

Sub: Master circular for MCS.

1. Modi Consultancy Services, a new division has been formed for promoting 2nd sales and rental in our housing projects. They will also take up lease/ re-sale of other residential and commercial properties of our business associates.
2. Promotion for lease, 2nd sale or sale of residential and commercial properties shall be taken up only after the owner of such properties signing the offer for consultancy. This is to be strictly followed. The draft offer for consultancy for re-sale and lease is attached herein as:
 - a. Anx –A1 – Email draft for lease residential.
 - b. Anx –A2 – Hardcopy draft + annexure for lease residential.
 - c. Anx –B1 – Email draft for sale residential.
 - d. Anx –B2 – Hardcopy draft + annexure for sale residential.
 - e. Anx –C1 – Email draft for lease commercial.
 - f. Anx –C2 – Hardcopy draft+ annexure for lease commercial
 - g. Anx –D1 – Email draft for sale commercial.
 - h. Anx –D2 – Hardcopy draft + annexure for sale commercial
3. Write-up of all projects to be regularly updated and uploaded on staff login page of website. Write-ups to be uploaded in PDF & Jpeg formats.
4. Draft letter of confirmations must be signed once sales/lease is made. They are attached herein as:
 - a. Annexure – E – 2nd sale of flats in our project.
 - b. Annexure – F – 2nd sale of villa in our project.
 - c. Annexure – G – Confirmation of terms of lease residential property
 - d. Annexure – H - Confirmation of terms of lease commercial property
5. Draft lease agreement for lease of residential property is attached herein as Annexure – I.
6. Draft lease agreement for lease of commercial property is attached herein as Annexure – J. In some commercial properties the total lease rent is split between lease agreement and general amenities agreement in the ratio of 60:40 or 50:50. The draft general amenities agreement is attached as Annexure –K.
7. The draft agreement of sale and draft sale deed for sale of flats/villas wherein a sale deed is executed in favour of the purchaser is attached herein as Annexure – L and M.
8. In cases where a first purchaser has paid over 90% of the sale consideration to us and has requested for re-sale to a third party, the first purchaser must join as consenting party in the agreement of sale and sale deed. The draft AOS and sale deed will be as per our standard format, however, the clauses mentioned in Annexure N & O are to be added to the standard draft of AOS and sale deed. CR shall follow other procedures like collection of letters and affidavit in such re-sales. Payment to be collected in favour of the first purchaser, except to the extent of amount due to us. Collect letter requesting for re-sale, if required from first purchaser (Annexure –P)
9. In cases where the first purchaser has paid a small portion of sale consideration to us and has requested for a re-sale to a third party, then collect a letter of cancellation (Annexure –Q) and proceed with booking as per our regular procedure. Third party shall pay us directly and we will refund amounts to the first purchaser. The first

purchaser shall not be party to the AOS and sale deed. This option is only for close business associates.

10. Incentive for MCS team for sale and lease:
 - a. For second sales or re-sales – 1% of total sale consideration.
 - b. For lease of flats & villas – one month rent.
 - c. For lease or sale of properties belonging to Modi Builders group, Kadakia group and family members of Soham Modi – Nil.
 - d. For lease or sale of properties belonging to Modi Properties group – 50% of incentives given in a & b.
 - e. For lease or sale of properties belonging to business associates – the incentive mentioned in points a & b may be discounted by 25 to 75% at MDs discretion.
11. Division of incentives amongst the MCS team members shall be at the discretion of MD. For the moment the division shall be 40% to manager, 40% to executive & 20% to front desk executive.
12. Incentives to be claimed every quarter.
13. No other sales executive or manager shall be permitted to offer leasing/ re-sale services to the customer. They must route all such enquiries through the leasing team. Front desk executive role will be limited to showing the flat/villa to prospective tenants. Enquiries shall be forwarded to MCS team by SMS, viber, email.
14. An exclusive website has been created for MCS i.e., www.modihousing.com. It must be regularly updated. MCS manager must present excel printout of active properties from the website in weekly review meetings.
15. Draft SMS & emails for enquiries along with thank you SMS is attached herein as Annexure – R. the procedure for sending email and SMS shall be strictly followed.

Soham Modi