\_\_\_ . Please credit all the amounts paid by me to his/her account towards payment for the said flat.

I hereby confirm that I shall not have any further right, title, claim or interest of whatsoever nature in the above referred flat.

Thank you,

Yours sincerely,

Signature  
Name:

Transfer to Blood relative

Date: \_\_\_\_\_

From,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To,  
The Managing Partner,  
M/s. Modi Ventures,  
5-4-187/3&4,  
Soham Mansion  
M.G. Road, Secunderabad.

UNDERTAKING

Dear Sir,

I have made a provisional booking for flat no. \_\_\_\_\_ in Block '\_\_\_\_' admeasuring about \_\_\_\_\_ sft in your project known as \_\_\_\_\_ - situated at Sy. No. \_\_\_\_\_, \_\_\_\_\_, Hyderabad vide booking form no. \_\_\_\_\_ dated \_\_\_\_\_. I have paid the following amounts towards part payment for purchase of the said flat.

S.No.	Date	Amount Paid	Receipt No.
1			
2			
3			
4			
Total amount			

I request you to transfer the said provisional booking in favour of my \_\_\_\_\_ Mr/Mrs. \_\_\_\_\_, S/o. / W/o. \_\_\_\_\_, aged about \_\_\_\_\_ years, R/o. \_\_\_\_\_. Please transfer all the amounts paid by me to his/her account towards part payment for the said flat.

Please find enclosed the original booking form.

I hereby confirm that I shall not have any further right, title, claim or interest of whatsoever nature in the above referred flat.

Thank you,

Yours sincerely,

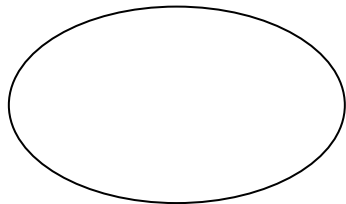
Signature

Name:

## AFFIDAVIT

I, \_\_\_\_\_, S/o. (W/o.). \_\_\_\_\_, aged \_\_\_\_ years, Occupation: \_\_\_\_\_, resident of \_\_\_\_\_, do hereby solemnly affirm and state on oath as follows:

1. That I am the S/o of Shri \_\_\_\_\_.
2. I have made a provisional booking for Flat no. \_\_\_\_\_ in Block \_\_\_\_\_ admeasuring about \_\_\_\_\_ sft., in your project known as \_\_\_\_\_ situated at Sy. No. \_\_, \_\_\_\_\_, \_\_\_\_\_ being developed by M/s. \_\_\_\_\_.
3. I have further entered into an agreement of sale dated \_\_\_\_\_ for the said flat.
4. I have paid the entire sale consideration including VAT, Service charge, registration charges and other charges to M/s. \_\_\_\_\_.
5. At my request you have executed a sale deed and or other deeds and agreements in favour of Mr. \_\_\_\_\_, S/o. \_\_\_\_\_, R/o. \_\_\_\_\_.
6. I hereby certify that I have no right, title or claims of whatsoever nature in the above referred flat or against M/s. \_\_\_\_\_.
7. That I am making this affidavit to indemnify M/s. \_\_\_\_\_ from any claims of whatsoever nature with regard to the said flat either from me or from any other person(s) claiming through me.



**(D E P O N E N T)**

I \_\_\_\_\_, S/o. \_\_\_\_\_, the above named deponent hereby declare and verify that the above contents are true to my knowledge.

**(D E P O N E N T)**

Circular No. : 413(a) - Sales & Customer Relations

Date: 20.12.2007

Sub.: Follow up for exhibition enquiries

All enquiries received at the exhibition must be entered into CIS Database and an SMS must be sent to all visitors at the exhibition within 48 hours as per the format given below:

SMS format:

“Thank you for visiting our stall at the Indian Property Show, Dubai. For details visit [www.modiproperties.com](http://www.modiproperties.com) or call Jagdish at +91-9246348823”.

The SMS must be sent through Tata USB Modem.

Wherever email is available please send a email to the visitors at the exhibition, the following day after sending the SMS as per the following format:

Email Format:

Sub.: Indian Property Show, Dubai.

Dear Sir/Madam,

Thank you for visiting our stall at the Indian Property Show, Dubai.

Our current projects in Hyderabad are:

1. Mayflower Heights – 280 flats on 4 acres – Mallapur, near Habsiguda.
2. Silver Oak Bungalows – 400<sup>+</sup> bungalows on 40 acres – Cherlapally.
3. Paramount Residency – 260 flats on 3 acres – Nagaram, Keesara.
4. Nilgiri Homes – 95 Bungalows on 6.5 acres – Rampally, Keesara.
5. Greenwood Residency – 345 flats on 6 acres – Kowkur, Bollaram.

Details of our projects including availability, pricing, plans, brochure, current status, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com) .

For any further details please free to write to me at [jagdish@modiproperties.com](mailto:jagdish@modiproperties.com) or call me at +91-9246348823 / 9949348823.

Regards

Jagdish Kanaiya

Ensure that you replace the name of the exhibition and the name of the executive appropriately. The description which has to be updated has been underlined in the above format. For enquires of specific projects, ensure that the name and number of the relevant executive is given.

Managing Director.

Sub.: Sub.: Details of incentives for FY 2009 -10 for Q1 only (April to June 09).

Incentives for Q1 of FY 2009 – 10 shall be revised as follows:

PMR: 1 BHK – Rs. 8,000/-, 2 BHK – Rs. 12,000/- & 3BHK – Rs. 16,000/-  
GMG: 2 BHK – Rs. 12,000, & 3 BHK Rs. 16,000  
GWE: 2 BHK – Rs. 12,000/- & 3 BHK Rs. 16,000/-  
MFH: 2 BHK – Rs. 12,000/- & 3 BHK Rs. 16,000/-  
SOB, MNM, KNM & VSC : Rs. 24,000 per bungalow

Incentives will be divided into 4 parts.

- 25% towards booking
- 25% on reaching quarterly target
- 25% on exceeding quarterly target by 50%.
- 25% shall be divided amongst the team on achieving the team targets.

Individual targets for each Manager and Asst. Manager shall be 6 units per quarter, 4 units for each executive per quarter and 4 units for sales coordinator per quarter. Team targets per quarter shall be as follows: MFH – 15, SOB – 9, MNM – 6, PMR – 12, GWE – 12, KNM – 6, VSC – 4 & GMG - 24. These targets are final and payment to sales team shall be made only on achieving the targets. The sharing ratio of team targets shall be at the discretion of the M.D.

Incentive for referral by a Sales Manager/Executive for other projects shall be 50% of the total incentive in case the booking is made exclusively by the executive and in other cases it will be shared and full incentive shall be paid. Bookings made in other project shall not be counted as part of respective individual targets, however shall be considered for team target.

**Managing Director.**



Sub.: Details of incentives for Calendar year 2010 Q2 only (April to June 10).

Incentives for Calendar year 2010 shall be revised as follows:

PMR: 1 BHK – Rs. 8,000/-, 2 BHK – Rs. 12,000/- & 3BHK – Rs. 16,000/-  
GMG: 2 BHK – Rs. 12,000, & 3 BHK Rs. 16,000  
GWE: 2 BHK – Rs. 12,000/- & 3 BHK Rs. 16,000/-  
MFH: 2 BHK – Rs. 12,000/- & 3 BHK Rs. 16,000/-  
SOB, MNM, KNM & VSC : Rs. 24,000 per bungalow

Incentives will be divided into 3 parts.

- 25% towards booking
- 25% on reaching individual quarterly target and to be paid only on achieving target.
- 50% to be divided between entire team as follows:
  - If team target is achieved full incentive will be paid
  - If team target not achieved incentive to be paid in proportion of target achieved.
  - Manager shall be paid 50% of the total team incentive, if every executive in their team achieves their individual targets. In case of KNM, GWE & MNM each manager will get 30% of the total team incentive. Balance team incentive to be divided between entire team equally.
  - In case any team member fails to achieve their target, incentives shall be divided equally amongst the entire team. Manager shall not be given preferential incentive.

Individual targets for each Manager and Asst. Manager shall be 6/3 units per quarter for flats/villa projects, 4 /2 units for each executive per quarter for apartment / villa projects respectively. Team targets per quarter shall be as follows: MFH – 9, SOB – 6, MNM – 6, PMR – 9, GWE – 12, KNM – 6, VSC – 3 & GMG - 12. These targets are final and payment to sales team shall be made only on achieving the targets.

Incentive for referral by a Sales Managers/Executives for other projects shall be 50% of the total incentive. Bookings made in other project shall be counted as part of respective individual targets, however shall be considered for team target only for the team of the respective project.

Incentive of about Rs. 250/- for every booking is proposed to be paid to the promotions team and to be divided as per the discretion of M.D.

**Managing Director.**

Circular No.: 416(a) - Sales & Customer Relations

Date: 15.10.08

Sub.: Monitoring work of sales executives

Sales Executives shall report to Hari Mehta once a week either at the Head Office or at site as per schedule given by Hari Mehta and revised from time to time. Hari Mehta shall specifically check the following:

1. Database including CIS, Leads and prospect report is properly maintained.
2. A file with prospect report, call report and copies of CIS sheets of all customers in the prospect report is properly maintained.
3. Prospect report is to upto date.
4. Check leads report for dead leads. All leads marked dead must be certified by respective sales managers.
5. Filing of all reports at site.
6. Check call report. Ensure that atleast 20 customer visits are made per week.
7. If any executive misses the weekly meeting, they may reschedule it on an other date. Executives cannot miss the weekly review without prior permission in writing.

Soham Modi

Sub.: Complaints form and action taken report (ATR).

In order to ensure that the complaints of customers are attended to. It is important that we document their complaints and engineers /customer relations must record their action taken on the complaints. Towards that end from hereon an action taken report shall be submitted by the Project Managers within 2 weeks of receipt of complaint as per the format enclosed. Project Manager may restrict the ATR only to matters relating to site work. Whenever required the customer relations team can also make an ATR and file the same.

A format for customer complaints and suggestions is also enclosed. You may request the customers to fill the form. In case the customers gives a complaint list by email or by way of a separate letter attach the first sheet of the complaint form duly filled in (customer sign not required).

Original complaint should be filed in the customer file and a copy must be given to M.D. and Customer Relations.

Customer Relations must follow-up for ATR within 2 weeks of complaint. The original ATR should be filed in the customers file.

About 10 copies of complaints form should be readily available at each site and HO.

Managing Director.



**ACTION TAKEN REPORT (FOR COMPLAINTS)**

Flat / bungalow No.		ATR Date	
Project		Complaint Date	
Customer Name			
Prepared By			
Project Manager's Sign		Admin Officer's Sign	

Note: Original ATR should be sent to CR & a copy to MD. CR to file original in customer's file.

Complaint S No.	Action Taken

Note: 1. Keep the report brief. 2. Do not repeat the complaint. 3. Use terms like "Work completed", "Changes not permitted – work not taken up", "Kept pending at customer's request", "Beyond our scope of work", etc.

The sales team is being reorganized into 3 separate verticals. This circular briefly lists out the organization, activities and responsibilities of the sales teams.

Verticals:

1. The first vertical shall consist of front desk executive, sales executive and sales manager for all the sites and shall operate from site offices. The teams shall be:
  - a. MFH + GMG – Jagdish, Swapna, Venkatesara Rao and Karunakar Reddy.
  - b. PMR – Deshmukh, Naveena & Nagi Reddy,
  - c. MNM + VSC – Gopi, Narsimha Reddy and Swetha Verma,
  - d. GWE + KNM – Purushotham Reddy, Jagadishwar Reddy, Madhavi & Sairam.
  - e. SOB – Jagdish, Madhu Mohan Reddy and Swetha.

The first vertical shall be responsible for site based sales and promotional activities which we are doing conventionally.

2. The Second vertical will be managing:
  - a. Promotions like paper Ads, website, exhibitions, property portals, etc.,
  - b. Direct sales to investors.
  - c. Promotions through mailers and email.
  - d. Liaisoning with agents and consultants.

Second vertical shall be headed by Prashanth. Prabhakar shall assist Prashanth on a full time basis to target investors. Shailaja shall be responsible for advertisements and attending to enquiries at Head Office. Rani shall be responsible for maintaining website, databases and sending mailers/emails. A tele-caller will be assigned for setting up appointments with investors. Murali and Kamaldas shall assist in maintaining hoardings, sign boards and in all other activities. Shivaraj shall assist Rani & Shailaja.

3. Third vertical will be headed by Satish. 2 executives and a tele-caller will be assigned to him. He shall operate from Silver Oak Bungalows. The third vertical will be responsible for direct sales to corporates and kiosk activity.
4. Database: Prashanth shall be responsible for acquiring Databases. Satish shall also try to acquire Databases whenever possible. Data entry will be done by front desk executives at site. Rani shall maintain the data base copies at H.O. Databases shall be acquired for three purposes:
  - a. For direct sales to investors. Eg.: List of Doctors, Lawyers, C.As. Jewelers, HNIs., investment advisors, IAS officers, luxury goods customers (auto, credit card, etc.,).
  - b. For sending mailers and emails. Eg.: IT companies, Genome Valley, Industrial areas, public sector companies, government undertakings, government employees, etc.

- c. For direct sales to corporates, Kiosk activity and presentations. Eg.: IT companies, Industries, Genome Valley, Industrial areas, public sector companies, government undertakings, etc.

The databases may be having overlapping data.

5. Exhibitions: Prashanth, Shailaja shall ensure that we participate in all property exhibitions. Shailaja shall prepare a duty roaster for all executives for manning the stall at exhibition. One manager shall be present between 4 and 7 p.m. on all days. Prashanth shall ensure quality of promotions material is upto the mark.
6. Agents & Consultants: Prashanth shall liaison with agents and consultants and arrange for tie-ups with them.
7. Mailers: Rani shall be responsible for preparing the mailers. Draft for all mailers shall be approved by the M.D. and filed in an approved draft file. The soft copy along with PDF document shall be maintained on the server. Minimum of 50 mailers with addresses and 100 mailers without addresses shall be sent every day. Report no. of mailers send every fortnight by Rani shall be presented in the sales meeting.
8. Email: Rani shall be responsible for sending email campaigns. Project specific emails shall be forwarded to respective sales managers. All other emails should be replied to by Prashanth. Aruna shall be responsible for forwarding these emails. Draft format of replies should be approved by M.D. and kept in a separate file.
9. Buy-back scheme: Only Prashanth and Prabhakar shall be authorized to offer the buy-back scheme to investors. All other executives shall forward such enquires to Prashanth.
10. Maintenance of CIS Database: Client info sheets, call reports and prospect reports shall be maintained and updated on a daily basis. Each executive/manager will carry a file with the prospect report and CIS sheet for all customers in the prospect report.
11. Data Entry: Front desk executives shall be responsible for data entry. They can take help of data entry operators at site. Sairam shall be responsible for entering leads received across all the projects into a single database on a fortnightly basis. Swetha shall be responsible for entering leads from exhibitions outside the country.
12. Hoardings and sign boards: Each sales manager/Asst. manager shall be responsible for maintaining hoardings and sign boards related to their site. They will send a email for repairs and installation to Shailaja for her to follow-up. Maximum stock of 6nos. – 6x4 flex and 3nos. - 8/12 flex shall be maintained and a minimum stock of 1- 2x6 and 8x12 flex shall be maintained. Murali and another supervisor shall be responsible for maintenance (Murali: MFH, SOB, GMG & MNM), (Another supervisor: GWE, PMR, KNM & VSC).
13. Brochure design and stock statement: Shailaja shall present a stock statement of brochures and flyers every fortnightly during the sales meeting.

14. Leads statement: Shailaja shall present a statement of leads received every fortnightly during the sales meeting. All front desk executives shall be responsible for sending email as per prescribed format giving details of the leads.
15. Meetings: Collections meetings shall be held on alternate Thursdays. Only managers, asst. manager and entire customer relations team shall be required to attend. Sales meeting shall be held on alternate Thursdays and all sales staff and managers of customer relations are required to attend.
16. Weekly reports: Hari Mehta will check prospect reports, leads reports, call sheets and CIS of all executives and managers once a week. He shall submit a report on each manager and executive on the same day.
17. Responsibilities of Anand Mehta: Anand Mehta shall assist Prashanth in liaising with agents and consultants. Anand Mehta shall also on a daily basis monitor and oversee activities of the third vertical i.e., Satish and his team.
18. Responsibilities of Hari Mehta: Hari Mehta shall monitor and oversee the activities of the second vertical i.e., Prashanth and his team (except agents and consultants). He shall further inspect and quiz all executives and managers once a week.
19. Distribution of gifts: Rama Babu shall be incharge of stocking and distribution the gifts as per procedures established.
20. Kiosk activity: Atleast one kiosk shall be setup every day of the week. Two executives shall be assigned to Satish for that task. In the meantime a duty roaster for manning the kiosk by other executives has been prepared. Swetha shall include kiosk activity in the leads report.
21. Local Mailing activity: Each sales manager/asst. manager shall ensure that door to door mailing activity is taken up atleast once a week in their area.
22. Property portals: Rani shall ensure that our projects are promoted on 3 to 4 property portals on a rotation basis at any given time. Promotions on Google and Yahoo shall be operational at all times.
23. Quality Control: Quality control shall be undertaken as per circular no. 604(a). Hari Mehta shall enforce it. Quality control shall be redistributed as follows:
  - KNM, GWE – Swetha
  - SOB, MFH – Naveena
  - VSC, GMG – Madhavi
  - MNM, PMR – Swapna.
24. Availability status: Since the verticals are operating independent of each other, the database and availability list shall be maintained upto date at all times. Every team shall be authorised to take bookings without reference to each other.



25. Paper inserts: Each team at site (first vertical) shall undertake paper inserts activity once every 4 weeks (25,000 Nos.). Murali shall assist them.
26. Liaisoning for database acquisition and kiosk activity: Srinivas Reddy shall assist Prashanth, Hari Mehta and Anand Metha for these activities on Tuesday, Thursday and Saturday (full day) and Monday, Wednesday, Friday (half a day). Srinivas Reddy shall also assist Satish in getting permissions for placing kiosk.
27. Follow-up of SMS, email after the exhibitions: Emails, SMS thanking customer for visiting stall shall be send as per Circular No. 415(a) from site office.

Managing Director.

Sub.: Conveyance for using personal cars

Sales executives and managers may use their personal cars for site visits. They shall be responsible for pick-up and drop of the customers. It will also give them an opportunity to spend time with the customer.

Conveyance shall be paid to the sale executive for site visit (pick-up & drop) as follows:

- Sites shall be grouped as follows:
  - Group I – GMG, MFH
  - Group II – SOB, MNM, VSC & PMR
  - Group III – GWE & KNM.
  
- Conveyance of Rs. 300/- will be paid for site visit within 1 group and conveyance of Rs. 500/- will be paid for site visit for more than 1 group.

An entry in the taxi register at site will constitute the proof of site visit. You may make a claim through a voucher mentioning details like date, time, register I.D. no., sites visited and name of customer. Forward the voucher to Mr. Hari Metha for approval. After approval Hari Metha will forward it to Rambabu (audit team) for verification with taxi register before forwarding it to accountant.

Sales team is advised to use company vehicles wherever possible. Further, sales executives and managers should accompany the company vehicle, whenever possible for pick-up and drop of the customer.

Prashant shall ensure that all cars have brochures of all projects (blue brochure), album of photographs and company profile color printout. The same should be checked and updated once in a week.

Customer relation managers/executives may also use their cars for site inspection by bankers/valuers. The conveyance charges and procedure for approval of vouchers shall remain the same.

Soham Modi.

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. Replies to email enquiries
  - i. Reply to email enquiry - General enquiry for any project
  - ii. General enquiry requesting for list of projects
  - iii. General enquiry requesting for list of villa projects
  - iv. General enquiry requesting for list of apartment projects
  - v. Reply to enquiry for specific project
  - vi. Reply to email enquiry – Request for prices of all projects
  - vii. Reply to email enquiry - Request for location /distances
  - viii. Follow-up for customers in Hyderabad for further details or site visit.
  - ix. Follow up after sending brochure
  - x. Reminder to customers in Hyderabad, 1 week after sending brochure.
  - xi. Follow-up letter for NRIs.
  - xii. Reply to email enquiry – Request for plans of all projects
  - xiii. Reply to request for site photos
  - xiv. Query about rental value
  - xv. Query about providing piped gas supply
  - xvi. Request for customers phone nos.
  - xvii. Request for a site visit for a friend or a relative
  - xviii. Query about price negotiations
  - xix. Query about price negotiations
  - xx. Reply to customer for limited budget of flats or villas below 20 lakhs.
  - xxi. Query regarding Telangana Issue – general
2. Modi Properties Introduction letter corporates or society by email.
3. Modi Properties Introduction letter corporates or society hard copy.
4. Modi Properties Introduction letter – hardcopy.
5. Replies to specific queries:
  - a. Reply for projects around Madhapur and other specific areas.

- b. Reply to exact location – point to google maps.
- c. Reply to a very specific query.
- d. Reply to query about price.
- e. Reply to availability for given budget.
- f. Reply to customers planning to visit Hyderabad – Request for site visit.
- g. Reply to difference between semi-deluxe and deluxe.
- h. Reply to request for low cost villas/flats.
- i. Reply to query about water supply.
- j. Reply to query about housing loan.
- k. Reply to query about additions and alterations.
- l. Reply to queries already addressed in FAQs.
- m. Reply to query about ready to occupy flats/villas.
- n. Reply to query about availability.

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

1 (a) Reply to email enquiry - General enquiry for any project

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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:

- Flats @ 1,899/- per sft.
- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
- Flats from Rs. 11 lacs onwards.
- Villas/ Townhouses from Rs. 33 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com).

Since the world wide financial meltdown in 2008, 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 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>

1 (b) General enquiry requesting for list of projects

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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:

- Flats @ 1,899/- per sft.
- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
- Flats from Rs. 11 lacs onwards.
- Villas/ Townhouses from Rs. 33 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com).

Since the world wide financial meltdown in 2008, 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 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>

1 (c) General enquiry requesting for list of villa projects

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

Thank you for your enquiry about our projects. Modi Properties is among the leading builders in Hyderabad. Currently we have 4 ongoing projects with villas in Hyderabad. They are:

1. Nilgiri Homes, Rampally, Keesara - 95 Villas & Town Houses.
2. Silver Oak Bungalows, Cherlapally - 240 duplex bungalows.
3. Bloomdale, Shamirpet, Hyderabad - 72 Villas.
4. Villas at Silvercreek, Nagaram, Keesara - 44 Duplex Villas.

The salient features of our projects are:

- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
- Villas/ Townhouses from Rs. 33 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com).

Since the world wide financial meltdown in 2008, 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 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>

1 (d) General enquiry requesting for list of apartment projects

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

Thank you for your enquiry about our projects. Modi Properties is among the leading builders in Hyderabad. Currently we have 4 ongoing housing projects with apartments/flats in Hyderabad. They are:

1. Greenwood Residency, Kowkur, Alwal - 345 Two & Three bedroom flats.
2. Mayflower Heights, Mallapur, Habsiguda - 280 Two & Three bedroom flats.
3. Paramount Residency, Nagaram, Keesara - 260 One, Two & Three bedroom flats.
4. Gulmohar Gardens, Mallapur, Habsiguda - 505 Two & Three bedroom flats.

The salient features of our projects are:

- Flats @ 1,899/- per sft.
- Flats from Rs. 11 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com).

Since the world wide financial meltdown in 2008, 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 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>



1 (e) Reply to enquiry for specific project

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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

<insert project details given below>.

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>

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

Details of each project to be inserted above are:

## **BLOOMDALE**

### **Features:**

- HUDA approved project.
- 72 villas spread over 5 acres of land.
- Plot size from 175 sq. yds onwards.
- 3 bedroom duplex bungalows from 1,831 to 2,166 sq. ft.
- Clubhouse with Gym, Banquet Hall, Recreation Room, Library & Creche.
- Swimming Pool.
- Gated Community with solar/electric fencing.
- Flexible possession – Ready to occupy or possession in 6, 9 & 12 months.

### **Surrounding Development:**

- Outer Ring Road Junction.
- Celebrity Club.
- 1,200 acres Medtech Valley.
- 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 Genome Valley.
- 17 kms from Tirumalgiri cross roads.

### **Pricing:**

- Price range Rs. 39.85 to Rs. 48.71 lakhs

## **NILGIRI HOMES**

### **Features:**

- 95 Town Houses & Villas spread over 6.5 acres of land.
- 3 bedroom duplex Villas from 1,659 to 2,273 sq ft.
- 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.
- Flexible possession – choose from 3, 6, 12 or 18 months.

### **Surrounding Development:**

- 100 Acres Raheja IT Park – Mindspace.
- 450 Acres Infosys Campus – India's largest.
- ORR Junction.
- Inorbit Mall
- Singapore Township.
- Srinidhi Engineering College.

### **Location:**

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

### **Pricing:**

- Town Houses - price range Rs. 33.10 to Rs. 36.12 lakhs
- Villas – price range Rs. 42.65 to Rs. 53.76 lakhs

## **GREENWOOD RESIDENCY**

### **Features:**

- 345 flats on 6 acres.
- 2 & 3 bedroom flats from 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.
- Flexible possession – Ready to occupy or possession in 3, 6, 9, 12 & 15 months.

### **Surrounding Development:**

- 1,200 acres Medtech Valley.
- 200 acres BITS campus at Jawahar Nagar.
- SP Biotech Park & ICICI Knowledge Park (Genome Valley).
- Hakimpet Air Force Station.
- Army Golf Course.

### **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.

### **Pricing:**

- 2 bedroom flats from Rs. 25.84 to 27.64 lakhs
- 3 bedroom flats from Rs. 35.07 to 36.73 lakhs

## **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 – Mindspace.
- 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.

### **Pricing:**

- 2 bedroom flats from Rs. 29.99 to 35.99 lakhs
- 3 bedroom flats from Rs. 38.36 to 49.48 lakhs

## **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:**

- 1,200 Acres Medtech Valley at Jawaharnagar.
- 100 Acres Raheja IT Park – Mindspace.
- 450 Acres Infosys Campus – India's largest.

### **Location:**

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

### **Pricing:**

- 1 bedroom flats from Rs. 11.03 to 11.84 lakhs
- 2 bedroom flats from Rs. 17.32 to 23.24 lakhs
- 3 bedroom flats from Rs. 32.63 to 34.23 lakhs

## **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.
- Possession from December 2010 onwards

### **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.

### **Pricing:**

- 2 bedroom flats from Rs. 21.82 to 23.76 lakhs
- 3 bedroom flats from Rs. 28.49 to 33.52 lakhs

## **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 1,749 to 2,225 sft.
- Clubhouse with Gym, Recreation Room & Banquet Hall.
- Swimming Pool.
- Amphitheater.
- Tennis, Badminton & Basketball Courts.
- Gated Community.
- Flexible possession – Choose from 3, 6, 12 or 18 months.

### **Surrounding Development:**

- Raheja IT Park.
- Infosys Campus.
- Oil Giants like IOC, GAIL, BP, HPCL.
- IDAs - Cherlapally, Nacharam, Kushaiguda, Mallapur, Uppal.
- Vimta Labs, Government Mint.

### **Location:**

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

### **Pricing:**

- Price range Rs. 41.22 to Rs. 47.04 lakhs



## **VILLAS AT SILVER CREEK**

### **Features:**

- 44 villas on 3 acres of land.
- Plot size about 173 sq. yds onwards.
- 3 Bedroom duplex villas from 1,835 to 2,020 sft.
- Clubhouse with gym, banquet hall, recreation room with pool & TT table.
- Swimming pool
- Gated community
- Flexible possession – Choose from 12, 18 & 24 months.

### **Surrounding Development:**

- 1,200 Acres Medtech Valley at Jawaharnagar.
- 100 Acres Raheja IT Park – Mindspace.
- 450 Acres Infosys Campus – India's largest.
- ORR Junction.
- Singapore Township.

### **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

### **Pricing:**

- Price range Rs. 39.43 to Rs. 45.15 lakhs

1 (f) Reply to email enquiry – Request for prices of all projects

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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](http://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 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>

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

Greenwood residency: [www.modiproperties.com/greenwoodresidency/pricing.html](http://www.modiproperties.com/greenwoodresidency/pricing.html)

Paramount Residency: [www.modiproperties.com/paramountresidency/pricing.html](http://www.modiproperties.com/paramountresidency/pricing.html)

Gulmohar Gardens: [www.modiproperties.com/gulmohargarden/pricing.html](http://www.modiproperties.com/gulmohargarden/pricing.html)

Mayflower Heights: [www.modiproperties.com/mayflowerheights/pricing.html](http://www.modiproperties.com/mayflowerheights/pricing.html)

Silver Oak Bungalows: [www.modiproperties.com/silveroakbungalows/pricing.html](http://www.modiproperties.com/silveroakbungalows/pricing.html)

Villas at Silvercreek: [www.modiproperties.com/villasatsilvercreek/pricing.html](http://www.modiproperties.com/villasatsilvercreek/pricing.html)

Bloomdale: [www.modiproperties.com/bloomdale/pricing.html](http://www.modiproperties.com/bloomdale/pricing.html)

Nilgiri Homes: [www.modiproperties.com/nilgirihomes/pricing.html](http://www.modiproperties.com/nilgirihomes/pricing.html)

1 (g) Reply to email enquiry - Request for location /distances

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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 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>

1 (h) Follow-up for customers in Hyderabad for further details or site visit.

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1 (i) Follow up after sending brochure

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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 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>

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

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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 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>

1 (k) Follow-up letter for NRIs.

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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.

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>

1(1) Reply to email enquiry – Request for plans of all projects

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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](http://www.modiproperties.com). Further, the brochure of each project in PDF format is also given on our website.

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>

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

Greenwood residency: [www.modiproperties.com/greenwoodresidency/plans.html](http://www.modiproperties.com/greenwoodresidency/plans.html)

Paramount Residency: [www.modiproperties.com/paramountresidency/plans.html](http://www.modiproperties.com/paramountresidency/plans.html)

Gulmohar Gardens: [www.modiproperties.com/gulmohargarden/plans.html](http://www.modiproperties.com/gulmohargarden/plans.html)

Mayflower Heights: [www.modiproperties.com/mayflowerheights/plans.html](http://www.modiproperties.com/mayflowerheights/plans.html)

Silver Oak Bungalows: [www.modiproperties.com/silveroakbungalows/plans.html](http://www.modiproperties.com/silveroakbungalows/plans.html)

Villas at Silvercreek: [www.modiproperties.com/villasatsilvercreek/plans.html](http://www.modiproperties.com/villasatsilvercreek/plans.html)

Bloomdale: [www.modiproperties.com/bloomdale/plans.html](http://www.modiproperties.com/bloomdale/plans.html)

Nilgiri Homes: [www.modiproperties.com/nilgirihomes/plans.html](http://www.modiproperties.com/nilgirihomes/plans.html)



1(m) Reply to request for site photos

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_> ,

Photographs of our site are given in the 'Photos' page of each project on our website [www.modiproperties.com](http://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>

1(n) Query about rental value

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1(o) Query about providing piped gas supply

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1 (p) Request for customers phone nos.

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1(q) Request for a site visit for a friend or a relative

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1(r) Query about price negotiations

Reply: 1

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1(s) Query about price negotiations

Reply: 2

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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>

1(t) Reply to customer for limited budget of flats or villas below 20 lakhs.

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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.
- e. Poor or no amenities like clubhouse, etc.,

You are advised to be cautious about purchasing units from such builders. For any further information please visit [www.hydhomes.co.in](http://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>



1(u) Query regarding Telangana Issue – general

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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 an investment.

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 an investment.

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.

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 baring 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>

## 2. Modi Properties Introduction letter corporate society by email

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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:

- Flats @ 1,899/- per sft.
- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
- Flats from Rs. 11 lacs onwards.
- Villas/ Townhouses from Rs. 33 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com).

Since the world wide financial meltdown in 2008, 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.

The location and budget of our projects is ideally suited for the <residents/employees> of <company / organization name>. we request you to permit us to circulate copy of this letter along with a brochure to the <residents/employees> of <company/organization name>. I further request you to grant us an opportunity to give a brief on site presentation, explaining features of our projects to the <residents/employees> of your <association/company>.

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>

### 3. Modi Properties Introduction letter corporate society by hard copy

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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:

- Flats @ 1,899/- per sft.
- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
- Flats from Rs. 11 lacs onwards.
- Villas/ Townhouses from Rs. 33 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com). A brief write-up on our projects is enclosed.

Since the world wide financial meltdown in 2008, 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.

The location and budget of our projects is ideally suited for the <residents/employees> of <company / organization name>. we request you to permit us to circulate copy of this letter along with a brochure to the <residents/employees> of <company/organization name>. I further request you to grant us an opportunity to give a brief on site presentation, explaining features of our projects to the <residents/employees> of your <association/company>.

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>

4. Modi Properties Introduction letter – hardcopy.

To,

<Name>

<Designation>

<Organization>

<Address>.

< Date>

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

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:

- Flats @ 1,899/- per sft.
- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
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Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com). A brief write-up on our projects is enclosed.

Since the world wide financial meltdown in 2008, 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 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>

5 (a) First reply to enquires with specific queries.

Dear < Sir / Madam or Mr. \_\_\_\_\_ or Ms. \_\_\_\_\_>,

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:

Project with villas:

- Nilgiri Homes, Rampally, Keesara - 95 Villas & Town Houses.
- Silver Oak Bungalows, Cherlapally - 240 duplex bungalows.
- Bloomdale, Shamirpet, Hyderabad - 72 Villas.
- Villas at Silvercreek, Nagaram, Keesara - 44 Duplex Villas.

Project with flats/apartments:

- Greenwood Residency, Kowkur, Alwal - 345 Two & Three bedroom flats.
- Mayflower Heights, Mallapur, Habsiguda - 280 Two & Three bedroom flats.
- Paramount Residency, Nagaram, Keesara - 260 One, Two & Three bedroom flats.
- Gulmohar Gardens, Mallapur, Habsiguda - 505 Two & Three bedroom flats.

The salient features of our projects are:

- Flats @ 1,899/- per sft.
- Town Houses @ 1,799/- per sft & Villas @ 1,999/- per sft with upto 200 sq yds land free.
- Flats from Rs. 11 lacs onwards.
- Villas/ Townhouses from Rs. 33 lacs onwards.
- Gated community.
- Modern amenities with club house and swimming pool.
- Quality construction at affordable prices.

Details of the projects including availability, pricing, plans, current status, photographs, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com).

<Insert draft replies given under over here>

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>



5( b) Follow-up reply to specific queries.

Dear < Sir / Madam or Mr. \_\_\_\_ or Ms. \_\_\_\_>,

In reply to the queries raised by you please note the following:

<Insert draft replies given under over here>

For any further information please feel free to contact us.

Regards,

<Executive Name>

<Designation>

a. Reply for projects around Madhapur and other specific areas.

Our projects are located mostly in the north and north east side of Hyderabad. We do not have projects in <Madhapur, Dilshuknagar, Hitech City area, Heart of the city, etc.>. We have chosen locations where quality housing can be provided at affordable costs.

b. Reply to exact location – point to google maps.

Our projects are marked on Google Maps. Please visit [www.googlemaps.co.in](http://www.googlemaps.co.in) and search for the project name followed by 'Hyderabad'. Eg.: Search for 'Silver Oak Bungalows Hyderabad'.

The details of locations along with a plan is also given on the Plans page of each project on our website.

c. Reply to a very specific query which have been already addressed in FAQs.

<Copy the reply from FAQs>.

For further information visit [www.modiproperties.com/nilgirihomes/faqs.html](http://www.modiproperties.com/nilgirihomes/faqs.html)

d. Reply to query about price.

#### Option 1

The details of price along with rate, break-up and schedule of possession is given on the Pricing page of each project on our website. The prices for <project name> are available on [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html).

#### Option 2

The details of price along with rate, break-up and schedule of possession is given on the Pricing page of our website. The links to the pricing page of the projects that are of interest to you are:

<project name> : [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html).

<project name> : [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html).

<project name> : [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html).

#### Option 3

The prices requested by you are:

<project name> - <1BHK/2BHK/3BHK flat> - <\_\_ sft> - <Rs. \_\_ lakh>.

<project name> - <1BHK/2BHK/3BHK flat> - <\_\_ sft> - <Rs. \_\_ lakh>.

<project name> - <3BHK villa/townhouse> - <\_\_ sft construction, \_\_ sq yds land> - <Rs. \_\_ lakh> .

<project name> - <3BHK villa/townhouse> - <\_\_ sft construction, \_\_ sq yds land> - <Rs. \_\_ lakh> .

Please note that these prices are for <semi deluxe / deluxe> specifications, inclusive of amenities, water & electricity connection charges, car parking but exclusive of VAT, service tax, registration charges and corpus fund.

e. Reply to query availability for given budget.

#### Option 1

The details of availability is given on the availability page of each project on our website. The Availability for <project name> are available on [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

#### Option 2

The details of availability is given on the Availability page of each project on our website. The links to the Availability page of the projects that are of interest to you are:

<project name> : [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

<project name> : [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

<project name> : [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

f. Reply to query about prices and availability.

#### Option 1

The details of pricing and availability are given on the Pricing and Availability page of each project on our website. The pricing and availability for <project name> are available on [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html) and [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

#### Option 2

The details of pricing and availability is given on the Pricing and Availability page of each project on our website. The links to the pricing and availability page of the projects that are of interest to you are:

<project name> : [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html).

<project name> : [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

<project name> : [www.modiproperties.com/<project name>/pricing.html](http://www.modiproperties.com/<project name>/pricing.html).

<project name> : [www.modiproperties.com/<project name>/availability.html](http://www.modiproperties.com/<project name>/availability.html).

#### Option 3

The prices and availability requested by you for <project name> are:

<1BHK/2BHK/3BHK flat> - <\_\_ sft> - <Rs. \_\_ lakh>

<Availability A 101, A 102, A 103, ...> - <Possession in \_\_ months>

<1BHK/2BHK/3BHK flat> - <\_\_ sft> - <Rs. \_\_ lakh>

<Availability A 101, A 102, A 103, ...> - <Possession in \_\_ months>

<3BHK villa/townhouse> - <\_\_ sft construction, \_\_ sq yds land> - <Rs. \_\_ lakh>

<Availability 53, 54, 55, ...> - <Possession in \_\_ months>

<3BHK villa/townhouse> - <\_\_ sft construction, \_\_ sq yds land> - <Rs. \_\_ lakh>

<Availability 53, 54, 55, ...> - <Possession in \_\_ months>

Please note that these prices are for <semi deluxe / deluxe> specifications, inclusive of amenities, water & electricity connection charges, car parking but exclusive of VAT, service tax, registration charges and corpus fund.

g. Reply to query about price and availability for given budget.

For the budget that you have indicated <1 BHK/2 BHK/3 BHK flats/ 3BHK townhouses/ 3 BHK villas> in the projects <Project name>, <Project name> & <Project name> will be suitable for your requirement.



h. Reply to customers planning to visit Hyderabad – Request for site visit.

Option 1 (when customers date of visit is known)

Please contact us when you reach Hyderabad. We will arrange a site visit at a date and time convenient to you.

Option 2 (when customers date of visit is not known)

Please let us know your date of arrival to Hyderabad. Accordingly, we will arrange a site visit at a date and time convenient to you.

i. Reply to difference between semi-deluxe and deluxe.

The details of specifications of semi-deluxe and deluxe flats/villas are available on the specification page of each project. Please visit [www.modiproperties.com/ <project name>/specification.html](http://www.modiproperties.com/<project name>/specification.html).

Budget conscious customers can opt for semi-deluxe specifications. Items like flooring, doors, bathroom tiles, CP fittings, etc., of well known brands with more economical pricing is being used without any compromise in quality for affordability.

j. Reply to request for low cost villas/flats.

To best of our knowledge <flats/villas> in the range of Rs. \_\_\_ lakhs in <the heart of the city/location specified by customer/ and around our projects> is not available.

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.
- e. Poor or no amenities like clubhouse, etc.,

You are advised to be cautious about purchasing units from such builders. For further information please visit [www.hydhomes.co.in](http://www.hydhomes.co.in).

k. Reply to query about water supply.

We are aware that availability of sufficient water is an essential requirement for any home owner. Only proper planning will ensure adequate water supply. Accordingly, we have made sufficient provisions for water supply for general use and drinking purposes. Multiple borewells are being provided. Rain water harvesting is being implemented to recharge the borewells. We have chosen sites where the water table is just a few feet below the existing ground.

As a backup a sump for drinking water and water for general use is being provided so that in case of emergencies water can be brought through tankers and pumped up to the overhead tanks. Adequate drinking water is provided through a 3" or 4" municipal water connection (wherever available) and/or an RO plant.

1. Reply to query about housing loan.

Once a booking is made, our Customer Relations team will help you obtain a housing loan from a company of your choice. You can also check your eligibility for housing loan from any major housing finance company. If you wish I can send a representative from <bank name> to your office/residence to assess your eligibility.

Our projects are approved by most leading housing finance companies/banks. For further information visit [www.modiproperties.com/nilgirihomes/faqs.html#13](http://www.modiproperties.com/nilgirihomes/faqs.html#13)

m. Reply to query about additions and alterations.

Changes to structure, walls, elevation, external appearance, door frames, door positions, etc., shall not be permitted. However, minor changes like colour of internal walls, flooring, bathroom tiles, CP & sanitary fittings shall be permitted.

Changes in external appearance are not permitted to ensure a uniform look and feel. Not only does it enhance aesthetics, it also results in preservation of asset value and higher appreciation.

n. Reply to query about ready to occupy flats/villas.

#### Option 1

Ready to occupy flats are available in the following projects:

- Greenwood Residency, Kowkur, Alwal - 345 Two & Three bedroom flats.
- Mayflower Heights, Mallapur, Habsiguda - 280 Two & Three bedroom flats.
- Paramount Residency, Nagaram, Keesara - 260 One, Two & Three bedroom flats.

Ready to occupy villas/townhouses are available in the following projects:

- Nilgiri Homes, Rampally, Keesara - 95 Villas & Town Houses.
- Silver Oak Bungalows, Cherlapally - 240 duplex bungalows.
- Bloomdale, Shamirpet, Hyderabad - 72 Villas.
- Villas at Silvercreek, Nagaram, Keesara - 44 Duplex Villas.

#### Option 2

The ready to occupy flats/villas in <project name> are:

<1BHK/2BHK/3BHK flat> - <\_\_ sft> - <Availability A 101, A 102, A 103, ...>.

<1BHK/2BHK/3BHK flat> - <\_\_ sft> - <Availability A 101, A 102, A 103, ...>.

<3BHK villa/townhouse> - <\_\_ sft construction, \_\_ sq yds land>  
<Availability 53, 54, 55, ...>

<3BHK villa/townhouse> - <\_\_ sft construction, \_\_ sq yds land>  
<Availability 53, 54, 55, ...>

Sub.: Draft letters for customer relations

Customer Relations at times have to answer to awkward queries from customers and are unable to do so without input from M.D. Besides, good communication, especially written communication reflects on the professionalism of our company. Therefore, it is important that an effort is put in by the entire CR team to ensure that communication with customers is formal and of good quality.

To help the CR team a set of standard replies is given in this circular which may be used as is or with suitable modifications. List of draft letters enclosed are as follows:

1. Reply to query for service tax refund.
2. Reply to query for refund of excess service tax collected – option 1
3. Reply to query for refund of excess service tax collected – option 2
4. Undertaking for payment of service tax by way of PDCs.
5. Undertaking for payment of service tax by way of taking security deposit.
6. Undertaking for payment of service tax by way of PDCs (part) & security deposit.
7. Reply with note on service tax – for bookings made before 2010.
8. Reply with note on service tax – for bookings made after 2010
9. Request asking customer to send material for additions and alterations.
10. Reply on additions and alterations policy
11. Reply to query accepting some and declining the balance additions and alterations
12. Reply to query for wood work without clearing dues.
13. Reply to query for possession without clearing dues.
14. Reply to request for compensation due to delay in completion – option 1.
15. Reply to request for compensation due to delay in completion – option 2.
16. Reply to request for compensation due to delay in completion – option 3.
17. Reply to query about discount due to fall in real estate prices.
18. Reply to query for discount due to decrease in material prices
19. Reply to query for clarification regarding payment terms.
20. Reply for request for payment – construction in advance stage
21. Note on stamp duty, registration charges, VAT, etc.
22. Note on construction of construction defects
23. Request for release of part / full housing loan
24. Reply on provision of drinking water through RO plant.
25. Reply on cancellation charges
26. Note on policy of giving written complaints
27. Reply to customer complaint letter.
28. Reply regarding rescheduling of payment terms due to delay.
29. Reply regarding Pre-emi offer.
30. Letter from Customer for permission to conduct house warming ceremony.





Draft Reply to query for service tax refund

To,

\_\_\_\_\_

\_\_\_\_\_

Date:

Dear Sir/Madam,

Sub.: Refund of service tax

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Builders became liable to pay service tax u/s. 65(105)(zzzh) in 2005 under residential complex services and u/s. 65(105)(zzzza) in 2007 under works contract services. Since then several notifications and circulars have been issued by the service tax department regarding payment of service tax by builders. After bringing works contract under the ambit of service tax in 2007, most of the ambiguity regarding payment of service tax was resolved by way of a clarification issued by the Joint Commissioner Service Tax, Hyderabad.

Service tax is payable on a monthly/quarterly basis on the advances received from customers to the service tax department. Service tax is paid by the builder on a lump-sum basis and not on account of each customer. Service tax is debited to each customer on a proportionate basis.

Circular no. 108/2/09 issued in January 2009 states that service tax is not payable by builders under certain circumstances. This circular is very ambiguous and does not specify as to whether the clarification was u/s. 65(105)(zzzh) or 65(105)(zzzza). Builders and purchasers have interpreted the said circular in their favour assuming that they are not liable for payment of service tax. Whereas, the department has not accepted the same. Infact, the anti-aviation cell of service tax has been regularly sending us notices for payment of service tax. After the said circular we have stop paying service tax from Jan 2009.

In order to get a clarity on this issue and to avoid any thereat of coercive action by the service tax department we have filed a writ petition in the High Court. We are awaiting a counter to be filed by the service tax department clarifying their stand on the said issue.

In light of the pending litigation and ambiguity on the applicability of service tax we would not like to complicate the matter by seeking a refund till such time the writ petition is decided. To the best of our knowledge no refund has been granted to any customer and in most cases request for refund is barred by the limitation.

We advise you to not agitate this matter with the service tax department. However, if you still wish to go ahead with a request for refund, you may do so at your risk and cost. Upon request, our customer relations team will provide you the details of service tax debited to your account and the details of total service tax paid by us on behalf of all our customers.

Thank You.  
Yours sincerely,

<Managers Name>  
<Managers Designation>  
Mobile no. +91- <xxxxxxxxxx>

Draft reply to refund of excess services tax collected  
Option 1

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub: refund of excess services tax collected.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Service tax was first introduced few years ago by the Government for transactions related to development of housing projects and consequent sale of flats/villas to customers. Since then several changes have been made to the service tax rules and several clarifications have also been issued by the Service Tax Department. As on date there is a great deal of ambiguity prevailing with regard to the applicability of service tax on development of housing projects by the developers.

We have made provisions for payment of service tax as per the advice given by our consultants from time to time. Accordingly, each customer was debited with a provisional amount as per our estimate of their service tax liability.

We have been remitting the service tax to the Government from time to time provisionally on the basis of our understanding as to the applicability of service tax.

You may be glad to learn that the service tax remitted to the Government works out to be lesser than what provisionally debited to your account. Accordingly we find that your accounts shows a credit balance in your favour and we therefore refund the excess amount collected from you. Please find enclosed a demand draft of Rs. \_\_\_\_\_/- dated \_\_\_\_ drawn on \_\_\_\_\_ in your favour towards full and final refund.

Thank You.  
Yours sincerely,

<Managers Name>  
<Managers Designation>  
Mobile no. +91- <xxxxxxxxxx>

Draft reply to refund of excess services tax collected  
Option 2

To,

\_\_\_\_\_.

\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub: Refund of excess services tax collected.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Service tax was first introduced few years ago by the Government for transactions related to development of housing projects and consequent sale of flats/villas to customers. Since then several changes have been made to the service tax rules and several clarifications have also been issued by the Service Tax Department. As on date there is a great deal of ambiguity prevailing with regard to the applicability of service tax on development of housing projects by the developers.

We have made provisions for payment of service tax as per the advice given by our consultants from time to time. Accordingly, each customer was debited with a provisional amount as per our estimate of their service tax liability.

We have been remitting the service tax to the Government from time to time provisionally on the basis of our understanding as to the applicability of service tax.

We are unsure of our future liability for payment of service tax. Therefore, amounts collected towards service tax that may be in excess of the amounts remitted to the government, if any, can be refunded to you only when there is further clarity in the said matter or after the final outcome of the writ petition filed by us in the High Court of Andhra Pradesh.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Undertaking for payment of service tax by way of PDCs

UNDERTAKING

From,  
Mr/Mrs. \_\_\_\_\_  
S/o \_\_\_\_\_  
R/o. \_\_\_\_\_

Date:

To,  
The Managing Partner,  
<Company name>  
<Full Address>

Sub.: Undertaking for payment of service tax along with interest and penalty.  
Ref.: Booking for bungalow no. \_\_\_\_\_ in the project known as \_\_\_\_\_ situated at \_\_\_\_\_

Dear Sir,

I have booked the above referred bungalow and in that regard documents like booking form, agreement of sale, sale deed, construction agreement and agreement for development charges were executed. As per the terms agreed between us, I have agreed to pay the service tax that is leviable or may become leviable for the purchase of the said bungalow.

I am aware of the divergent views regarding the applicability of service tax for the bungalow purchased by me. I have also been explained and I am aware of the following facts:

- A. As per the provisions of Finance Act, the Builder (<company name>) is liable to collect service tax from its Purchasers (myself), as applicable from time to time and remit it to the government.
- B. The Builder has undertaken the construction of my bungalow and the construction service being provided is a subject matter of levy of service tax under the Finance Act, 1994 and the rules made there under. And that there are divergent views as to applicability of service tax on the Builders for such construction activity.
- C. The Department of Central Excise and Service Tax (Hyderabad Commissionerate) had summonsed the Builder for collection of service tax on the construction activity provided by the Builder to the Purchaser. And that the Central Board of Excise and Customs (CBEC) have issued the circular 108/2/2009-ST dated 29.01.2009 stating that there is no service tax liability on the Builders.
- D. There is a legal view/opinion that service tax is not applicable on the construction provided by Builder in view of the referred circular.

E. Service tax is consumption based indirect tax and the service recipient that is the Purchaser is liable to make the payment of service tax to the service provider, that is, the Builder.

I request you to not pay the service tax that is applicable or may become applicable for the purchase of my bungalow in view of the divergent views as to applicability of taxation as on date and also for the reason that the final outcome is uncertain. I understand that M/s <Company name> has the burden of payment of service tax and therefore, I undertake to pay the service tax to you as and when such a liability arises along with interest and penalty, if any. I request you to not make any payment towards service tax for the transaction between us till there is a final conclusion/decision in this regard.

I have as a security against the contingent liability that may arise as a result of clarity/decision in the matter or at the end of the litigation have deposited a sum of Rs. \_\_\_\_/- (Rupees \_\_\_\_\_ only) as interest free security deposit with you. Further, find enclosed cheques as per details given below, as a security against the contingent liability that may arise as a result of clarity/decision in the matter or at the end of the litigation.

Sl No.	Cheque No.	Cheque date	Amount	Drawn on
1				
2				
3				

In case a liability to pay service tax arises as a consequence mentioned above, I request you to discharge the liability from the security deposit lying with you. You may also deposit the above cheques by giving 7 days prior intimation on the above referred address. I promise to honour the cheques as and when deposited. I further request you to refund the amount to me in case no service tax liability arises as a result of clarity/decision in the matter or at the end of the litigation

I further agree that the decision to make the payment of service tax along with interest and penalty shall be solely be your privilege. You may at your discretion decide to pay the service tax instead of continuing with the litigation. I shall not raise any objection on this count.

Thank you.

Yours sincerely,

<Name>

<Place>

<Date>

Undertaking for payment of service tax by way of taking security deposit

UNDERTAKING

From,  
Mr/Mrs. \_\_\_\_\_  
S/o \_\_\_\_\_  
R/o. \_\_\_\_\_

Date:

To,  
The Managing Partner,  
<Company name>  
<Full Address>

Sub.: Undertaking for payment of service tax along with interest and penalty.  
Ref.: Booking for bungalow no. \_\_\_\_\_ in the project known as \_\_\_\_\_ situated at \_\_\_\_\_

Dear Sir,

I have booked the above referred bungalow and in that regard documents like booking form, agreement of sale, sale deed, construction agreement and agreement for development charges were executed. As per the terms agreed between us, I have agreed to pay the service tax that is leviable or may become leviable for the purchase of the said bungalow.

I am aware of the divergent views regarding the applicability of service tax for the bungalow purchased by me. I have also been explained and I am aware of the following facts:

- F. As per the provisions of Finance Act, the Builder (<company name>) is liable to collect service tax from its Purchasers (myself), as applicable from time to time and remit it to the government.
- G. The Builder has undertaken the construction of my bungalow and the construction service being provided is a subject matter of levy of service tax under the Finance Act, 1994 and the rules made there under. And that there are divergent views as to applicability of service tax on the Builders for such construction activity.
- H. The Department of Central Excise and Service Tax (Hyderabad Commissionerate) had summonsed the Builder for collection of service tax on the construction activity provided by the Builder to the Purchaser. And that the Central Board of Excise and Customs (CBEC) have issued the circular 108/2/2009-ST dated 29.01.2009 stating that there is no service tax liability on the Builders.
- I. There is a legal view/opinion that service tax is not applicable on the construction provided by Builder in view of the referred circular.

J. Service tax is consumption based indirect tax and the service recipient that is the Purchaser is liable to make the payment of service tax to the service provider, that is, the Builder.

I request you to not pay the service tax that is applicable or may become applicable for the purchase of my bungalow in view of the divergent views as to applicability of taxation as on date and also for the reason that the final outcome is uncertain. I understand that M/s <Company name> has the burden of payment of service tax and therefore, I undertake to pay the service tax to you as and when such a liability arises along with interest and penalty, if any. I request you to not make any payment towards service tax for the transaction between us till there is a final conclusion/decision in this regard.

I have as a security against the contingent liability that may arise as a result of clarity/decision in the matter or at the end of the litigation have deposited a sum of Rs. \_\_\_\_/- (Rupees \_\_\_\_\_ only) as interest free security deposit with you.

In case a liability to pay service tax arises as a consequence mentioned above, I request you to discharge the liability from the security deposit lying with you. I further request you to refund the amount to me in case no service tax liability arises as a result of clarity/decision in the matter or at the end of the litigation

I further agree that the decision to make the payment of service tax along with interest and penalty shall be solely be your privilege. You may at your discretion decide to pay the service tax instead of continuing with the litigation. I shall not raise any objection on this count.

Thank you.

Yours sincerely,

<Name>

<Place>

<Date>



Undertaking for payment of service tax by way of PDCs (part) & security deposit (part)

UNDERTAKING

From,  
Mr/Mrs. \_\_\_\_\_  
S/o \_\_\_\_\_  
R/o. \_\_\_\_\_

Date:

To,  
The Managing Partner,  
<Company name>  
<Full Address>

Sub.: Undertaking for payment of service tax along with interest and penalty.  
Ref.: Booking for bungalow no. \_\_\_\_\_ in the project known as \_\_\_\_\_ situated at \_\_\_\_\_

Dear Sir,

I have booked the above referred bungalow and in that regard documents like booking form, agreement of sale, sale deed, construction agreement and agreement for development charges were executed. As per the terms agreed between us, I have agreed to pay the service tax that is leviable or may become leviable for the purchase of the said bungalow.

I am aware of the divergent views regarding the applicability of service tax for the bungalow purchased by me. I have also been explained and I am aware of the following facts:

- K. As per the provisions of Finance Act, the Builder (<company name>) is liable to collect service tax from its Purchasers (myself), as applicable from time to time and remit it to the government.
- L. The Builder has undertaken the construction of my bungalow and the construction service being provided is a subject matter of levy of service tax under the Finance Act, 1994 and the rules made there under. And that there are divergent views as to applicability of service tax on the Builders for such construction activity.
- M. The Department of Central Excise and Service Tax (Hyderabad Commissionerate) had summonsed the Builder for collection of service tax on the construction activity provided by the Builder to the Purchaser. And that the Central Board of Excise and Customs (CBEC) have issued the circular 108/2/2009-ST dated 29.01.2009 stating that there is no service tax liability on the Builders.
- N. There is a legal view/opinion that service tax is not applicable on the construction provided by Builder in view of the referred circular.

O. Service tax is consumption based indirect tax and the service recipient that is the Purchaser is liable to make the payment of service tax to the service provider, that is, the Builder.

I request you to not pay the service tax that is applicable or may become applicable for the purchase of my bungalow in view of the divergent views as to applicability of taxation as on date and also for the reason that the final outcome is uncertain. I understand that M/s <Company name> has the burden of payment of service tax and therefore, I undertake to pay the service tax to you as and when such a liability arises along with interest and penalty, if any. I request you to not make any payment towards service tax for the transaction between us till there is a final conclusion/decision in this regard.

Please find enclosed cheques as per details given below, as a security against the contingent liability that may arise as a result of clarity/decision in the matter or at the end of the litigation.

Sl No.	Cheque No.	Cheque date	Amount	Drawn on
1				
2				
3				

In case a liability to pay service tax arises as a consequence mentioned above, I request you to give prior intimation of 7 days, before depositing the cheques, on the above referred address. I promise to honor the cheques as and when deposited.

I also agree to pay the required amount that may arise towards payment of interest and penalty (if any). I further agree that the decision to make the payment of service tax along with interest and penalty shall be solely be your privilege. You may at your discretion decide to pay the service tax instead of continuing with the litigation. I shall not raise any objection on this count.

Thank you.

Yours sincerely,

<Name>

<Place>

<Date>

Draft reply with note on Service Tax – for bookings made before 2010.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub: Note on service tax.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Please find a note on service tax attached herein

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Note on service tax for customers of Modi Properties & Investments Pvt. Ltd., and its associated firms.

Builders became liable to pay service tax u/s. 65(105)(zzzh) in 2005 under residential complex services and u/s. 65(105)(zzzza) in 2007 under works contract services. Since then several notifications and circulars have been issued by the service tax department regarding payment of service tax by builders. After bringing works contract under the ambit of service tax in 2007, most of the ambiguity regarding payment of service tax was resolved by way of a clarification issued by the Joint Commissioner Service Tax, Hyderabad..

Service tax is payable on a monthly/quarterly basis on the advances received from customers to the service tax department. Service tax is paid by the builder on a lump-sum basis and not on account of each customer. Service tax is debited to each customer on a proportionate basis.

Circular no. 108/2/09 issued in January 2009 states that service tax is not payable by builders under certain circumstances. This circular is very ambiguous and does not specify as to whether the clarification was u/s. 65(105)(zzzh) or 65(105)(zzzza). Builders and purchasers have interpreted the said circular in their favour assuming that they are not liable for payment of service tax. Whereas, the department has not accepted the same. Infact, the anti-aviation cell of service tax has been regularly sending us notices for payment of service tax. After the said circular we have stop paying service tax from Jan 2009.

In order to get a clarity on this issue and to avoid any threat of coercive action by the service tax department we have filed a writ petition in the High Court. We are awaiting a counter to be filed by the service tax department clarifying their stand on the said issue.

Under the circumstances we are giving our customers 2 options.

- a. Apart from the service tax remitted to the government on behalf of customers the balance service tax can be paid to us by way of a security deposit. The same shall be either refunded to you or paid to the government depending on the final outcome in the said litigation.
- b. Alternately customers can give us an undertaking along with the PDCs as per prescribed format for payment of any future service tax liability.

Please note that under any circumstances it may be very difficult to claim refunds for payments where remittances are already made to the government as they are barred by limitation. Further payments are made on a lumpsum basis on behalf of all the customers in our projects and amounts are debited to their accounts proportionately.

Draft reply with note on Service Tax – for bookings made after 2010.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub: Note on service tax.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Please find a note on service tax attached herein

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Note on service tax for customers of Modi Properties & Investments Pvt. Ltd., and its associated firms.

Builders became liable to pay service tax u/s. 65(105)(zzzh) in 2005 under residential complex services and u/s. 65(105)(zzzza) in 2007 under works contract services. Since then several notifications and circulars have been issued by the service tax department regarding payment of service tax by builders. After bringing works contract under the ambit of service tax in 2007, most of the ambiguity regarding payment of service tax was resolved by way of a clarification issued by the Joint Commissioner Service Tax, Hyderabad..

Service tax is payable on a monthly/quarterly basis on the advances received from customers to the service tax department. Service tax is paid by the builder on a lump-sum basis and not on account of each customer. Service tax is debited to each customer on a proportionate basis.

Circular no. 108/2/09 issued in January 2009 states that service tax is not payable by builders under certain circumstances. This circular is very ambiguous and does not specify as to whether the clarification was u/s. 65(105)(zzzh) or 65(105)(zzzza). Builders and purchasers have interpreted the said circular in their favour assuming that they are not liable for payment of service tax. Whereas, the department has not accepted the same. Infact, the anti-aviation cell of service tax has been regularly sending us notices for payment of service tax. After the said circular we have stop paying service tax from Jan 2009.

In the Union Budget 2010 it was proposed that service tax is applicable to sale of flats/villas wherein booking amount was received before obtaining occupancy certificate from the local authority. The proposed tax works to 3.40% of entire sale consideration.

In order to get a clarity on this issue and to avoid any threat of coercive action by the service tax department we have filed a writ petition in the High Court. We are awaiting a final order on the said issue.

Under the circumstances we are collecting by way of security deposit the contingent liability under service tax from our customers. The same shall be either refunded to you or paid to the government depending on the final outcome in the said litigation.

Please note that under any circumstances it may be very difficult to claim refunds for payments where remittances are already made to the government as they are barred by limitation. Further payments are made on a lumpsum basis on behalf of all the customers in our projects and amounts are debited to their accounts proportionately.

Draft request asking customer to send material for additions and alterations.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub.: Request for sending material for additions and alterations

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

It is endeavor to ensure that minor alterations as desired by the customer within their flat or villa are undertaken as per the customers request. However, in the over all interest of completing the project in time and in the interest of common good of all the customers, we do not permit the following.

1. Structural changes, change of position of walls, doors and windows.
2. Changes to elevation, external appearance or appearance in common passages, etc.
3. Installation of grills or shutters of any kind in balconies or common passages.
4. Installation of cloth drying stands/fixtures that may effect the elevation of the building.
5. Placement of plants, pots, shoes stands or other objects in common areas or in areas that effect the elevation of the building.
6. Provision of additional shelves and lofts.

We request you to not insist on the above changes. Changes like colour of internal walls, doors, hardware, flooring, bathroom tiles, electrical switches, CP and sanitary ware can be made as per your choice. Our engineers will note down the details of these changes and execute the work accordingly.

Most of the material used for finishing interior works like tiles, paints, switches, doors, hardware, etc., is purchased from reputed companies. We try to ensure that the purchases are directly made through the company rather than from a retail dealer in order to ensure that the product is authentic and of first quality. Materials like tiles are delivered directly from manufacturers' factory or godown to our site.

In case you wish to make any changes to the standard material provided by us, we request you to procure the material of your choice and deliver it at our site. Our engineers will provide you the estimate of quantities required. In case of painting, for any changes beyond standard specifications, you may directly negotiate and pay our painting contractors for the said work.

It is not possible for us to procure material, especially, tiles, CP and sanitary ware from retail dealers on your behalf as we can not assure you of the quality, price, availability and timely delivery of the material required by you. Therefore, we will not, under any circumstances purchase these materials on behalf of the customer.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>



Draft reply on additions and alterations policy

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Additions and alterations policy.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

As a matter of policy we do not permit any major changes to the structure and design of the flat/villa. No change shall be permitted in their external appearance. However, minor changes within the flat/villa shall be permitted at the request of the customers. Permitted changes include:

- a. Limited choice of colors for interiors.
- b. Limited choice of flooring tiles/ marbles, bathroom tiles, CP fittings, sanitary ware, kitchen platform and electrical switches. Customer may choose to provide these items and they shall be installed free of cost.
- c. Internal doors and hardware.
- d. Minor changes to electrical plan.

Two to three months before the schedule date of completion, customers are requested to visit the site to finalize details of any minor additions and alterations. Customer would be sent a request in writing to visit the site during a specified period.

For any further details you may contact customer relations or project manager at site. We are committed to ensure that minor additions and alterations are done at cost price without any markup.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Note:

1. We are not providing RCC shelves in our projects as they cost more than Rs. 150/- per sft. Besides they are outdated and time consuming to make. Customers are suggested to make shelves with plywood or similar material.
2. Installation of grills in balconies, terraces and passages is not permitted to preserve the over all look and design of flat/villas.

Draft reply to query accepting some and declining the balance additions and alterations.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub.: Request for additions and alterations.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

We have received your request for additions and alterations vide your letter dated \_\_\_\_\_. In that regard please note that the additions and alterations requested by you shall be taken up as per your advice. However, the request made in point no. \_\_\_\_, \_\_\_\_ & \_\_\_\_ can not be taken up as such alterations are beyond our scope of work or not permitted changes as per company policy.

Some of the changes requested by you shall be at extra cost. Some alterations shall require materials to be sent to our site at your cost before a specified date so that they may be installed/fixed as per your request. Please contact our project manager at site for the details of additional charges and material required.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply to query for wood work without clearing dues.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

As per our company policy possession of villas/flats is not handed over to customers until all dues are cleared. However, we understand the need of some customers who wish to take up interior works (customer built furniture) before the last coat of paint and polish is completed.

We can give temporary possession of villas/flats to intending customers who wish to take up interior works. In such cases upon request the last coat of paint, polish and installation of CP and sanitary ware shall be withheld until the interior works are completed.

In such cases customers at best may withhold about Rs. 50,000/- and clear rest of the dues. Temporary possession for taking up interior works shall not be given otherwise. There is no justification for customers to withhold payments due to us and in its place invest amounts towards interior works.

We request you to please clear your dues as above so that we can permit you to take up your interior works.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxxx>

PS: Interior works can be taken up only after completion of works like flooring, bathroom tiles, first coat of paint, installation of grills and doors.

Draft reply to query for possession without clearing dues.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

As per terms of the sale of your flat/villa as mentioned in the booking form, agreement of sale and other deeds, possession of your flat/villa shall be handed over only on clearing all dues.

In case the sale deed for your villa/flat has not been executed, you shall be required to execute it before possession can be handed over.

At the time of taking possession of your villa/bungalow you shall be required to execute /sign the following documents:

- a. Owners Association membership enrolment form.
- b. Electricity meter transfer form.
- c. No due certificate.

We request your kind cooperation in this matter.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply to request for compensation due to delay in completion  
Option 1

To,

\_\_\_\_\_.

\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub.: Request for compensation for delay in completion.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

As per terms of sale mentioned in the booking form and agreement of sale, your villa / flat was to be completed on or before \_\_\_\_\_ with a further grace period of six months. Your villa/flat was completed within the stipulated time. Therefore, your request for compensation can not be entertained.

Please note that possession of the completed villa/flat shall be given to customers within 15 days of clearing all dues. Till such time the final coat of paint, polish and installation of CP and sanitary is normally not completed.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply to request for compensation due to delay in completion  
Option 2

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub.: Request for compensation for delay in completion.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

As per terms of sale mentioned in the booking form and agreement of sale, your villa / flat was to be completed on or before \_\_\_\_\_ with a further grace period of six months. Due to technical difficulties, the completion of flat/villa was delayed by about \_\_\_\_ months. However, as per our company policy compensation for delay in completion, at market rates of rental value (Rs. \_\_\_\_ per month in your case) is payable only to those customers who have paid their entire sale consideration along with the registration charges, VAT, service tax, etc., on or before the due dates mentioned in the booking form / agreement of sale.

In your case there has been a considerable delay in making the payments. As per our agreed terms an interest of Rs. \_\_\_\_\_/- is payable on the delayed payments. Further a sum of Rs. \_\_\_\_\_/- is still due to us. Therefore, your request for payment of compensation can not be entertained.

Please note that possession of the completed villa/flat shall be given to customers within 15 days of clearing all dues. Till such time the final coat of paint, polish and installation of CP and sanitary is normally not completed.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply to request for compensation due to delay in completion  
Option 3

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir/Madam,

Sub.: Request for compensation for delay in completion.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

As per terms of sale mentioned in the booking form and agreement of sale, your villa / flat was to be completed on or before \_\_\_\_\_ with a further grace period of six months. Due to technical difficulties, the completion of flat/villa was delayed by about \_\_\_\_ months. However, as per our company policy compensation for delay in completion, at market rates of rental value (Rs. \_\_\_\_ per month in your case) is payable only to those customers who have paid their entire sale consideration along with the registration charges, VAT, service tax, etc., on or before the due dates mentioned in the booking form / agreement of sale.

In your case there has been a delay in making the payments. As per our agreed terms an interest of Rs. \_\_\_\_\_/- is payable on the delayed payments. Further a sum of Rs. \_\_\_\_\_/- is still due to us. However, as a special case we have forwarded your request for compensation to our management for taking a final decision in the matter.

In the mean time you are requested to please clear all dues at the earliest. Please note that possession of the completed villa/flat shall be given to customers within 15 days of clearing all dues. Till such time the final coat of paint, polish and installation of CP and sanitary is normally not completed.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply to query for discount due to fall in real estate prices.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Your request for further discount.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

We have been in the field of real estate development for over 3 decades and have gone through several cycles of boom and bust. We believe that large size-high end segment of the residential market is most susceptible to ups and downs. Therefore, we have always focused on the middle income housing segment. In this current down turn the middle income housing segment has not been affected substantially. Our prices across all our projects are very reasonable and there is very little scope for correction.

Newspapers are consistently reporting that prices of real estate have fallen down by 15 to 20%. Some reports have also stated that prices have fallen down by over 30%. While it is true that in some markets prices have fallen down, but mostly, such reports are sweeping generalizations. Prices have fallen down in the metros, specially in areas where selling price was Rs. 10,000/- per sft and upwards. Some corrections have also happened in areas where sale prices were between Rs. 2,500/- per sft to Rs. 10,000/- per sft. However, the middle income housing segment remains largely un-touched, where prices were below Rs. 2,500/- per sft. At best prices have dropped by 5 to 10% in this segment.

We would like to thank you for the trust you have placed in our company and for choosing to do business with us. It may be extremely difficult for us to offer you any further discount at this stage. The eventual construction cost is still uncertain. However, we shall certainly review your request for a discount at the time of completion of your flat/bungalow based on your track record of payment.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>



Draft reply to query for discount due to decrease in material cost.

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Your request for further discount.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

We have been in the field of real estate development for over 3 decades and have gone through several cycles of boom and bust. We believe that large size-high end segment of the residential market is most susceptible to ups and downs. Therefore, we have always focused on the middle income housing segment. In this current down turn the middle income housing segment has not been affected substantially. Our prices across all our projects are very reasonable and there is very little scope for correction.

Contrary to public perception the cost of construction has not come down. While it is true that steel rates have substantially gone down over last 6 to 12 months, the rates of other building materials like, cement, sand, bricks and finishing material have remain unchanged. Even in the case of steel the rates have increased by 30 to 40% over a period of 2 years. Labour cost continues to increase every few months. We have seen the construction cost double over the last three to four years. We do not foresee any reduction in the construction cost over the next year or two.

We would like to thank you for the trust you have placed in our company and for choosing to do business with us. It may be extremely difficult for us to offer you any further discount at this stage. The eventual construction cost is still uncertain. However, we shall certainly review your request for a discount at the time of completion of your flat/bungalow based on your track record of payment.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply - Clarification regarding payment terms

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Clarification regarding payment terms.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

We offer our customers a choice of two payment options.

- a. Installment scheme – under this scheme customers may pay the sale consideration in installments periodically, through their own sources, from the date of booking to the schedule date of completion.
- b. Housing loan scheme – under this scheme the customer is required to pay their own contribution (margin money) within the first few weeks of booking. The balance amount will be released by the housing finance companies directly in our favour of the builder, as per their policy. Under this scheme customers are required to pay larger amounts upfront as the property is being registered in their favour.

Please note that unlike most other builders, the payment of installments are not linked to stage of construction. The initial installments collected of about 40% to 50% of the total consideration correspond to the approximate value of the land. The balance amounts are payable in installments up to the scheduled date of completion of the flat/villa.

You can be assured that your flat/villa will be completed on schedule. Till date we have a near 100% track record of handing over completed flats /villas on schedule.

We request you to please make payments as per the schedule agreed too. Interest may be charged in case of an unreasonable delay in makings payments.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft Request for payment – construction in advance stage

To,

\_\_\_\_\_.

\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Request for payment – construction in advance stage.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Flat/villa no. \_\_\_\_\_ is scheduled to be delivered on \_\_\_\_\_. Please note that we are ahead of/ <on> schedule and the RCC/brickwork/civil work of your flat/villa has already been completed. We are likely to take up the balance works shortly.

We request you to not delay the payment of installment nos. \_\_\_\_, \_\_\_\_ & \_\_ as the construction work is going on in full swing.

We request you to please release the over due payments at the earliest.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxxx>

Draft reply on stamp duty Registration charges and VAT

To,

\_\_\_\_\_.

\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Payment of stamp duty, registration charges, service tax and VAT

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Please note that apart from the sale consideration, stamp duty, registration charges, VAT and service tax are payable by the purchaser. These amounts are paid to the Government. Your booking form and agreement of sale clearly state that these charges are payable by the purchaser.

You will be charged VAT, service tax, stamp duty and registration charges on actuals at the rate applicable at the time of making these payments. Please note that these rates are subject to change from time to time.

You are request to please pay an amount of Rs. \_\_\_\_\_/- towards \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_ at the earliest.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxxx>

Draft reply on Complaints about construction defects

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Complaints regarding construction defects.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Construction of villas/flats can not be compared to products made in a factory under a controlled environment, produced by skilled labour with strict quality control. In spite of inspections at each stage by our quality control team, small construction defects are unavoidable.

At the time of taking possession we advise our customers to give us a written list of complaints regarding construction defects and we undertake to rectify them within 2 weeks before handing over possession. In that way customers can be assured that all defects are rectified.

At other times customers are requested to make the complaints in writing. Their complaint is forwarded to the Project Manager for taking action. The Project Manager sends an Action Taken Report to the Quality Control Team who in turn personally verify the action taken on each complaint along with a qualitative rating. The complaint is closed if work is completed satisfactorily, otherwise it is sent back for correction. The entire process is monitored by the Managing Director.

We request you to make your complaint in writing. On receipt of the complaint in writing we assure you that necessary action shall be taken.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply on Request for release of part/full housing loan

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Request for release of part/full housing loan.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

The release of housing loan tranches to the builder by the bank or housing finance company (HFC) is in general dependent on the progress of work. Each bank or HFC have their own norms for evaluation. Banks and HFCs will release the housing loan in two or three tranches.

Accordingly, we request you to write to your bank/HFC for release of about Rs \_\_\_/- lakhs. The balance amount can be released over a period of time as per the banks/ HFCs policy, linked to the stage of construction.

This relaxation in payment terms being offered to you should not be construed as waiver of payment terms mentioned in the booking form and the agreement of sale.

We request your cooperation in releasing the housing loan as soon as possible.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply on provision of drinking water through RO plant

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Provision of drinking water through RO plant.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Wherever feasible we are trying to provide bulk municipal water connections to our projects. However, in some areas municipal water is not available. In some cases even if municipal water is available there is no enough water for bulk supply. Therefore in such projects drinking water is provided through RO plants.

The capacity of RO plants being provided is 50% to 100% higher than the estimated requirement. The quality of water is similar to bottled water. In most cases, the cost of running RO plants are less than or equal to the cost of municipal water. Annual maintenance contracts for the RO plants are negotiated in advance at the time of its purchase.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxxx>

Draft reply on Cancellation charges

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Cancellation charges

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

As per the terms and conditions of your booking we are entitled to deduct cancellation charges equal to 15% of the total consideration. However, considering your request for reducing cancellation charges due to your personal difficulties, we have reduced the cancellation charges to Rs. \_\_\_\_\_/-.

We confirm that we have to refund an amount of Rs. \_\_\_\_\_/-. However due to the downturn in the market we shall refund this amount to you based on the availability of funds for the project.

We cannot give a firm date for the refund of the amount, but it shall be an endeavor to return this amount at the earliest possible date.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>



Draft reply on request for written complaints

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub: Request for written complaints

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

We are committed to providing good service to our customers. However, as an organization it is difficult for us to monitor and enforce oral complaints. We request you to send us a list of written complaints.

We have a process in place whereby, our engineers at site are required to send us an action taken report on your complaint. Complaints are monitored by our quality control and customer relations team. Your complaint is escalated and brought to the notice of the managing director incase of any default by our engineers, for taking appropriate action.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply to customer complaint letter

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub.: Your complaint letter dated \_\_\_\_\_.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Dear Sir/Madam,

The items mentioned in your complaint have been attended to. However, some of the items in the complaint have not been attended to for one or more of the following reasons:

- The work request for is beyond our scope of work.
- Some items may be completed only on payment of all dues and obtaining a post dated letter of possession.
- Some of the works requested shall not be undertaken by us as we do not entertain any major alterations or alterations to external appearance.
- Work is not completed for want of material from your side.
- Some works are not completed as per your requirement.
- Other reasons.

You are requested to contact the project manager at site and/or customer relations for further clarifications in this matter.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply regarding rescheduling of payment terms due to delay

To,

\_\_\_\_\_,  
\_\_\_\_\_.

Date:

Dear Sir / madam,

Sub.: Rescheduling of payment terms due to delay

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Dear Sir/Madam,

We regret to inform you that due to unavoidable circumstances and technical difficulties, there will be a delay in handing over possession of your flat. We have rescheduled the dates for delivery of flat nos. \_\_ to \_\_ in Block \_\_, \_\_ wing, from \_\_ \_\_ 2010 to \_\_\_\_\_ 2009.

As on date the following installments are due to us.

S. No.	Installment due date	Installment Amount

In light of the delay we have rescheduled your balance payment as follows:

S. No.	Installment due date	Installment Amount

We request you to pay the balance due as per the revised schedule. We hope to handover your flat as per revised schedule.

Thank You.

Yours sincerely,

<Managers Name>

<Managers Designation>

Mobile no. +91- <xxxxxxxxxx>

Draft reply regarding Pre-EMI offer

To,

\_\_\_\_\_.

\_\_\_\_\_.

Date:

Sub.: 'Pre-EMI free' offer.

Ref.: Your booking for villa/flat no. \_\_\_\_\_ at <project name> situated at <address>

Dear Sir / Madam,

We hereby confirm our offer for paying the Pre-EMIs (interest only) on the housing loan taken by you for purchase of the said flat on the following terms and conditions:

1. We agree to reimburse to you the interest paid on housing loan taken against the purchase of the said flat within 7 days of providing details of such payment.
2. You shall apply for housing loan within 15 days of booking and obtain approval for the housing loan within 30 days of booking.
3. You shall pay atleast 15% of the entire sale consideration along with stamp duty, registration charges, VAT & Service Tax within 30 days of booking.
4. The first tranche of the housing loan should be released in our favour within 60 days of booking.
5. The offer to pay interest or Pre-EMIs shall be limited to the period starting from release of the first tranche of housing loan up to the date of issue of 'Ready for Possession' notice by us or 18 months from date of booking, whichever is earlier.
6. This offer stands void in case of default of any of the above conditions by the Purchaser.
7. Other conditions mentioned in booking form, agreement of sale, construction agreement, sale deed, etc., shall apply.

Please sign a copy of this letter as your confirmation of accepting the above terms and conditions.

Thank You.

Yours sincerely,

Jagdish Kanaiya.  
GM – Sales

Confirmed & Accepted

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Draft letter from customer for permission to conduct house warming ceremony

From,

\_\_\_\_\_

\_\_\_\_\_.

Date:

To,

Asst. Manager - Customer Relations  
Modi Properties & Investments Pvt. Ltd.,

\_\_\_\_\_

\_\_\_\_\_

Sub.: Request for permission to conduct house warming ceremony.

Dear Sir,

I have booked flat / Bungalow no. \_\_\_\_\_ in the project known as \_\_\_\_\_  
\_\_\_\_\_ situated at \_\_\_\_\_.

I request you to permit me to conduct a house warming ceremony in the said flat / bungalow on \_\_\_\_\_. I further request you to permit me to use the club house for the same.

Thank You.

Yours sincerely,

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

For office use only – do not write here

Balance amount due including VAT, Service Tax, registration charges & extra specs charges			
Interest for delayed payment			
Permission granted		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Accountant		Asst. Manager Customer relation	
Date:	Sign:	Date	Sign





Sub.: Incidental charges for registration

The approved rates for incidental charges for registration are as follows:

1. For apartments where sale deed is registered for entire sale consideration and no construction contract is executed - Rs. 3,000/-
2. In case of apartments where semi-finished sale deed is executed along with construction contract with both being registered Rs. 4,000/-
3. In case of Bungalows where sale deed is registered along with development agreement and construction agreement Rs. 4,000/-

These rates shall be applicable from 1<sup>st</sup> September 2007. For earlier deeds the approval shall be taken on case to case basis.

**Managing Director**



Circular No. : 411(a) - Sales & Customer Relations

Date: 25.10.2007

Sub.: Allowance for exhibitions

Rani and Shailaja shall be responsible for making reservations for travel like hotel, buses, trains, etc. Payment for stalls, promotion material, etc., shall also be routed through them. Cheques may be issued wherever possible, however the request for such payment shall be made by Rani and Shailaja in writing to the respective accountants. For purchase of tickets, etc., upto Rs. 5,000/- in cash can be given on-account to Rani / Shailaja. Office Assistants of Customer Relation shall assist in booking tickets, hotels, etc. Wherever possible purchase tickets through an approved travel agent.

Allowance for lunch and dinner for attending exhibitions in twin cities shall be Rs. 40/- each. 3 tier sleeper class or 3 tier A.C. tickets and or A.C. or non A.C. bus tickets can be purchased for exhibitions out of town. The food allowance per day shall be Rs. 150/-. Hotel rooms on twin sharing basis per night upto Rs. 1,500/- shall be permitted.

Bills for tickets, hotels, allowances and other expenditure shall be submitted to the respective accountant within 2 working days of the last day of exhibition.

**Managing Director**

Sub.: Transfer of booking

The guidelines for transfer of booking shall be as follows:

In general the booking is not transferable to any third person. However, in exceptional cases the booking may be transferred to immediate blood relative or they can be made co-purchasers. Blood relatives shall strictly mean brother, sister, father, mother, son or daughter. It may be also transferred in the name of the spouse. In case of such a transfer a fresh booking form should be made and new agreements should be executed. The draft copy of request letter is enclosed.

Transfers can be made to third parties, but with the following conditions:

- g. Transfer can be made only after payment of entire sale consideration, VAT, Service Tax, Charges for additions and alterations, registration charges and other charges.
- h. A letter from the original purchaser (original letter not email) must be taken stating that he/she wishes to transfer the said flat/house and has paid the entire sale consideration (draft enclosed).
- i. The original purchaser shall join as witness in the sale deed. In case the purchaser is not able to join as witness he/she has to give a notarized affidavit stating that the flat may be registered in favour of the third party and they shall not claim any rights in the said property (draft enclosed).
- j. The booking form and the Agreement of sale in favour of the first purchaser shall be in force. The first purchaser may enter into an agreement with the third party at his own risk and cost.
- k. The subsequent purchasers shall not be entitled to make additions and alterations to the flat/house. Only first purchaser shall be authorized to make additions and alterations.
- l. We will register the sale deed in favour of the third party after the above formalities are completed.

No transfers will be made without receiving the entire sale consideration including VAT, Service Tax and Registration charges. The Subsequent purchasers shall obtain housing loans by entering into an agreement with the first purchaser. We will not enter into any agreement with subsequent purchaser.

Managing Director.

Circular No. : 413(a) - Sales & Customer Relations

Date: 20.12.2007

Sub.: Follow up for exhibition enquiries

All enquiries received at the exhibition must be entered into CIS Database and an SMS must be sent to all visitors at the exhibition within 48 hours as per the format given below:

SMS format:

“Thank you for visiting our stall at the Indian Property Show, Dubai. For details visit [www.modiproperties.com](http://www.modiproperties.com) or call Jagdish at +91-9246348823”.

The SMS must be sent through Tata USB Modem.

Wherever email is available please send a email to the visitors at the exhibition, the following day after sending the SMS as per the following format:

Email Format:

Sub.: Indian Property Show, Dubai.

Dear Sir/Madam,

Thank you for visiting our stall at the Indian Property Show, Dubai.

Our current projects in Hyderabad are:

6. Mayflower Heights – 280 flats on 4 acres – Mallapur, near Habsiguda.
7. Silver Oak Bungalows – 400<sup>+</sup> bungalows on 40 acres – Cherlapally.
8. Paramount Residency – 260 flats on 3 acres – Nagaram, Keesara.
9. Nilgiri Homes – 95 Bungalows on 6.5 acres – Rampally, Keesara.
10. Greenwood Residency – 345 flats on 6 acres – Kowkur, Bollaram.

Details of our projects including availability, pricing, plans, brochure, current status, etc., are available on our website [www.modiproperties.com](http://www.modiproperties.com) .

For any further details please free to write to me at [jagdish@modiproperties.com](mailto:jagdish@modiproperties.com) or call me at +91-9246348823 / 9949348823.

Regards

Jagdish Kanaiya

Ensure that you replace the name of the exhibition and the name of the executive appropriately. The description which has to be updated has been underlined in the above format. For enquires of specific projects, ensure that the name and number of the relevant executive is given.

Managing Director.

Sub.: Sub.: Details of incentives for FY 2009 -10 for Q1 only (April to June 09).

Incentives for Q1 of FY 2009 – 10 shall be revised as follows:

PMR: 1 BHK – Rs. 8,000/-, 2 BHK – Rs. 12,000/- & 3BHK – Rs. 16,000/-  
GMG: 2 BHK – Rs. 12,000, & 3 BHK Rs. 16,000  
GWE: 2 BHK – Rs. 12,000/- & 3 BHK Rs. 16,000/-  
MFH: 2 BHK – Rs. 12,000/- & 3 BHK Rs. 16,000/-  
SOB, MNM, KNM & VSC : Rs. 24,000 per bungalow

Incentives will be divided into 4 parts.

- 25% towards booking
- 25% on reaching quarterly target
- 25% on exceeding quarterly target by 50%.
- 25% shall be divided amongst the team on achieving the team targets.

Individual targets for each Manager and Asst. Manager shall be 6 units per quarter, 4 units for each executive per quarter and 4 units for sales coordinator per quarter. Team targets per quarter shall be as follows: MFH – 15, SOB – 9, MNM – 6, PMR – 12, GWE – 12, KNM – 6, VSC – 4 & GMG - 24. These targets are final and payment to sales team shall be made only on achieving the targets. The sharing ratio of team targets shall be at the discretion of the M.D.

Incentive for referral by a Sales Manager/Executive for other projects shall be 50% of the total incentive in case the booking is made exclusively by the executive and in other cases it will be shared and full incentive shall be paid. Bookings made in other project shall not be counted as part of respective individual targets, however shall be considered for team target.

**Managing Director.**

Circular No.: 415(a) - Sales & Customer Relations  
Sub.: Quality control and follow-up for all leads

Date: 14.08.08

Swapna has been appointed to call up or send an email for all the leads received, after a period of 15 days from the date of receiving the lead. This is to check if all customer have been provided with adequate information. It will ensure that all leads are adequately attended to and will also give us a feedback about the quality of service being provided by the sales managers/executives.

The standard format/questionnaire for each type of lead shall be as follows:

Case I: Leads from advertisements, SMS and paper inserts with phone nos.

Good morning / good afternoon /good evening.

Sir/Madam, I am Swapna calling from Modi Properties.

I would like to take a minute for our quality control survey.

You have enquired about our project, the <Project name> on the <day> of <month>.

Q1. Sir/Madam, did you receive a brochure of our project?

Q2. Sir/Madam, has an executive from our company met you?

Q3. Did you visit our site?

Q4. Sir/Madam, were you given adequate information about our project? (Ask this question only if the answer to question 2 or 3 is yes).

Q.5 Sir/Madam do you have any complaints or suggestions?

Thank you very much for your kind cooperation.

Case II: Leads from exhibitions with phone nos.

Good morning / good afternoon /good evening.

Sir/Madam, I am Swapna calling from Modi Properties.

I would like to take a minute for our quality control survey.

You have visited our stall at the <exhibition name> on the <day> of <month>.

Q1. Sir/Madam, did you receive the brochures of our projects?

Q2. Did you visit our site?

Q3. Sir/Madam, were you given adequate information about our project?

Q.4 Sir/Madam, do you have any complaints or suggestions?

Thank you very much for your kind cooperation.

Case III: Leads by email with phone nos.

Good morning / good afternoon /good evening.

Sir/Madam, I am Swapna calling from Modi Properties.

I would like to take a minute for our quality control survey.

You have sent us an email on the <day> of <month>.

Q1. Sir/Madam, have you received a reply to your email?

Q2. Sir/Madam, has an executive from our company met you? (Ask this question only if relevant)

Q3. Did you or your representative visit our site? (Ask this question only if relevant)

Q3. Sir/Madam, were you given adequate information about our project?

Q.4 Sir/Madam, do you have any complaints or suggestions?

Thank you very much for your kind cooperation.

Case IV: Leads generated through cold calls with phone nos.

Good morning / good afternoon /good evening.

Sir/Madam, I am Swapna calling from Modi Properties.

I would like to take a minute for our quality control survey.

Our executive has met you on the <day> of <month>.

Q1. Sir/Madam, did you receive a brochure of our project?

Q2. Did you visit our site?

Q3. Sir/Madam, were you given adequate information about our project?

Q.5 Sir/Madam do you have any complaints or suggestions?

Thank you very much for your kind cooperation

Case V: Leads generated through walk-ins with phone nos.

Good morning / good afternoon /good evening.

Sir/Madam, I am Swapna calling from Modi Properties.

I would like to take a minute for our quality control survey.

You have visited our project the <Project> on the <day> of <month>.

Q1. Sir/Madam, did you receive a brochure of our project?

Q2. Were you attended to by an executive?

Q3. Sir/Madam, were you given adequate information about our project?

Q.5 Sir/Madam do you have any complaints or suggestions?

Thank you very much for your kind cooperation

Case VI: Leads by email without phone nos.

Skip.

Case VII: Leads with address and no phone nos or email address.

Skip

One copy of response form to be filed in the office and one copy sent by email to the respective site.

Managing Director.

Quality Control Response Form.

Date of call		CIS No	
Time of call		Customer Name	
Call made by		Phone / email	
Sign		Lead assigned to	
		Lead for Project(s)	
Source of Lead	SMS / Phone / Call Reference / Cold call / Estate agent / Exhibition / Paper insert / Walk in / Old Customer / Staff Contractor / Supplier / Business associate / Kiosk / Email / Other:_____		
Customer's Response			
A1)			
A2)			
A3)			
A4)			
A5)			
Remarks:			
Info sent to:		Date:	



Circular No.: 416(a) - Sales & Customer Relations

Date: 15.10.08

Sub.: Monitoring work of sales executives

Sales Executives shall report to Hari Mehta once a week either at the Head Office or at site as per schedule given by Hari Mehta and revised from time to time. Hari Mehta shall specifically check the following:

8. Database including CIS, Leads and prospect report is properly maintained.
9. A file with prospect report, call report and copies of CIS sheets of all customers in the prospect report is properly maintained.
10. Prospect report is to upto date.
11. Check leads report for dead leads. All leads marked dead must be certified by respective sales managers.
12. Filing of all reports at site.
13. Check call report. Ensure that atleast 20 customer visits are made per week.
14. If any executive misses the weekly meeting, they may reschedule it on an other date. Executives cannot miss the weekly review without prior permission in writing.

Soham Modi

Sub.: Complaints form and action taken report (ATR).

In order to ensure that the complaints of customers are attended to. It is important that we document their complaints and engineers /customer relations must record their action taken on the complaints. Towards that end from hereon an action taken report shall be submitted by the Project Managers within 2 weeks of receipt of complaint as per the format enclosed. Project Manager may restrict the ATR only to matters relating to site work. Whenever required the customer relations team can also make an ATR and file the same.

A format for customer complaints and suggestions is also enclosed. You may request the customers to fill the form. In case the customers gives a complaint list by email or by way of a separate letter attach the first sheet of the complaint form duly filled in (customer sign not required).

Original complaint should be filed in the customer file and a copy must be given to M.D. and Customer Relations.

Customer Relations must follow-up for ATR within 2 weeks of complaint. The original ATR should be filed in the customers file.

About 10 copies of complaints form should be readily available at each site and HO.

Managing Director.

The sales team is being reorganized into 3 separate verticals. This circular briefly lists out the organization, activities and responsibilities of the sales teams.

Verticals:

28. The first vertical shall consist of front desk executive, sales executive and sales manager for all the sites and shall operate from site offices. The teams shall be:

- a. MFH + GMG – Jagdish, Swapna, Venkatesara Rao and Karunakar Reddy.
- b. PMR – Deshmukh, Naveena & Nagi Reddy,
- c. MNM + VSC – Gopi, Narsimha Reddy and Swetha Verma,
- d. GWE + KNM – Purushotham Reddy, Jagadishwar Reddy, Madhavi & Sairam.
- e. SOB – Jagdish, Madhu Mohan Reddy and Swetha.

The first vertical shall be responsible for site based sales and promotional activities which we are doing conventionally.

29. The Second vertical will be managing:

- e. Promotions like paper Ads, website, exhibitions, property portals, etc.,
- f. Direct sales to investors.
- g. Promotions through mailers and email.
- h. Liaisoning with agents and consultants.

Second vertical shall be headed by Prashanth. Prabhakar shall assist Prashanth on a full time basis to target investors. Shailaja shall be responsible for advertisements and attending to enquiries at Head Office. Rani shall be responsible for maintaining website, databases and sending mailers/emails. A tele-caller will be assigned for setting up appointments with investors. Murali and Kamaldas shall assist in maintaining hoardings, sign boards and in all other activities. Shivaraj shall assist Rani & Shailaja.

30. Third vertical will be headed by Satish. 2 executives and a tele-caller will be assigned to him. He shall operate from Silver Oak Bungalows. The third vertical will be responsible for direct sales to corporates and kiosk activity.

31. Database: Prashanth shall be responsible for acquiring Databases. Satish shall also try to acquire Databases whenever possible. Data entry will be done by front desk executives at site. Rani shall maintain the data base copies at H.O. Databases shall be acquired for three purposes:

- a. For direct sales to investors. Eg.: List of Doctors, Lawyers, C.As. Jewelers, HNIs., investment advisors, IAS officers, luxury goods customers (auto, credit card, etc.,).
- b. For sending mailers and emails. Eg.: IT companies, Genome Valley, Industrial areas, public sector companies, government undertakings, government employees, etc.

- c. For direct sales to corporates, Kiosk activity and presentations. Eg.: IT companies, Industries, Genome Valley, Industrial areas, public sector companies, government undertakings, etc.

The databases may be having overlapping data.

- 32. Exhibitions: Prashanth, Shailaja shall ensure that we participate in all property exhibitions. Shailaja shall prepare a duty roaster for all executives for manning the stall at exhibition. One manager shall be present between 4 and 7 p.m. on all days. Prashanth shall ensure quality of promotions material is upto the mark.
- 33. Agents & Consultants: Prashanth shall liaison with agents and consultants and arrange for tie-ups with them.
- 34. Mailers: Rani shall be responsible for preparing the mailers. Draft for all mailers shall be approved by the M.D. and filed in an approved draft file. The soft copy along with PDF document shall be maintained on the server. Minimum of 50 mailers with addresses and 100 mailers without addresses shall be sent every day. Report no. of mailers send every fortnight by Rani shall be presented in the sales meeting.
- 35. Email: Rani shall be responsible for sending email campaigns. Project specific emails shall be forwarded to respective sales managers. All other emails should be replied to by Prashanth. Aruna shall be responsible for forwarding these emails. Draft format of replies should be approved by M.D. and kept in a separate file.
- 36. Buy-back scheme: Only Prashanth and Prabhakar shall be authorized to offer the buy-back scheme to investors. All other executives shall forward such enquires to Prashanth.
- 37. Maintenance of CIS Database: Client info sheets, call reports and prospect reports shall be maintained and updated on a daily basis. Each executive/manager will carry a file with the prospect report and CIS sheet for all customers in the prospect report.
- 38. Data Entry: Front desk executives shall be responsible for data entry. They can take help of data entry operators at site. Sairam shall be responsible for entering leads received across all the projects into a single database on a fortnightly basis. Swetha shall be responsible for entering leads from exhibitions outside the country.
- 39. Hoardings and sign boards: Each sales manager/Asst. manager shall be responsible for maintaining hoardings and sign boards related to their site. They will send a email for repairs and installation to Shailaja for her to follow-up. Maximum stock of 6nos. – 6x4 flex and 3nos. - 8/12 flex shall be maintained and a minimum stock of 1- 2x6 and 8x12 flex shall be maintained. Murali and another supervisor shall be responsible for maintenance (Murali: MFH, SOB, GMG & MNM), (Another supervisor: GWE, PMR, KNM & VSC).
- 40. Brochure design and stock statement: Shailaja shall present a stock statement of brochures and flyers every fortnightly during the sales meeting.

41. Leads statement: Shailaja shall present a statement of leads received every fortnightly during the sales meeting. All front desk executives shall be responsible for sending email as per prescribed format giving details of the leads.
42. Meetings: Collections meetings shall be held on alternate Thursdays. Only managers, asst. manager and entire customer relations team shall be required to attend. Sales meeting shall be held on alternate Thursdays and all sales staff and managers of customer relations are required to attend.
43. Weekly reports: Hari Mehta will check prospect reports, leads reports, call sheets and CIS of all executives and managers once a week. He shall submit a report on each manager and executive on the same day.
44. Responsibilities of Anand Mehta: Anand Mehta shall assist Prashanth in liaising with agents and consultants. Anand Mehta shall also on a daily basis monitor and oversee activities of the third vertical i.e., Satish and his team.
45. Responsibilities of Hari Mehta: Hari Mehta shall monitor and oversee the activities of the second vertical i.e., Prashanth and his team (except agents and consultants). He shall further inspect and quiz all executives and managers once a week.
46. Distribution of gifts: Rama Babu shall be incharge of stocking and distribution the gifts as per procedures established.
47. Kiosk activity: Atleast one kiosk shall be setup every day of the week. Two executives shall be assigned to Satish for that task. In the meantime a duty roaster for manning the kiosk by other executives has been prepared. Swetha shall include kiosk activity in the leads report.
48. Local Mailing activity: Each sales manager/asst. manager shall ensure that door to door mailing activity is taken up atleast once a week in their area.
49. Property portals: Rani shall ensure that our projects are promoted on 3 to 4 property portals on a rotation basis at any given time. Promotions on Google and Yahoo shall be operational at all times.
50. Quality Control: Quality control shall be undertaken as per circular no. 604(a). Hari Mehta shall enforce it. Quality control shall be redistributed as follows:
  - KNM, GWE – Swetha
  - SOB, MFH – Naveena
  - VSC, GMG – Madhavi
  - MNM, PMR – Swapna.
51. Availability status: Since the verticals are operating independent of each other, the database and availability list shall be maintained upto date at all times. Every team shall be authorised to take bookings without reference to each other.

52. Paper inserts: Each team at site (first vertical) shall undertake paper inserts activity once every 4 weeks (25,000 Nos.). Murali shall assist them.
53. Liaisoning for database acquisition and kiosk activity: Srinivas Reddy shall assist Prashanth, Hari Mehta and Anand Metha for these activities on Tuesday, Thursday and Saturday (full day) and Monday, Wednesday, Friday (half a day). Srinivas Reddy shall also assist Satish in getting permissions for placing kiosk.
54. Follow-up of SMS, email after the exhibitions: Emails, SMS thanking customer for visiting stall shall be send as per Circular No. 415(a) from site office.

Managing Director.

Circular No.: 420(a) - Sales & Customer Relations

Date: 18.02.2009

Sub.: Forwarding enquires received through emails.

Aruna shall be responsible for forwarding emails to relevant manager/executives that are received in [info@modiproperties.com](mailto:info@modiproperties.com) .

<b>S.No.</b>	<b>Enquiry from</b>	<b>Project</b>	<b>Forward to</b>
1.	Indiaproperty.com	MFH	Jagdish
2.	99acres.com	KNM	Purushotham
3.	Magicbricks.com	SOB & others	Relevant sales managers. Forward general enquiries to Prashant.
4.	Just dial	NA	Prashant
5.	www. modiproperties.com	NA	Prashant
6.	Sulekha.com	NA	Prashant
7.	Any other enquiries / sale enquiries	NA	Prashant
8.	Customer related enquires	NA	CR & respective project managers

Mark all the copies to Soham Modi and Hari Mehta

Soham Modi.

Circular No.: 421(a) - Sales & Customer Relations

Date: 02.04.2009

Sub.: Conveyance for using personal cars

Sales executives and managers may use their personal cars for site visits. They shall be responsible for pick-up and drop of the customers. It will also give them an opportunity to spend time with the customer.

Conveyance shall be paid to the sale executive for site visit (pick-up & drop) as follows:

- Sites shall be grouped as follows:
  - Group I – GMG, MFH
  - Group II – SOB, MNM, VSC & PMR
  - Group III – GWE & KNM.
  
- Conveyance of Rs. 300/- will be paid for site visit within 1 group and conveyance of Rs. 500/- will be paid for site visit for more than 1 group.

An entry in the taxi register at site will constitute the proof of site visit. You may make a claim through a voucher mentioning details like date, time, register I.D. no., sites visited and name of customer. Forward the voucher to Mr. Hari Metha for approval. After approval Hari Metha will forward it to Rambabu (audit team) for verification with taxi register before forwarding it to accountant.

Sales team is advised to use company vehicles wherever possible. Further, sales executives and managers should accompany the company vehicle, whenever possible for pick-up and drop of the customer.

Prashant shall ensure that all cars have brochures of all projects (blue brochure), album of photographs and company profile color printout. The same should be checked and updated once in a week.

Customer relation managers/executives may also use their cars for site inspection by bankers/valuers. The conveyance charges and procedure for approval of vouchers shall remain the same.

Soham Modi.



Sub.: Filing procedure for complaints, ATRs and additions & alterations requests.

A Great deal of confusion is prevailing with respect to maintenance of these records. To correct the situated this circular is being issued.

Files to be maintained:

At site

1. Pending complaints file – one file for entire project/phase.
2. Completed complaints file with ATR – one file for entire project/phase.
3. Additions and alterations file - flat file must be maintained for each flat/villa, both sold and unsold.
4. QC report + self check report + ATR on QC report - flat file must be maintained for each flat/villa, both sold and unsold. In case of flats QC reports file for RCC work can be maintained separately for each block/wing/core.

At CR Division

1. Pending complaints file – one file for entire project/phase.

With accountants/ Aruna.

1. One flat file each sold flat/villa.
2. One file project/phase/block wise for completed QC reports.
3. One file for KNM, SOB, VSC & GWE – pending complaints file – MDs copy.
4. One file for MFH, GMG, PMR & MNM – pending complaints file - MDs copy.
5. One file for KNM, SOB, VSC & GWE – pending QC reports file – MDs copy.
6. One file for MFH, GMG, PMR & MNM – pending QC reports file - MDs copy.
7. Inward /outward for QC reports and ATR on QC reports.

AT QC Division

1. List of request for QC report & current status.

Customer complaints received at site (original) and ATRs on customer complaints must be sent to Sunitha at head office on the same day. Similarly CR to inward complaints received by them with Sunitha and send a copy of site/MD. To the customer complaint attach the complaint form given herein. Original to be filed in customer file and copy to be maintained by Cr, MD and site.

In case of request/complaints for additions and alterations, respective project managers must send an ATR stating that changes will be made at an appropriate time and file the complaint in the additions & alterations file of the flat/villa. Any doubts should be clarified with MD during his site visit. Duly signed estimates for charges /refunds must be filed here and copy sent to CR team.

Copies of QC reports and ATRs on QC reports must be filed flat/villa wise at each site. QC reports and ATRs on QC reports must be sent to Aruna at HO every Saturday so that the reports can be numbered. Alternately, ATR on QC reports can be sent to the QC team who in turn will send it HO on Saturday. QC need not maintain copies of QC reports or ATRs.

Customer complaints and ATRs on customer complaints are being maintained by the CR team. QC reports and ATRs on QC reports are being maintained by QC team at HO. Project managers should be clear about the distinction between the two.

Aruna to update MDs files before site visit on Tuesday and Thursday.

Padmanabha has been authorized to inspect, advise and send report about any defaults in maintaining the above procedure/files. Project managers, QC team & CR team shall extend their full cooperation to him.

Soham Modi.

Memo No.	Date	Description
913/1	12.12.08	Clarification regarding complaints and action taken report
913/2	23.4.09	Note on bridge loan
913/3	20.7.09	Regarding refund of service tax
913/3/a	19.9.09	Undertaking for service tax
913/4/b	15.9.10	Review of accounts and stage of construction
913/5		
914/2	26.3.09	Checking of website
914/4	09.04.09	Brochures to be sent
914/5/a	20.4.09	Details of reports to be submitted by Harry, Shailaja & Rinky
914/6	27.4.09	Clear books & Albums
914/7	2.5.09	Note on website corrections and PPTs
914/8	2.5.09	Prospect list and CIS report
914/11	15.6.09	Schedule of works at HO
914/12	17.7.09	Special offer of rent to help collections
914/13	27.7.09	Note on hoarding/flex
914/13/a	31.08.09	Note on hoardings/flex - revised.
914/14	5.8.09	Plans on website
914/15/2	20.8.09	Plot size rectification
914/16	16.11.09	CIS sheet additional information
914/18	28.7.10	Information for sale executives
914/ 19	04.08.2010	Possession of flat/villa
914/ 20	11.08.2010	Redirecting email

To,  
Project Managers, Admin Officers & Customer Relations,

Sub.: Clarifications regarding complaints and action taken report.

Details of complaint form and action taken report has been given in Cir. 417(a) dated 12.11.2008. The procedure for filing the report shall be as follows:

- a) All original complaints and reports received at site with the complaint form attached shall be sent to the head office to Sunitha. She will make an entry in the inward register and forward it to Ram Babu.
- b) Ram Babu shall maintain a separate tray on his desk for complaints and action taken reports.
- c) Ram Babu shall make two copies of the complaint, one for customer relations, one for the M.D. and the original to be filed in the customers file lying with the accountant.
- d) The pending complaints file shall be maintained separately for each project with CR. All copies of complaints should be filed in it.
- e) Action taken report should also be sent to Sunitha for inward no. and then sent to Ram Babu.
- f) If all complaints have been addressed too in the ATR then the complaints shall be removed from the file attached to the ATR and sent to the accountants for filing. A copy of the ATR to be sent to M.D. This will ensure that only pending complaints are left in the file of each project.
- g) In case all points in the complaint are not addressed in the ATR, sent the ATR for filing to the accountant and keep a copy of it in the pending complaints file.
- h) Complaints received at Head Office shall also be inwarded and a copy sent to the respective site.

**Soham Modi.**

Note on bridge loan for customer.

1. A bridge loan shall be provided to customers by subsidiaries and associate firms of Modi Properties under which there are 8 current projects. The bridge loan shall be provided by the firm which is developing the project to its customers.
2. Bridge loan shall be provided to those customer who are eligible for a housing loan that is less than 80% of the total cost of the flat /villa. Total cost shall include sale consideration, taxes and registration charges.
3. The maximum amount of bridge loan that can be given to the customer is 15% of the total cost of the flat/villa. In cases where the sum total of housing loan+ bridge loan exceeds 80% of the total cost, the bridge loan shall be reduced, such that, the bridge loan + housing loan = 80% of the total cost.
4. The bridge loan shall be for a period of 5 years with an interest calculated at the rate of 9% on the diminishing balance. The EMI for the said loan shall be Rs. 2,075/- per lakh per month.
5. In case the customer repays the entire bridge loan within 12 months, then all interest charges shall be waived.
6. In case of default in repayment of bridge loan for more than 3 months penal interest shall be charged.
7. The interest for the loan shall be charged from the schedule date of handing over possession irrespective of actual date of possession. Any delay in payment of balance consideration for taking possession shall be to the customers account.
8. The bridge loan shall be an unsecured loan. The customer shall be required to give 60 PDCs for EMIs + 2 bank security cheques + undertaking letters for repayment of loan.
9. A loan agreement shall be executed with the customer and the terms and conditions mentioned therein shall apply.
10. Bridge loan cannot be offered to the customer until the booking is made. Further, bridge loan can be offered after sanction letter for housing loan is obtained. A formal offer in writing for providing the bridge loan would be given after housing loan sanction is obtained and the customer pays the balance own contribution and other taxes.
11. This bridge loan shall be offered to selected customers only after the approval from the M.D. Under no circumstances shall this offer be made public or given to any customer without prior approval of the M.D. This offer is being made to retain bookings that are likely to get cancelled where customers are unable to arrange the last 10% to 15% of sale consideration.
12. This offer is valid for a limited period only.

Soham Modi

To,  
Customer Relations team,

Some customers of Gulmohar Gardens and Silver Oak Apartments are requesting for refund of service tax. Wherever service tax has not been refunded and request for refund of service tax is made by the customers, inform the customer as follows:

1. We have debited service tax to each customer based on interpretation of the law as per legal advice given to us. The law has been amended several times by way of notifications and clarifications by the service tax department.
2. We were given to understand that all pending issues and clarifications with regard to applicability of service tax were resolved by the second half of 2008. Accordingly we have send refunds to some customer as per our interpretation of applicability of service tax.
3. However, another circular was issued on 29.1.09 by the department which has once again created uncertainty about applicability of service tax to builders. The Service Tax Department of Hyderabad has written to central board for clarifications in the matter. We hope to receive the clarifications in the next few months.
4. General Sales Tax (GST) will replace VAT and service tax from 1.4.2010. We expect to receive the clarity in the matter by then and therefore it shall be endeavor to refund any excess payment made towards service tax by 31.3.09.

Customer Relation team is requested to give this information orally and not in writing.

Soham Modi.

Sub.: Undertaking for service tax

A List for all the projects for payment of service tax wherein service tax has been remitted to the government and debited to the customer has been prepared, approved and provided to CR team.

For all other customers undertaking for payment of service tax should be collected @ 4.12% of the total sale consideration less the value of sale deed. Do not include cost of stamp duty, registration charges, VAT, etc.

PDCs for service tax should be collected as follows:

- a. For service tax liability upto 50,000 – take 3 PDCs stamped as not exceeding 20,000/-
- b. ST liability between 50,000 to 1 lakh take 3 PDCs marked as not exceeding Rs. 40,000/-
- c. Service tax liability between 1 lakh and 1.50 lakh take 3 pdc's marked as not exceeding Rs. 60,000/-
- d. Service tax liability more than 1.50 take 3 pdc's marked as not exceeding Rs. 75,000/-

Use rubber stamps for the above. PDCs must be undated without any amount filled in. PDCs should be A/c. payee in favour of the builder.

Customer who do not agree to give undated blank PDCs shall be required to make a security deposit @ 4.12% as given above.

Soham Modi.

Sub.: Review of accounts and stage of construction.

Accountants are preparing a statement of payments made to contractors along with debit and credit balances on 20<sup>th</sup> of each month. The same is being compared with the billing database maintained by Nagalaxmi. A review of statement shall be made during my site visit on the below dates. Nagalaxmi is advised to be prepared with the statement and be present at the site during my site visit.

1. GMG/MFH/MNM – 4<sup>th</sup> Tuesday of every month.
2. GWE/KNM/SOB – 4<sup>th</sup> Thursday of every month.

At each site stage of completion of each flat / villa is being assigned to the project managers along with due dates in consultation with the customer relations team. I propose to make this a periodic arrangement and customer relation managers shall meet me at site during my site visit as follows:

1. MNM & PMR – 2<sup>nd</sup> Tuesday of every month.
2. MFH/GMG – 3<sup>rd</sup> Tuesday of every month.
3. GWE – 2<sup>nd</sup> Thursday of every month.
4. SOB/KNM – 3<sup>rd</sup> Thursday of every month

CR managers shall be prepared with the recommendations for the stage of construction a day in advance.

CR managers, Nagalaxmi shall remind the M.D. personally one day in advance.

Quality control team shall meet at site during my site visit as follows:

1. GMG - 1<sup>st</sup> Tuesday of every month
2. GMG - 3<sup>rd</sup> Tuesday of every month

Soham Modi.

PS: Stages of construction

Stage of work	- Definition
Stage 0	Civil Work including RCC, brick work, plastering, compound wall, PCC in portico, site leveling, etc.
Stage I	Plumbing GI & PVC, water proofing, roof tiles, cladding.
Stage II	Bathroom tiles, flooring, painting upto 1 <sup>st</sup> Coat, kitchen granite, main door and lock, utility, portico tiles, pavers, lawn leveling, etc.
Stage III	Electrical, windows, grills, doors, staircase railing, French windows, etc.
Stage IV	CP, Sanitary, final coat paint, final floor polishing.



Sub.: Note on handing over possession of mortgaged flats/villas.

In order to handover possession of mortgaged flats/villas for which the mortgage is not released, Ensure that the following payments are collected and documents executed:

1. Booking form
2. Agreement of sale
3. Ensure 80% of sale consideration is collected.
4. Undated cheque for balance sale consideration.
5. Undated cheque for registration charges.
6. Undated cheque for other charges like service tax, VAT, etc.,
7. 6 maintenance cheques.
8. Collect full corpus fund.
9. Collect membership enrolment form.
10. Complete possession authorization form, do not handover letter of possession, no due certificate. Collect electricity transfer form.
11. Keep sale deed / construction agreement signed from buyer side. Do not execute till mortgage is released.
12. Collect service tax undertaking and PDCs.
13. Collect draft letter 1 and draft letter 2 enclosed herein. Letter one should be dated as per booking form and letter two dated as per possession date.

Soham Modi

Internal Memo No. 914/2 – Clarification on sales division

Date: 26.03.2009

To,  
All Front Desk Executives,

Sub.: Checking of website

Check the website pages related to your project and compare the same with the brochure, pricelist, etc. Check for spelling mistakes. Open each and every plan and compare it with the brochure. Ensure that plans are of reasonable size (in KB or MB) and can be easily opened and viewed. The website has been last updated on \_\_\_\_\_. Send your comments with suggested corrections on every Monday evening along with your leads reports summary to rani@modiproperties.com

Soham Modi.

Internal Memo No. 914/4 – Clarification on sales division

Date: 09.04.2009

To,  
All Sales Managers,

Sub.: Brochures to be sent

Hereafter brochures to be sent for SMSs received at site shall be done from site itself. Request for number of brochures you require from the Head Office. Ensure you have about Rs. 1,000/- worth of stamps at site at all times. Paste the brochure with Rs. 15/- worth of stamps, seal the envelope and attach the printed label to the brochure.

You may send the brochures to the nearest post box or post office. Do not send more than 15 brochures in a day from same post box or post office.

Front desk executives responsible for this activity shall be as follows:

Madhavi	-	KNM, GWE
Swetha Verma	-	VSC & MNM
Naveena	-	PMR
Swapna	-	SOB
Swetha	-	MFH, GMG
Shailaja	-	H.O.

Soham Modi.

Sub.: Details of reports to be submitted by Harry, Shailaja & Rinky.

1. Details/reports to be submitted on every alternate Thursday at the time of sales meeting.
  - a. Stock statement of brochures, flyers and flex.
  - b. Schedule for display ads, classified ads and other ads.
  - c. Details of advertisements on web portals.
  - d. Details of paid hoardings.
  - e. Details of leads (fortnightly) using data generated by the CIS database.
  - f. Details of exhibitions.
  - g. Details of leads received from SMS campaign.
  - h. Details of tie-ups with consultants/ estate agents along with expiry date and no. of booking made through them.
  
2. The artwork/drafts for the ads which are appearing on weekends shall be brought for approval of the M.D. at 10.30 am on the preceding Saturday. They shall include:
  - a. Artwork for display and display classified ads.
  - b. Classified ads.
  - c. Other classified ads.
  - d. Flex for hoardings and boards.
  - e. Email /SMS campaign.
  - f. Draft letters for mailers.
  - g. Draft responses for queries from customers.
  - h. Promotions expenditure statement from database – once a month
  - i. Statement of common expenses from GWE – once a month

Soham Modi

Internal Memo No. 914/6 – Clarification on sales division

Date: 27.04.2009

To,  
All Front Desk Executives,

Sub.: Clear books & Albums

Following clear books and albums have to be maintained at site:

1. 1<sup>st</sup> Clear book should have the following:
  - b. List of our competitors projects along with pricing
  - c. A brochure for all the projects
2. 2<sup>nd</sup> second clear book of each site which has the following
  - a. News paper clips as on website – clear copies should be obtained from aruna.
  - b. On time payment discount letter - draft
  - c. Price challenge letters - draft
  - d. List price of all the projects.
  - e. Availability status of all the projects.
3. An up to date photographs of all the projects. Photographs shall be filed in order project wise. Photographs should match with the photographs in the website.

Soham Modi.

Internal Memo No. 914/7 – Clarification for sales division

Date: 2.05.2009

Sub.: Note on website corrections and PPTS

An email will be sent by all front desk executives every Monday evening to ranjith and M.D. regarding corrections that are to be made to the website. Front desk executives shall check all pages of their respective projects. They shall open each and every page. They can send a report stating that there are no errors, if they are none. But under any circumstances a report has to be send.

Shailaja shall prepare a price list atleast 3 to 4 days in advance and present it for M.Ds approval on every preceding Saturday. The pricelist shall also be approved by Sambasiva Rao and email of price list shall be sent to respective sales managers for verification. Sales managers should shall reply regarding corrections within one day.

All front desk executives shall ensure that the price list in all brochures are correct. They should also ensure that 'Modi Properties price challenge price guarantee' flyer shall be stapled on the front of the pricelist. Ensure that Flat /villas price challenge is stapled to flat/villas projects respectively.

Each front desk executive shall maintain a stock of minimum 15 brochures of their project at site. When the brochure quantity reaches for 15, an order for 20 brochure shall be made to the H.O. Therefore, the maximum stock to be maintained at site is 35. 5 brochures of all other projects without pricelist shall be maintained at site. Copy of one up to date pricelist of all other projects must be kept in their clear book.

50 to 100 nos. flyers of every type must be maintained at all sites.

Project Managers shall check all hoardings and boards of their respective projects atleast once a week. They shall send a email to Shailaja / Ranjith when there is defect in the hoardings like torn flex, worn out flex, fallen boards, etc.

Request for brochure, flyers, flex etc can be sent by using the soft copy of requisition format. Do not number the requisition. Shailaha (purchase) and Sunitha shall forward these requisitions to Prashanth / Shailaja / Ranjith.

Soham Modi

Internal Memo No. 914/8 – Clarification for sales division

Date: 2.05.2009

Sub.: Prospect list and CIS Report

All sales executives/managers team shall maintain a ring binder with the latest prospect list and CIS sheet for every prospect mentioned in the prospect list. The ring binder should be carried by every executive and manager at all time.

Additional items to be carried with them:

- 2 or three brochures of their project.
- All projects 4 fold mailer,
- Availability list of their project.
- Price list of their projects

Soham Modi

In order to streamline the work of the sales team at the Head Office certain tasks are divided between Shailaja & Ranjith. However, they shall be jointly responsible for execution of all the tasks. The list of tasks is given below:

S. No.	Task	Assigned to
1.	Release of ads & coordination of art works – all media	Shailaja
2.	Flex printing & Art work	Shailaja
3.	Hoarding fixing – replacing	Murali / Shailaja
4.	Brochure designing and printing	Shailaja
5.	Mailer campaign – SMS - email - post	Ranjith
6.	Taxi / cars - logistics	Ranjith
7.	Brochure delivery	Ranjith
8.	Reports: <ul style="list-style-type: none"> <li>• Ad schedule</li> <li>• Leads report</li> <li>• Web portal details</li> <li>• Stock of brochure, etc.</li> <li>• Flex stock</li> <li>• Hoarding payment</li> <li>• Mailing activity report</li> </ul>	Shailaja Shailaja Ranjith Shailaja Shailaja Shailaja Ranjith
9.	Website updates	Ranjith
10.	GPS report	Ranjith
11.	All other promotional material printing	Shailaja

Prashant shall overview the tasks of Shailaja /Ranjith every morning (in about ½ hour).

Soham Modi



Sub.: Special offer of rent to help collections.

**MFH**

1. Offer to pay rent to all customers of MFH who have dues of more than 2 lakhs, except B block east wing and south wing @ Rs. 7,500/- & 10,000/- for 2 & 3 bedroom flats per month. Rent shall be paid if entire payment including taxes and interest is made before 31.07.09.
2. An added incentive – Offer customer interest waiver for delayed payments, wherever interest is less than 2% of sale consideration. For others, offer 50% waiver of interest. Ensure that HL will be released by banker before making the offer.

**GWE**

Offer to pay rent to all customers of GWE C Block who have dues of more than 2 lakhs @ Rs. 6,500/- & 9,000/- for 2 & 3 bedroom flats per month. Rent shall be paid if entire payment including taxes and interest is made before 31.07.09.

An added incentive – Offer customer interest waiver for delayed payments, wherever interest is less than 2% of sale consideration. For others, offer 50% waiver of interest. Ensure that HL will be released by banker before making the offer.

Soham Modi.

Internal Memo No. 914/ 13 – Sales Division

Date: 27.07.2009

Sub.: Note on hoardings/flex.

For large hoarding which are rented from advertising companies, the matter must be approved and customized. For each hoarding try to get a flex free of cost every 3 to 6 months from the advertising company.

All 6 x 4 hoardings for both villas/flats projects should have 2 types of designs. The first type should have Villas @ 1999/- or Flats @ 1799/- type design along with project logo, contact no., and Modi Properties logo. The second type should contain the project logo, perspective view, contact no. and Modi Properties logo. The perspective view should occupy about 60% of space. Both types of flex should be used equally.

All 8 x 12 hoardings should be of 2 types like 6/4 hoardings. However, in the hoardings with Villa @ 1999/- or flats @ 1799/-, a small perspective view should be displayed.

Stock statement should be prepared project wise and flex type wise.

Soham Modi.

Sub.: Note on hoardings/flex - revised.

3 types of designs have been made for 6 x 4 & 8 x 12 hoardings. They are:

1. Type A - Elevation only - use for 6 x4 & 8x 12
2. Type B - Price only - use for 6 x 4.
3. Type C - Price + elevation – use for 8 x 12

Each type has project logo, Modi Properties logo & contact nos. on it. However, MFH has A type design only. Another design with price of Villa/Flat /Town House for all 8 projects is being used at areas like Hi-tech City and Shamshabad Airport.

Stock list should be prepared accordingly. Atleast 50% of hoardings should be of type A, type B & type C should be used sparingly. Murali shall prepare a list of no. of 6 x 4 & 8 x 12 for each project. Try to use up all type B and type C flexes before 10<sup>th</sup> of September 2009.

Soham Modi.

Sub.: Plans on website

Plans page of each project has plans in Jpeg format and PDF format. Jpeg format will be of low resolution for quick download and PDF can be of a slightly higher resolution for printing. Further, customer can zoom into plans into PDF format and see details as required.

The Jpeg plans should whenever available be given by the Ad agency who has designed the brochure. Jpeg plans should be less than preferably 200 KB and not exceeding 500 KB.

PDF plans should also be obtained from the Ad agency designing the brochure. PDF plans should be in the range of 200 KB to 1 MB. Wherever the file size is greater than 1 MB, Nagalaxmi shall provide an Autocad printout in PDF format.

All plans must open in a separate window. All plans might also be absolutely clear.

Hari Mehta to sit with Ranjith to review each and every plan of all the projects and corrections to be made by 15.8.09. Shailaja should provide the required plans by 10.8.09.

**Soham Modi**

Internal Memo No. 914/ 15/2 – Sales Division

Date: 25.11.2009

To,  
Sales and Customer Relations Division,

Sub.: Plot size rectification

The areas mentioned in the brochure of Nilgiri Homes is almost correct and no further changes are required in the land area statement.

KNM Bungalow No. 71 is of C type and is mistakenly shown as B type in the brochure. Bungalows No. 72 needs to be custom designed and will be 200 to 300 sq ft smaller than Type C.

Areas of all villas/ bungalows projects have been revised /collected. A statement of the same is enclosed. Booking form should mentioned total area i.e., built-up area + terrace area + portico area. Sale consideration and discount should also be calculated on the total area and not built-up area. Payment and pricing terms shall clearly show built-up area and total area.

In the brochure of Bloomdale Bungalows of Type D, the area mentioned is 1749 sft which is incorrect and the correct area is 1847 sft.

Soham Modi.

Sub.: CIS Sheet additional information.

After discussing with sales executives/managers, I have found that no attempt is being made to know the customer and develop a relation with the customer. Instead most executives are simply talking about their project and repeatedly calling the customer asking for the decision about booking a flat or a villa.

The primary reason a customer chooses to do business with us instead of our competitor is “trust”. The customer makes the booking with our company as he/she has reasonable trust in the company, the executive they are dealing with and the assurance of value for money and security of their investment. Unless the executive develops a relationship of trust, it is difficult to expect the customer to do business with us. Most of the bookings that we are taking are not because of the effort put in by the executive, but are bookings which would have come our way in any case. We have appointed executives to get more business apart from what would have come to us without much of an effort.

In order to correct the situation executives will make an attempt to know the customer and document the information about each customer as per the CIS – additional detail sheet enclosed herein. I expect all executives to have this sheet attached to all their active prospects.

A guideline for dealing with the customer when they visit the site is given below:

- a. When the customer visits the site before you start talking about your project, record information like name, company, designation, address, phone nos. and email address.
- b. Explain to the customer the details given in the brochure in about 5 minutes.
- c. Before you invite the customer to see the model flats/villas, causally ask the customer about their work place location, present address – locality, what their company does and spouses employment details.
- d. Show the customer the model flats/villas and at that time talk about the design and functionality of the model flat/villa.
- e. Sit down with the customer in the model flat/villa and explain the details of pricing and payment terms. Before you get into the details of pricing gather information like the customers requirement, housing loan required, whether pre-sanction for the housing loan is obtained, purpose of purchase, etc.
- f. After explaining the details of pricing, try to gather information from the customer about types of investments made earlier, other projects of competitors visited, projects liked by the customer. Also try to ascertain the decision makers for making the booking.
- g. If the customer is interested in particular flat/villa, take them to the flat or villa.

- h. After explaining the pricing and before the customer leaves, try to strike a casual conversation with the customer which is unrelated to our business. Topics could be customer's home town, weather, cricket, traffic situation, high prices, etc.
- i. Ensure that details about the customer, specially discount expected, discount offered, special requirements, queries are documented in the CIS additional sheet. Fill the additional detail sheet only after the customer leaves. Do not fill the sheet in front of the customer.
- j. A smart summary in about 20 words about the customer and their requirement must be entered in the remarks of the CIS sheet and database.

The customer info sheet (CIS) is being altered. New CIS sheet will be issued shortly. CIS database is also being altered to include the additional detail sheet. The new database shall be implemented from 19.11.09. All managers shall bring an upto date copy of CIS database of their respective site for the 19<sup>th</sup> meeting.

Soham Modi

Sub.: Information for sales executives.

All sales executives and managers, especially new employees are required to read and understand the following list of documents:

1. Brochures of 8 projects along with plans.
2. Price list of 8 projects.
3. FAQs.
4. 10 Q&A flyer.
5. Circular no. 422(d) – draft letters for sales team.
6. Circular no. 423(a) – draft letters for CR team.
7. Circulars and internal memos of sales and CR, i.e., current circulars – 400 series and internal memos -914 series.
8. Album of pictures of all sites.
9. Website: [www.modiproperties.com](http://www.modiproperties.com) – visit all pages. Important information on website:
  - a. Availability list.
  - b. Payment details.
  - c. Customer list.
  - d. Photographs.
  - e. News clips.
  - f. Completed projects.
10. Website: [www.hydhomes.co.in](http://www.hydhomes.co.in) – visit all pages. Important information on website:
  - a. Telangana issue
  - b. Are Grampanchayat sanctions legal.
11. Booking form and its terms and conditions.
12. Agreement of sale – quick read.
13. Company profile.
14. Draft letters for delay in handing over possession and for on-time payment discount.

Most of the above information is available on the website. Part of the information like circulars, company profile, etc., is on the staff login page of the website. Login: modiprop, password: mpipl.

Managers and executives should be familiar with the process of maintaining and updating the leads in the CIS database. Ensure that procedure for preparation of CIS & CDS sheets is properly understood. See internal memo no. 914/16.

Executives/managers are expected to network with their colleagues to ensure that they are up to date with information about our projects. Regular tests will be held to ensure that the entire sales and CR team are thorough with the above information.



Internal Memo No. 914/ 19 – Sales Division

Date: 04.08.2010

Sub.: Possession of flat/villa.

All project managers and admin officer at site should enforce the following:

Possession of flat/villa for puja, interior works, false ceiling or final possession cannot be handed over to any customer without approval in writing from customer relation manager. No owner should be allowed to occupy their flat/villa even if letter of possession is given if they have arrears of maintenance charges. Security may stop them at the gate as seek clarification from CR team/admin officer at site.

Tenant should not be permitted to enter into the project/flat/villa without a no objection certificate from the owners association. Security must stop unloading of furniture or unauthorized entry by such persons.

Soham Modi

Internal Memo No. 914/ 20 – Sales Division

Date: 11.08.2010

Sub.: Redirecting email

It has been observed that for the months of May, June & July 10, the total no. of email enquires received at HO and distributed to managers was about 2100. However, the total no. of email enquiries entered in the CIS database is only about 850.

To correct the situation hereafter all managers are required to forward a copy of all email enquiries received by them directly or through HO to [mpiplin@gmail.com](mailto:mpiplin@gmail.com). All executives and managers shall mark a copy of all replies sent to customers to [mpiplsend@gmail.com](mailto:mpiplsend@gmail.com). This way your correspondence for each enquiry can be monitored. Ensure that you use the 'Bcc:' option for marking a copy of the mail to [mpiplsend@gmail.com](mailto:mpiplsend@gmail.com). If you are not sure about using Bcc option ask the respective manager.

This procedure shall be applicable for all communication from 1<sup>st</sup> August 2010. Failure to mark a copy to [mpiplin@gmail.com](mailto:mpiplin@gmail.com) and [mpiplsend@gmail.com](mailto:mpiplsend@gmail.com) shall attract a penalty of Rs. 100/- per instance of default.

I have asked Aruna to send details of enquiries forwarded to managers at site of the same period. Managers shall send the CIS nos. to me for each enquiry.

Soham Modi