



MHCPL

Doc. No. MHCPL-FP-MKT

Rev. No. 01

MARKETING FUNCTIONAL PROCEDURE

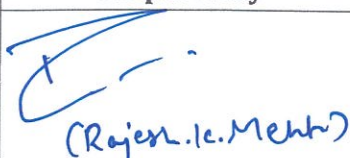
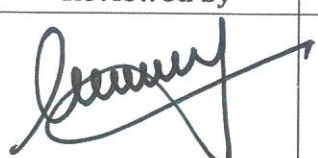

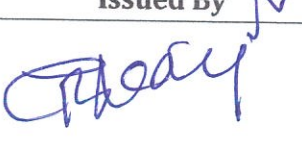
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## MY HOME CONSTRUCTIONS (P) Ltd.

Block -1, 1<sup>st</sup> floor, My Home Hub,  
Madhapur, Hyderabad - 500 081.

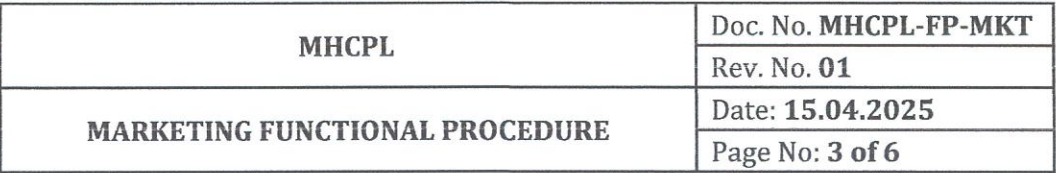
### MARKETING FUNCTIONAL PROCEDURE

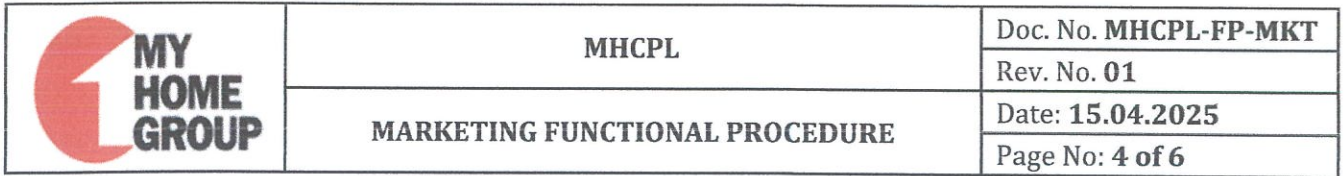
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Prepared by	Reviewed by	Approved by	Issued By
 (Rajesh K. Menon)			
Sr. DGM	HOD - Marketing	Director(P)	MR
Date: 15/4/25	Date: 15/4/25	Date:	Date:


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## 2. List of functional Procedures

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### 1. Purpose:

The purpose of this document is to define the Marketing Department and Support Services in the following areas – Marketing, sales and CRM of MHCPL

### 2. Scope:

This process is applicable to all the activities involved in the Marketing.

### 3. Responsibilities:

- 3.1 Primary : Sr. VP
- 3.2 Secondary : Sr. DGM

### 4. Activities

- Market Survey
- Pre-launch
- Project launch plan
- Team briefing
- Pre sales
- Pre sales CRMF
- Commencement of sales
- CRM

#### 4.1 Market Survey


- Market survey is carried out for the selected project and survey report is generated.
- Survey report consist the details like product mix, area demand, floors, price, project size
- As per survey report design features, price shall be decided by the Top management.

#### 4.2 Pre-launch

- Broachers will be prepared for the project with details like logo, location, amenities, facilities, floor plans, specifications, master layout.
- Preparing/incorporating of new project details in the web site.
- 3D walks through

#### 4.3 Project launch plan

- Off line advertisements like Hoardings, bus shelters, metro pillars, center medians, and pole boards erected at designated places.
- On line advertisement like social media marketing, search engine optimization, web site
- Email, SMS campaigning

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- Print media like magazines, newspapers.

#### **4.4 Pre-Sales & Team briefing**

- Briefing on FAQs for the sales team will be carried out by DGM
- Project details like amenities, USPs, location advantages, price, specification, floor plan detailing will be discussed by DGM
- Project completion time lines, competitors projects will be briefed up.

#### **4.5 Pre sales CRM**

All documents like link documents, approvals like GHMC, PCB, aviation, RERA will be kept ready and headed by Vice president.

#### **4.6 Commencement of sales**

- Soft launch offering to the existing customers, employees.
- Launch/Grand launch
- Follow up will be done for leads and inbound calls by sales executives.
- Any queries raised by customers will be addressed and project details will be briefed by sales team.
- FAQs will be addressed by sales team
- Invite the customer to the project site/HO for further discussion.
- Post visit follow up and
- Sales closure/booking

#### **4.7 CRM**

- Login of sale in SAP
- Issuance welcome/allotment letter.
- Execution of agreement of sale, followed by home loan process will be carried out.
- Invoices will be generated as per agreed payment plan.
- Payment follow up will be done at regular intervals.
- Completing the registration process after receiving the complete payment and initiate the handover process.
- Coordination with project team will be carried out for handing over of the property.
- Coordinating with project team for any snags given by the customer and addressed.