



PROCESS MAP OF MARKETING

(This document describes to control all the activities performed by and for the process implementation, in accordance with ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018 requirements)

MY HOME CONSTRUCTIONS PRIVATE LIMITED

My Home Hub, 8th Floor, Block-3, Hitech City Road,
Beside Cyber Towers, Madhapur, Hyderabad, Telangana - 500081

Tel: 040-6688 8888

**MHCPL**

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

PROCESS MAP - MARKETING

Date: 15.04.2025

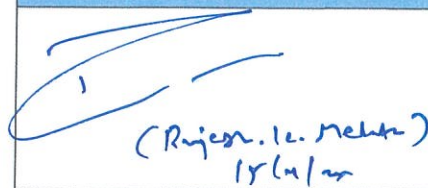
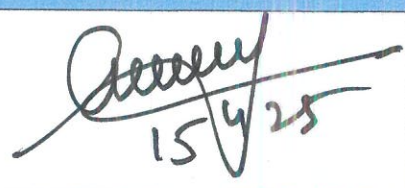
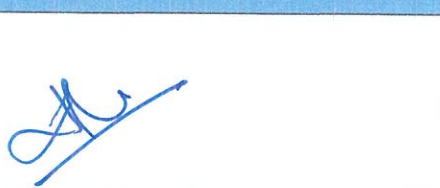
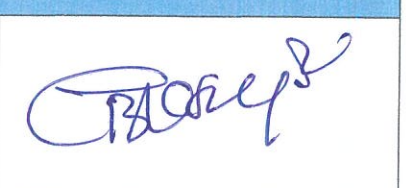
Page No: 1 of 25

Amendment History

Rev. No.	Date	DCR#	Page Affected	Reason for Change	Prepared	Approved
00	01.07.2019	--	All	Initial release of IMS documentation	Sr.DGM	HOD - Marketing
01	15-04-2025	--	All	Regular Review	Sr.DGM	HOD - Marketing

DISTRIBUTION MATRIX

Date:

 (Rajesh. K. Mehta) 15/4/25	 15/4/25		
Prepared By	Reviewed By	Approved By	Issued by

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	MHCPL	Doc. No. MHCPL-PM02-MKT
		Rev. No. 01
	PROCESS MAP – MARKETING	Date: 15.04.2025
		Page No: 2 of 25

Table of Contents

1.	Purpose	3
2.	Scope	3
3.	Responsibility	3
4.	SIPOC (Source, Input, Process, Output & Customer)	3
5.	Process flow diagram	9
6.	Objectives	10
7.	Departmental Chart.....	11
8.	Issues – Risks & Opportunities:.....	21
9.	Interested Parties – Risks & Opportunities:.....	23
10.	Documented Information	24

	MHCPL	Doc. No. MHCPL-PM02-MKT
		Rev. No. 01
	PROCESS MAP – MARKETING	Date: 15.04.2025
		Page No: 3 of 25

1. Purpose

To establish, measure, analyze, improve and control the process of marketing of residential and commercial projects, branding & promotional activities.

2. Scope

This process is applicable to all the marketing services of MHCPL.

3. Responsibility

Primary: VP - Marketing

Secondary: DGM Marketing

4. SIPOC (Source, Input, Process, Output & Customer)

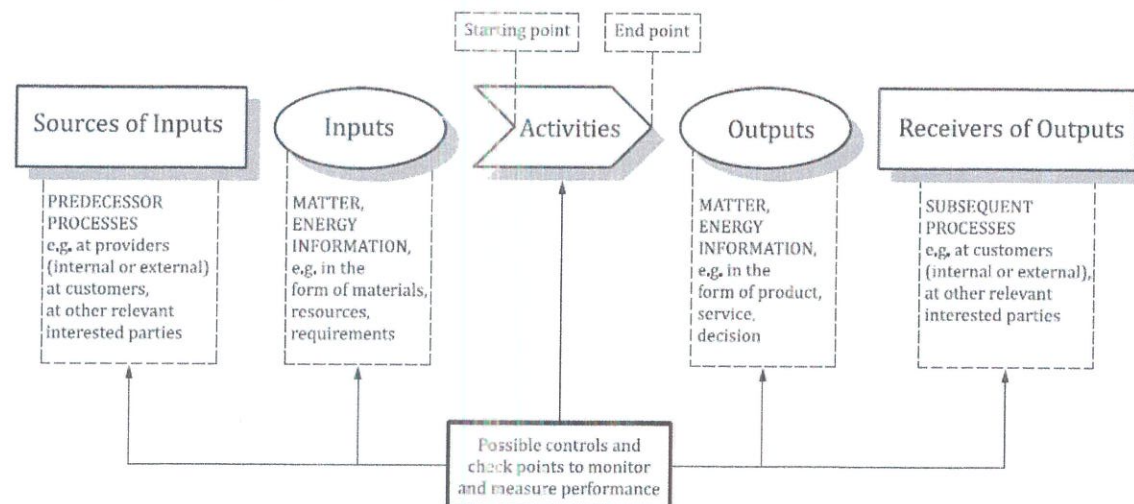


Figure 1 — Schematic representation of the elements of a single process

4.1 SIPOC:

Source of Inputs	Inputs	Process (Activity)	Outputs	Receiver of output (Customer)	Key Performance Indicator (KPI's)	Documented Information	Responsibility
Top management	Requirement	Market survey	Detail report	Top management	Report submission within 15 days; Above 80% Accuracy of the report	Competitor's analysis	Sr. DGM
Top management	Project title	Pre-launch	Intimation for statutory approvals	Liasoning team	Compliance to the schedules	Project title	Marketing Team & Architect team
External / Internal provider	Project logo					Project logo	
Architect	Project brief, & Floor plans					Project brief & Floor plans	
Marketing	USP's					USP's	
External provider	Table layout model & AV/ 3D video					Table layout model & AV/ 3D video	
Liaising	Statutory approvals	Project launch	Promotional activities	HOD –	Compliance to the plan	Inter office memo & PO's	CCR & Sr. DGM Marketing



MHCPL

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

PROCESS MAP - MARKETING

Date: 15.04.2025

Page No: 5 of 25

Source of Inputs	Inputs	Process (Activity)	Outputs	Receiver of output (Customer)	Key Performance Indicator (KPI's)	Documented Information	Responsibility
HOD - Marketing	Advertising plan	plan	(Hoardings, Unipoles, Metro pillars, Centre medians, Print media, Electronic, Radio, Social media, Site branding, etc) & Budget	Marketing			
Architect	Floor plans, Area statement, Detailed car parking drawings, Detailed elevations, Specifications, Amenities, Club house drawings	Pre sales	Floor plans, Area statement, Detailed car parking drawings, Detailed elevations, Specifications, Amenities, Club house drawings	Marketing	100% collecting the inputs	Detail drawings and elevation plans, Marketing collaterals	Sr. DGM Marketing
HOD Marketing	Past experience & prospect client data, Scale of the project	Sales strategy	Sales strategy	Marketing	Response & bookings (Launch hit rate above 40%)	Nil	HOD Marketing



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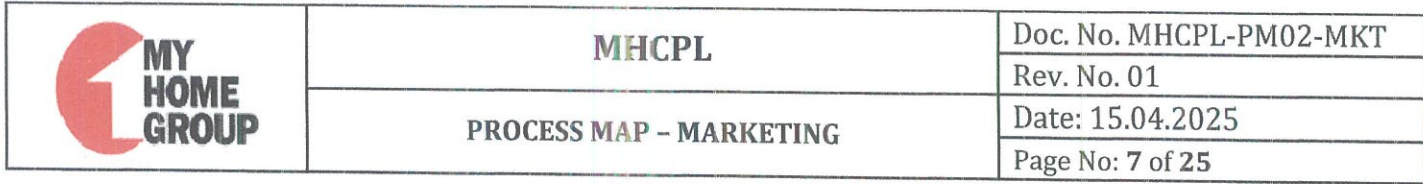
Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 6 of 25

Source of Inputs	Inputs	Process (Activity)	Outputs	Receiver of output (Customer)	Key Performance Indicator (KPI's)	Documented Information	Responsibility
Liaising team	Legal documentation Bank tie-ups	Pre sales (CRM)	Legal documentation	Customers, Bankers/ Financial institutions	Adequacy of the document	Legal documentations	Sr. DGM Marketing
Marketing, Customers	Prospect customers Enquires Leads Cold calls Emails SMS campaign Website, Social media, digital campaign	Commencement of sales ⌘ Lead generation ⌘ Handling leads ⌘ Attending leads ⌘ Follow-up's ⌘ Sales closure/ Booking	Prospects/ Bookings	Marketing	40% of sales at launch 100% before completion of the project	Leads database	Sales representatives



PROCESS MAP – MARKETING

Page No: 7 of 25

Source of Inputs	Inputs	Process (Activity)	Outputs	Receiver of output (Customer)	Key Performance Indicator (KPI's)	Documented Information	Responsibility
Customer, Architect	Booking, Car parking drawings	Post sales (CRM) <ul style="list-style-type: none"> ⌘ Login of sale ⌘ Welcome letter ⌘ Selection of car parking ⌘ Execution of agreement of sale ⌘ Generation of invoices as per payment terms ⌘ Collection of money ⌘ Payment reminder calls ⌘ Registration ⌘ Handover of unit 	Contract agreement of sales, Sale deed	Customer	<ul style="list-style-type: none"> ⌘ Execution of agreement within 30days of booking ⌘ Collection of payment within 15 days of raising invoice 	Customer Id, Welcome letter, Agreement of sale, Invoices, Payment receipts, Sale deed	CRM Representative

**MHCPL**

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

PROCESS MAP - MARKETING

Date: 15.04.2025

Page No: 8 of 25

Source of Inputs	Inputs	Process (Activity)	Outputs	Receiver of output (Customer)	Key Performance Indicator (KPI's)	Documented Information	Responsibility
Marketing	Agreement of sales	Defaulter management ⊗ Follow-up's for payment ⊗ Termination of contract	Reminder/ Notices	Customers	Zero default case	Reminder letters/ Notices	CRM Representative



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PROCESS MAP - MARKETING

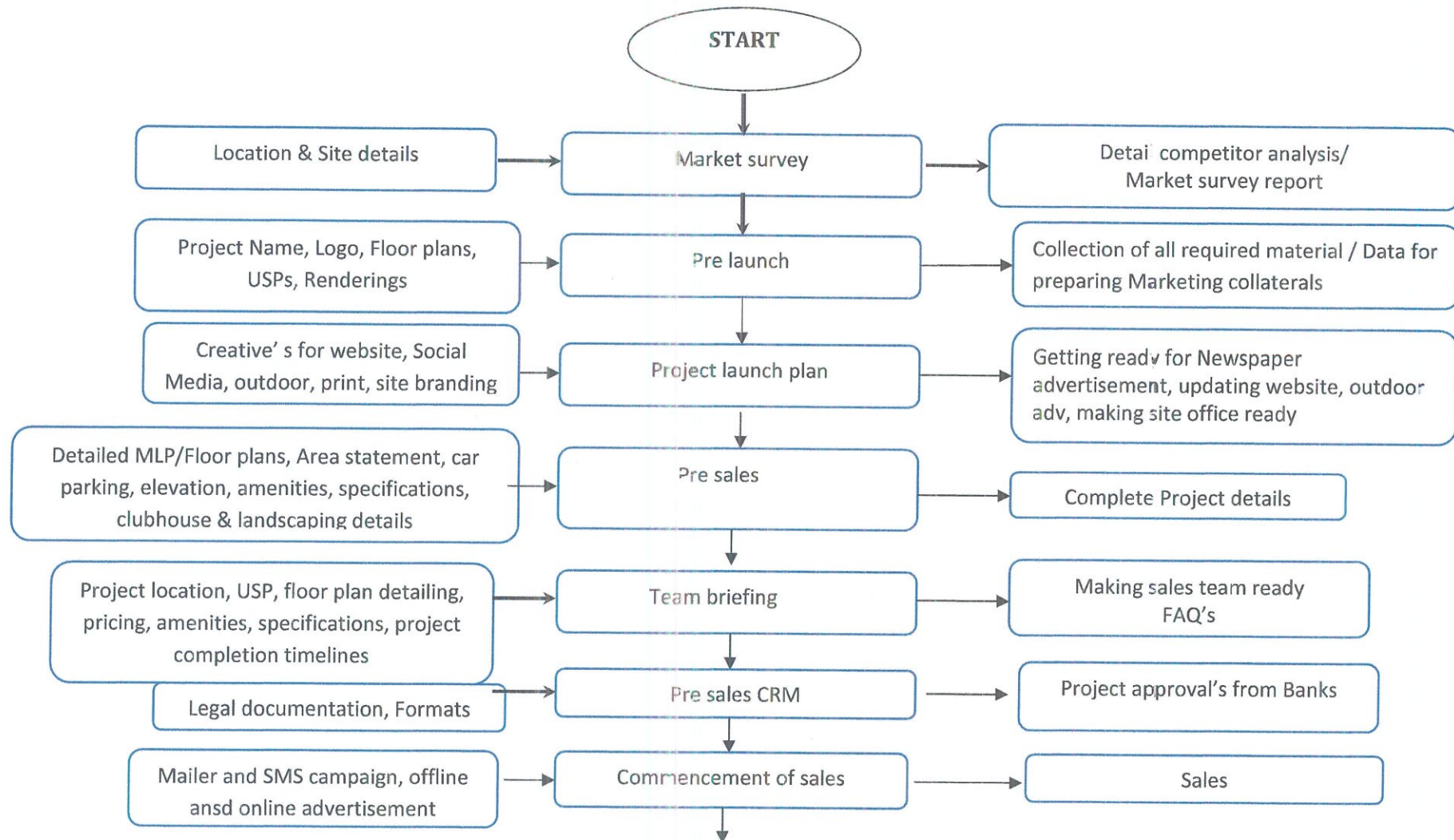
Doc. No. MHCPL-PM02-MKT

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Date: 15.04.2025

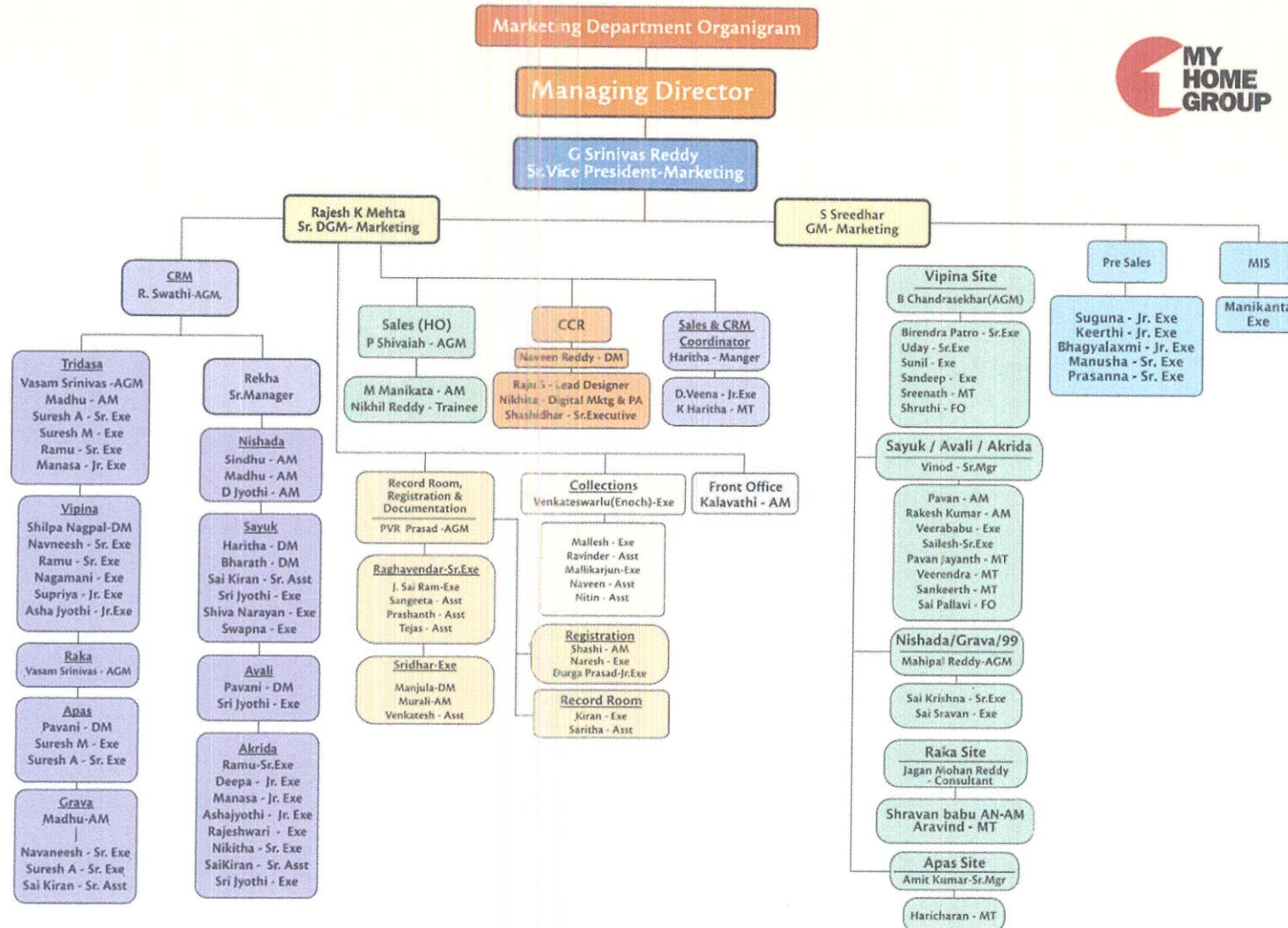
Page No: 9 of 25


5. Process flow diagram



*Q – QMS, E – EMS, S – OH&SMS, UOM – Unit of Metrics, FY – Financial Year, PA – Per Annum, PM – Per Month, NMT – Not More Than, NLT – Not Less Than

Departmental Chart



	MHCPL	Doc. No. MHCPL-PM02-MKT
		Rev. No. 01
	PROCESS MAP - MARKETING	Date: 15.04.2025
		Page No: 12 of 25

5.1 Role, Responsibility, Accountabilities and Authority:

Role	Responsibility	Authority	Accountabilities
Sr. VP	All activities related to marketing department	Overall for every activity taking place in Marketing department	Total Department
GM	Handling Site Sales team, Pre-Sales and MIS	complete site marketing office activities	Sales, Front office (sites), administration of sites sales office/s, taking care of leads generated, leads MIS report
Sr. DGM	All activities related to marketing department	Leave Approvals, Man power recruitment, Vendor finalization, price negotiation with vendors, Bill clearance of petty expenses, approval of stationary indent, man power allocation in holidays, property shows, leads distribution to the all the executives, Nominations / representing company on various Platforms.	Sales, collections, Timely completion of branding activity, getting marketing collaterals ready, website maintenance / updation, social media platform, Manpower Management, error free execution of all required documentations, site administration. Coordinating with architect department for Brochure requirements (like floor plans etc.,) Data management, error free execution of brochure and other inventory handling, error free process flow execution, Timely communication with the customer regarding festivals / project updates / new project launches,
AGM (Sales)	Attending walk-ins, following up with the assigned leads and provide feedback, taking care of site administration, provide bills for expenses incurred,	Sign bill copies, spend petty cash as per requirement, take bookings, approve leave	Deviations in bills submission, booking formalities, not providing timely feedback of



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 13 of 25

Role	Responsibility	Authority	Accountabilities
	sending filled application forms with cheques to HO.	applications,	assigned leads, not sending applications to HO on time, manpower availability.
Sr.Manager / Manager (Sales, CRM, Handing Over, Registration and Documentation)	<p>Sales: Attending walk-ins, following up with the assigned leads and provide feedback, sending filled application forms with cheques to HO.</p> <p>CRM : enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount,</p> <p>Handing Over: Coordinating with site engineers for finishing works, Updating of work progress every day.</p> <p>Registration and Documentation: collection of bond papers (stamp papers), Checking Sale deed, Registration of Flat, Coordinating with registrar office, checking the registration status.</p>	<p>Sales: take bookings, share costing, price negotiation. CRM: Sign payment receipts, allotting car parking slots, Handle complete SAP process of marketing department, edit customer details in SAP,</p> <p>Handing over: Approval of leave Applications, finalizing flat completion status</p> <p>Registration and Documentation : Approval of leave Applications, authorizing Sale deed</p>	<p>Sales: Deviations in bills submission, booking formalities, not providing timely feedback of assigned leads, manpower availability.</p> <p>CRM: any deviations related to SAP activities.</p> <p>Handing over: Flat completion status deviation.</p> <p>Registration and Documentation: Deviation in sale deed, Registrations.</p>
Deputy Manager (CRM, Handing Over)	<p>CRM: enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount.</p> <p>Handing Over: Coordinating with site engineers for finishing works, Updating of work progress every day.</p>	<p>CRM: Sign payment receipts, allotting car parking slots, Handle complete SAP process of marketing department</p> <p>Handing over: Approval of leave Applications, finalizing flat completion status</p>	<p>CRM: any deviations related to bills.</p> <p>Handing over: Flat completion status deviation.</p>



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date 15.04.2025

Page No: 14 of 25

Role	Responsibility	Authority	Accountabilities
Asst.Manager (Home Loan, CRM, CCR, Front Office, Handing Over)	<p>Home Loan: Coordinating with bank for project approvals, collecting disbursement cheques from bank(s), submission of sale deed to bank(s).</p> <p>CRM: enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount</p> <p>CCR: Vendor management & Accomplishing the payments, Coordinating with agency for brochure designing, Brand Promotions across the city like outdoor promotions, Lead generation, Site Brandings, participating in Property Shows India and Foreign countries, Stall designing, Print advertisements, Digital marketing, marketing collateral Printing, POP material, Brand Communication etc.,</p> <p>Front Office: Entering customer details in to SAP, Coordinating with direct walk-ins, Giving details for the Board members, attending in-bound calls, Sending daily reports of walk-ins' data.</p>	<p>Home loan: Nil</p> <p>CRM: Sign payment receipts, allotting car parking slots, Handle complete SAP process of marketing department</p> <p>CCR: Finalizing agencies, Design, Quality check, Releasing PO's & verifying the bills, Processing for payment, Price Negotiation.</p> <p>Front office: Un Authorized entry restriction.</p>	<p>Home loan: delay in collecting disbursement cheques, submission of sale deed to bank(s), legal documents for project approval.</p> <p>CRM: any deviations related to bills.</p> <p>CCR: Deviation in Quality, Time line, payments, PO's, Final Price, Wrong Communication.</p> <p>Front Office: Hospitality for visitor / client / vendor., timely coordinating to walk-in's.</p>
Sr.Executive (Sales ,CRM)	<p>Sales: Attending walk-ins, following up with the assigned leads and provide feedback, sending filled application forms with cheques to HO, sending daily reports to DGM.</p> <p>CRM: enter customer details in SAP, raising</p>	<p>Sales: take bookings, share costing, price negotiation.</p> <p>CRM: Sign payment receipts, allotting car parking slots, Handle complete SAP process of</p>	<p>Sales: Deviations in bills submission, booking formalities, not providing timely feedback of assigned leads, manpower availability.</p>



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 15 of 25

Role	Responsibility	Authority	Accountabilities
	invoices, coordinating with bankers for disbursement of loan amount	marketing department, edit customer details in SAP	CRM: any deviations related to SAP activities.
Executive (CRM,CCR, Collection, Registration)	<p>CRM: enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount</p> <p>CCR: Vendor management & Accomplishing the payments, Coordinating with agency for brochure designing, Brand Promotions across the city like outdoor promotions, Lead generation, Site Brandings, participating in Property Shows India and Foreign countries, Stall designing, Print advertisements, Digital marketing, marketing collateral Printing, POP material, Brand Communication etc.,</p> <p>Collection: Coordinating with sales and CRM</p> <p>Registration: collection of bond papers (stamp papers), Checking Sale deed, Registration of Flat, Coordinating with registrar office, checking the registration status</p>	<p>CRM: Sign payment receipts, allotting car parking slots, Handle complete SAP process of marketing department</p> <p>CCR: Finalizing agencies, Design, Quality check, Releasing PO's & verifying the bills, Processing for payment, Price Negotiation.</p> <p>Collection: Nil</p> <p>Registration: nil</p>	<p>CRM: any deviations related to bills.</p> <p>CCR: Deviation in Quality, Time line, payments, PO's, Final Price, Wrong Communication.</p> <p>Collection: Timely submission of Collected Cheques / drafts</p> <p>Registration: Timely submission of Sale deeds.</p>
Trainee (Sales ,CRM, Documentation,	Sales: Attending walk-ins, following up with the assigned leads and provide feedback, sending filled application forms with cheques to HO, sending	Sales: take bookings, share costing, price negotiation	Sales: Deviations in bills submission, booking formalities, not providing timely feedback of assigned leads.



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 16 of 25

Role	Responsibility	Authority	Accountabilities
Handing Over)	<p>daily reports to DGM</p> <p>CRM: enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount</p> <p>Documentation: collection of bond papers (stamp papers), Preparing AOS & Sale deed.</p> <p>Handing Over: Coordinating with site engineers for finishing works, Updating of work progress every day.</p>	<p>CRM: allotting car parking slots, Handle complete SAP process of marketing department</p> <p>Documentation: Controlled issue of bond papers.</p> <p>Handing over: Control over work force(labor)</p>	<p>CRM: any deviations related to SAP activities.</p> <p>Documentation: Deviation in sale deed</p> <p>Handing over: Flat completion status deviation.</p>
Sr. Assistant (record Room)	Managing all the stationaries, Records handling, Support for CRM executives.	Control over record room	Missing of Records (any).

5.2 Competency Requirement:

Level	Role(s)	Qualification	Experience	Skillset
Level - 1	Sr.VP	Graduate / MBA	25 Years	<ol style="list-style-type: none"> 1. Handling complete marketing department 2. Sound knowledge about Real Estate segment 3. Handling customer objections Developing leadership 4. Sound knowledge of legal documentation 5. In depth knowledge about statutory compliance 6. Understand the market trend and planning the product accordingly. 7. Assessing team performance regularly 8. Representing company on different platforms 9. Recruiting team members



MHCPL

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

PROCESS MAP - MARKETING

Date: 15.04.2025

Page No: 17 of 25

Level	Role(s)	Qualification	Experience	Skillset
				10. Coordinating with Legal team for vetting and getting approval for all documents.
Level - 2	G.M / Sr, DGM	Graduate / MBA	15+ years	<ol style="list-style-type: none"> 1. Market intelligence and survey 2. Handling complete pre-sales and post-sales process 3. Taking care of complete Marketing activity like Website, Social Media, outdoor media, site branding, brochure designing and printing 4. Recruiting team members 5. Representing company on different platforms 6. Monthly tracking sales of key competitors 7. Identifying and escalating the recurring problems to Management 8. Handling of objections raised by Existing customers 9. Point of contact between Customers and Management 10. Administration of site offices 11. Coordinating with Legal team for vetting and getting approval for all documents. 12. Maintaining Strong Professional relationship within the department, other departments, vendors and customers 13. Ensure data base of all leads generated like Website, livserv, walk-in, expo leads etc..., maintained properly. 14. Vendor Management 15. Assigning and collecting feedback of leads from sales team 16. Manpower Management
Level - 3	AGM - Sales	Graduate / MBA	8 to 10 years	<ol style="list-style-type: none"> 1. Attend leads 2. follow up 3. convince 4. negotiate 5. close the sale
Level - 4	Sr. Manager / Manager - Sales	MBA	08 to 10 years	<ol style="list-style-type: none"> 1. Attend leads 2. follow up 3. convince 4. negotiate



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 18 of 25

Level	Role(s)	Qualification	Experience	Skillset
				5. close the sale
Level - 5	AGM / Sr.Manager - CRM	MBA	08 - 10 years	<ol style="list-style-type: none"> 1. Handling Complete SAP Process 2. Handling CRM Team (My Home Avatar Project) 3. Objection Handling by team in regard to SAP 4. Assisting Team in proper implementation of SAP 5. Coordinating with Finance and IT team for implementation of any changes in SAP 6. Submission of various reports to Managements as and when required
Level - 6	AGM - Registration and Documentation	MBA	08 - 10 years	<ol style="list-style-type: none"> 1. Handling documentation team and registration team 2. Payment of online challans 3. Taking care of complete registration of all projects of the company 4. Making sure that Sale deeds are executed on time 5. Making Challans and DD's required for registration 6. Coordinating with Land Owners for timely execution of sale deeds 7. Coordinating with Authorized Signatory and ensure all the documents are signed in time 8. Coordinating with Accounts in regard to receipt of payments for registration 9. Coordinating with Legal team for vetting and getting approval for all documents.
Level - 7	Deputy/ Asst Manager -CRM	MBA	5 - 7 years	<ol style="list-style-type: none"> 1. Updating customer details into SAP 2. On regular intervals raise the demand for payments as per the payment plan (agreement of sale) 3. Coordinating with documentation team for preparation of AOS, NOC, Tripartite Agreement, Sale Deed.....etc 4. Collection of Payments as per demand raised 5. Follow up with customers for the outstanding dues 6. Assisting customers for registration process 7. Coordinate with projects team for Handing-over of flats



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 19 of 25

Level	Role(s)	Qualification	Experience	Skillset
Level - 8	Manager- Receipts	Graduate / MBA	5 - 7 years	<ol style="list-style-type: none"> 1. Generating receipts for all payments received (All Projects) 2. Processing of All Booking Applications (New) 3. Maintaining MIS of Collections, Sales, Registration.....etc 4. Sending MIS report to Management on daily bases 5. Coordinating with accounts department 6. Coordinating with respective CRM / sales teams on confirmation of payments received via RTGS/NEFT 7. Assisting CRM Team for Cancellation, shifting and refund process in coordination with Accounts 8. Taking Approvals on all the important documents like Shifting and Cancellation Letters and ensure its properly documented.
Level - 9	Deputy Manager - CCR	Graduate / MBA	5 - 7 years	<ol style="list-style-type: none"> 1. Coordinating with agencies like Digital marketing, live chat. 2. Developing marketing plan for launch of new projects 3. All offline Advertising activities 4. Designing new brochures by coordinating with agencies 5. Participating in property expo(National and International) 6. Sales office, CRM offices and Site branding 7. Coordinating with internal departments like architect and designing
Level - 10	Lead Designer	Graduate / BFA	6 - 8 years	<ol style="list-style-type: none"> 1. Creating new designs for new residential projects, Maha cement products, digital creative for Social media and website, site brandings, brochures, festival greetings, offline advertising creative, marketing collaterals etc.,
Level - 11	Sr. Executive / Executive - CRM	MBA	2 - 4 years	<ol style="list-style-type: none"> 1. Updating customer details into SAP 2. On regular intervals raise the demand for payments as per the payment plan (agreement of sale) 3. Coordinating with documentation team for preparation of AOS, NOC, Tripartite Agreement, Sale Deed.....etc 4. Collection of Payments as per demand raised 5. Follow up with customers for the outstanding dues 6. Assisting customers for registration process 7. Coordinate with projects team for Handing-over of flats



MHCPL

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

PROCESS MAP - MARKETING

Date: 15.04.2025

Page No: **20** of **25**

Level	Role(s)	Qualification	Experience	Skillset
Level - 12	Sr. Executive - Sales	MBA	2 - 4 years	<ol style="list-style-type: none"> 1. Attend leads 2. follow up 3. convince 4. negotiate 5. close the sale
Level - 13	Asst. Manager, Sr-Executive, Executive, MT - Documentation	Graduate / MBA	0 - 8 years	<ol style="list-style-type: none"> 1. Preparing Agreement of Sale, NOC's, Sale Deed.....etc 2. Coordinating with CRM team for customer details which is required for execution of documents
Level - 14	Management Trainee - Sales	MBA	0	<ol style="list-style-type: none"> 1. Attend leads, follow up, convince, negotiate and close the sale
Level - 15	Executive / Assistant - Collections		0 - 2 years	<ol style="list-style-type: none"> 1. Assisting Registration team 2. Going to Existing customers place for collection of Cheques, Documents,etc 3. Applying for Challan's and DD's in regard to registration 4. Collection of cheques and submission of documents in Banks
Level - 16	Executive - Record Room		2 - 4 years	<ol style="list-style-type: none"> 1. Maintaining all old and new documents related to all completed and on-going projects 2. Maintaining all documents like AOS, Sale Deed etc.. Pertaining existing customers. 3. Maintaining and allocating stationery items to the team
Level - 17	Sr. Executive/ Assistant- registration	Graduate	0 - 2 years	<ol style="list-style-type: none"> 1. Taking care of registrations for all the projects



MHCPL

PROCESS MAP – MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 21 of 25

6. Issues – Risks & Opportunities:

6.1 External Issue:

Q/E/S	Area	Issue	Risk	Opportunities	Existing controls	P	S	RR	Action plan	Evaluation
Q	Legal approvals	Delay in getting approvals	Postponement of launch date	--	Follow-up with concern personnel	1	3	3	Nil	Nil
Q	Economy	Recession	Affects the sales volume	--	Accepting the risk	1	3	3	Nil	Nil
Q	Govt. policies	Changes in govt. policies or regulations	Affects the sales volume	--	Accepting the risk	1	3	3	Nil	Nil
Q	Customer	Multiple customers selects the same flat	Compliance to customer choice	--	First come first serve	1	3	3	Nil	Nil



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 22 of 25

6.2 Internal Issue:

Q/E/S	Area	Issue	Risk	Opportunities	Existing controls	P	S	RR	Action plan	Evaluation
Q	IT	Delay in replacement of Cartridges	Work / Documentation delay		Preprocurement of cartridges	2	2	4		W - H - R -
Q	HR	Stationary delay	Work delay		Pre procurement of stationary	1	1	1		W - H - R -
S	Collection	Repeated visits to client / site	Accidents / incidents		Usage of public / Company allotted vehicle	1	2	2		W - H - R -

Probability (P): (1) Once in a year/ per 10 projects and above, (2) Once in a quarter/ per 3 projects, (3) Several times in a month or every project,

Severity (S): (1) No quality/ delivery / environment/ occupational health & safety issue,

(2) Slight quality/delivery/environment/ occupational health & safety effect, (3) Leads to quality/ environmental issues/ incidents/ customer complaints,

Risk Rating (RR) = Probability (P) X Severity (S); If is $RR \leq 5$ Acceptable and if $RR > 5$ Not Acceptable

W - When, H - How, R - Responsible



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 23 of 25

7. Interested Parties – Risks & Opportunities:

7.1 External Interested Parties

Q/E/S	Interested Parties	Needs & Expectations	Risk	Opportunities	Existing controls	P	S	RR	Action plan	Evaluation
Q	Customers	Prime locations, Safe & Pleasant living places, Amenities	--	Delighting the customer more referrals	Understanding the requirement and convincing the customers	1	2	2	Nil	Nil
Q	External provider	Inputs for catalogue preparation, AV/ 3D video	Delay in deliveries	--	Providing inputs in one go and follow-up	1	3	3	Nil	Nil

7.2 Internal Interested Parties

Q/E/S	Interested Parties	Needs & Expectations	Risk	Opportunities	Existing controls	P	S	RR	Action plan	Evaluation
Q	Architect	Launch plan	--	Supporting with designs and floor plans	Intimation on launch plan	1	2	2	Nil	Nil


Probability (P): (1) Once in a year/ per 10 projects and above, (2) Once in a quarter/ per 3 projects, (3) Several times in a month or every project,

Severity (S): (1) No quality/ delivery / environment/ occupational health & safety issue,

(2) Slight quality/delivery/environment/ occupational health & safety effect, (3) Leads to quality/ environmental issues/ incidents/ customer complaints,

Risk Rating (RR) = Probability (P) X Severity (S); If is $RR \leq 5$ Acceptable and if $RR > 5$ Not Acceptable

W – When, H – How, R - Responsible

	MHCPL	Doc. No. MHCPL-PM02-MKT
		Rev. No. 01
	PROCESS MAP - MARKETING	Date: 15.04.2025
		Page No: 24 of 25

8. Documented Information

8.1 Supporting Documented Information to be Maintained (DIM), Including External Origin

S. No.	Document Information Maintained	DIM No.	Document Origin	Revision Status	Approval Authority	Controlled copy issued to	Disposal Authority	Mode of disposal
1	Marketing Guidelines	MHCPL-SOP-MKT	Internal	00	HOD	DGM	HOD	Tear

8.2 Supporting Documented Information to be Retained

S. NO.	DIR Name	DIR No.	Revision status	Indexing	Mode	Storage	Retention	Disposal Authority
1	Inquiry Form / sell.do	MHCPL-MKT-F01	00		Hard	File	1 year	HOD
2	Application form	MHCPL-MKT-F02	00		Hard	File	1 year	HOD
3	Agreement of Sale	MHCPL-MKT-F03	00		Hard	File	1 year	HOD
4	Sale Deed (Property register doc)	MHCPL-MKT-F04	00		Hard	File	1 year	HOD

*** (END OF THE DOCUMENT) ***