



To  
Mr Abhishek Chokhani,  
Baba Bhoothnath Constructions,  
10/4, Hunger Ford Street  
Ground Floor  
Kolkata – 700 017

Date: 6<sup>th</sup> June, 2017

Dear Sir,

Sub: **Preferred Sales and Marketing Mandate of your project “Kalamunj Sarda Towers” at 127A/3/1, Manicktala Main Road, Kolkata – 700 054**

### **Our Introduction**

- We introduce ourselves as an established Real Estate Marketing Group based out in Kolkata who are into the business for last 15 years and have successfully completed major projects and deals across the city. We offer the most comprehensive portfolio in the industry.
- Our Vision is to attain and maintain the pinnacle in our chosen area of business in India. To expand our position of leadership in real estate and to establish global presence; to continuously create new opportunities for growth in our strategic business.

### **Our Services**

- We are marketing partners of most of the reputed developers for their ongoing and upcoming projects in and around Kolkata & Howrah.
- Our scope of work is to empower ourselves in all the fields; be it residential, commercial, IT, land, logistic space etc.
- We also provide home loan solutions to our clients.

### **Our Knowledge over Industry / Brief Credential**

- Vast and extensive experience in real estate market with strong goodwill and proven track records.
- Proper market research and analysis of the undertaken projects.
- A team of highly skilled professionals working extensively on each project.

- Our business plan is comprised of few words - client focus, solutions, integrity, respect, teamwork, trust, quality of service, excellence, professional approach, responsibility and responsiveness.
- Belief on the principles of consistency, transparency, honesty, creativity and speed to create long term relationship with the stake holders.
- One simple thing we do believe in – reaching the target audience in a significant way, following up with a meticulous fashion and executing and wrapping up the whole process in a precise manner.
- Our service makes our identity. Our array of solutions paves the way. The moment you appoint us as your “Property Management Agent”, you begin to feel the difference. Extensive database of various customers from IT industry, MNCs, banks, corporate houses and government offices will help to generate the leads for the project.

**Please find below our services to work as Preferred marketing Agent for your project :-**

**PRE SALES SUPPORT :**

- Marketing Analysis – Setting the suitable marketing strategies for the project and to find out the prospective customers so that they can be properly served utilizing the appropriate communication and promotional strategies.
- To prepare effective marketing tools like print media, outdoor media etc. with all essentials.
- Approaching the database of existing and target customer and investor with different tools like direct mailers, leaflets, SMS campaigns, CRM team to follow up the clients from existing database and so on.
- We are using advance CRM software for Database Management (DBMS).
- Suggestion and Location of the appropriate Advertising Agency.
- Proper guidance is provided to the advertising agency for outdoor advertising plans and schemes.
- Corporate or any other promotion will be done as and when required.
- Customer Counseling - Handling the clients with full details of the project, the price and payment schedules, available discount schemes (if any) and properly showing the site, informing about the growth potential of the project with proper facts and figures and finally converting the potential client into confirmed customer by using our marketing expertise.
- Deployment of a separate project oriented team.
- We are associated with the leading banks and financial institutes and have separate home loan division that assists the clients.

**POST SALES SUPPORT:**

- We shall employ appropriate manpower to manage the site office in a proper customer centric approach.
- Booking Management – the customer shall be assisted throughout the booking process in an organized manner.
- Proper execution of allotment/agreement with smooth coordination to get it completed in a given time frame.
- Proper MIS shall be maintained to intimate the customers regarding the demand raised by the developer, allotment details and so on.
- We will also provide home loan assistance to our customers.
- Regular follow up with the customers regarding the installment due.
- Payment Collection – Collecting the payments favouring the developer from the customers, recording the details in our system and finally delivering the cheques to the developer on regular basis.
- Developer's report to be submitted on fortnightly basis to maintain proper communication.
- Separate Customer Care Division is engaged for query / dispute settlement process.
- The whole post sales support will be maintained through our CRM software to centralize the entire process.

**OUR OBLIGATION / ROLE:**

- We will recommend and suggest the Suitable agency for the preparation of brochure and the supplements for the promotional activities
- Agency Role – the main duties of the agency shall include the following:
  - Designing the New Brochure and Audio / video presentation
  - Designing the Print Advertisement like Paper Ads, Leaflets, etc.
- Family Chart of Our assigned Sales Team:
  - At project site adequate man power shall be engaged as per requirement.
  - Another sales team shall be engaged for the outdoor client visits, presentations and other such kind of operations.
  - This sales team shall report to his senior who will supervise the total project operation.
  - Our back office team will be constantly providing back-end support like maintaining the follow-ups records, booking forms, agreements etc

- The sales team will be under constant watch and supervision of General Manager and Management.
- Client Sourcing:
  - It will be our prime responsibility to locate clients with proper credential and interest to buy a property in such a location.
  - We shall generate enquiries from our internal sources and database.
  - Apart from these, the leads generated by the promotional activities of the developer shall also be taken care of and maintained.
- Booking Management :
  - We shall properly maintain and manage all the issues related to booking like filling up of the application form, agreement, coordination for the payment dues as per the demand letter, collection of payment from the customers, execution of the agreement and so on.
  - The Booking Management process is fastened with minimum errors through advanced CRM Cloud networking process.

**ROLE/OBLIGATIONS FROM YOUR END ARE AS FOLLOWS:**

- Site office to be prepared and maintained in a presentable manner with proper sitting arrangements for all the preferred agents.
- Free customer movement shall be maintained in a well planned manner at site.
- Walk-in customers to be distributed amongst the agents on rotation basis at site office.
- Developer will not handle leads directly. Leads generated from outdoor publicity will be distributed by the developer equally to all the agents.
- Contact number of respective agents will be displayed in all outdoor publicity.
- Phone numbers along with respective agent logo to be displayed in all press advertisements.
- Preparation of new brochure, audio-visual/walk through presentations and other necessary promotional tools.
- Approval and sanction of the project by all leading banks/ competent authorities for the housing loan.
- To provide all the legal papers and documents regarding the project for verification purpose.

**Amit International Fee:**

2% of the Unit Value, PLC (if any) and Car Parking cost to be paid as per following slab.  
Service Tax shall be payable extra.

- a) 50% on execution of agreement and/or on receipt of 20% Payment from Customer
- b) Balance 50% after receipt of 50% Payment from Customer

Cost of print, media, literatures, participation in exhibition and sales promotion shall be extra on above and to be borne by you separately.

Please sign and return one copy as a token of acceptance.

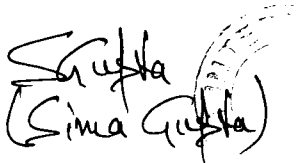
Thanking you,

Yours faithfully,

Agreed & Confirmed

For Amit International

For **Baba Bhoothnath Constructions**



[Authorised Signatory]



[Partner/ Authorized Signatory]