SALES STRATEGY POLICY FOR

Sales Deviation - SCUD

Glossary and Definitions

SCUD	Sales Committee to undertake deviation
DAM	Discount Approval Matrix
SCUD Level deviation	Any deviations (including Product, Price, allotment changes, payment schedule etc) above DAM level
Product deviation	Any construction/layout related deviation from provided floor plans is considered as product deviation
NPV	Net Present Value
Payment Deviation	Any deviation (payment dates or amount) from payment schedule provided by product group is termed as payment deviation

Objective

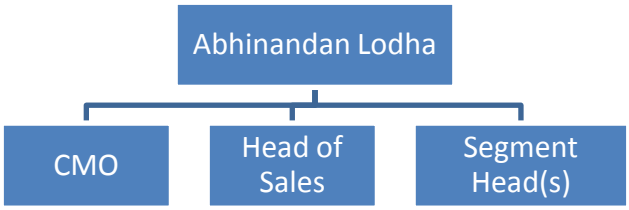
This policy defines committee composition, guidelines and timelines for approving any SCUD level

Applicability

This policy is applicable to all cases which require any SCUD level approvals

Committee Composition

The SCUD committee is as below



SCUD committee is chaired by Abhinandan Lodha and consists of

a. CMO
b. Head of Residential Sales
c. Segment Heads (Senior management (Sales) team at Level 0, handling multiple projects)

Approval matrix, mode, timelines and validity

Approval matrix

1. Decision of chairperson is final and binding, though approval is not mandatory if below mentioned points are satisfied.
2. Approval from all SCUD members is required and should be received **within three days** of presentation of case for allowing proposed deviation.
3. In case decision from all members is not received within three days of case presentation, an approval from **75% of members** is sufficient to allow the proposed deviation.

Timelines

SCUD case (in required format) should reach Sales Strategy latest by end of next working day of application date.

Approval Mode

Decision on SCUD level deviations shall be communicated over email **only** to respective Sales Strategist. Cases where discussion are done over conference call/personal meetings, sales strategist will summarize the decision and send an email to SCUD members.

SCUD Validity

SCUD Approvals (for normal cases) will be valid for 3 working days from date of communication of SCUD approval. For outstation sites where forms are to be submitted to Customer Care department based out of HO (Mumbai), the SCUD Approvals will be valid for 5 working days from date of communication of SCUD approval. Deal should be submitted to Customer Care team and FAME to be completed within this time period. SCUD approvals post this period will become null & void. The case needs to be put again for SCUD's consideration if customer rejects any of the terms and conditions during welcome call.

Exception for Management Reference Cases: Deal should be submitted to Customer Care team and FAME/Welcome call to be completed within 3 working days of completion of formalities.

SCUD Procedure

The deviations classified as Product and Non Product deviation will be presented as per below mentioned procedural guidelines

Non Product Deviation

1. All deviations to be channeled through Sales Strategy on designated days as decided by SCUD committee.
2. Sales Strategy to forward any deviations to SCUD committee after verifying the details pertaining to deviations, overall implications on project and organization along with Sales Strategy recommendations.
3. Implications due to payment deviation to be ascertained by considering NPV model with Cost of Capital as **13%.**

Product Deviation

1. Product team to understand clients requirement and get feasibility check along with cost estimates from planning.
2. Post go ahead from planning, above mentioned '*Non Product deviation procedure* will apply.

Communication of SCUD

Sales Strategist will send an email to SCUD members summarizing the case, final decision along with number approvals/rejection. Same email will be forwarded to Heads of Customer Care and respective CC and Sales project In-charge.

Post SCUD Issues Resolutions Committee (SIRC)

Objective: To save on management bandwidth and avoid Re SCUD of cases for minor changes and issues.

Committee Composition & Approval Mode:

1. Committee will be comprised of Customer Care head and Sales Head
2. Approvals from both members of committee is required to approve such deviation
3. Sales strategist will forward proposal to SIRC members for consideration
4. Approval summary will be forwarded to relevant Customer Care project in-charge and Site head

Deviations which can be approved by SIRC are as below:

1. Missing documents – Absence of Preferati form , photo id and mismatch of signature in photo identity card vs application form
2. Minor deviation in dates of payment schedule (less than 10 days only for time bound payments)
3. Minor change in CV value due to rounding off/ applicable offer adjustment (Less than Rs 1 Lac)
4. Token Cheque amount mismatch, subject to at least being 50% of original amount.
5. Summary of changes happened under SIRC will be sent to Abhinandan Lodha & R Karthik every month.