

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****PROCESS MAP - MARKETING**

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

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. I. Mehta) 15/04/25 | 15/04/25 | | |
| Prepared By | Reviewed By | Approved By | Issued by |

Disclaimer: This document is the property of **MYHOME CONSTRUCTIONS PRIVATE LIMITED**, contains information which is confidential and proprietary to MHCPL. This document must not be copied, reproduced or disclosed to third parties without the written consent of **HOD MARKETING**, MHCPL. This document is uncontrolled unless it is a **Controlled Copy**.



MHCPL

PROCESS MAP – MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

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 |

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)

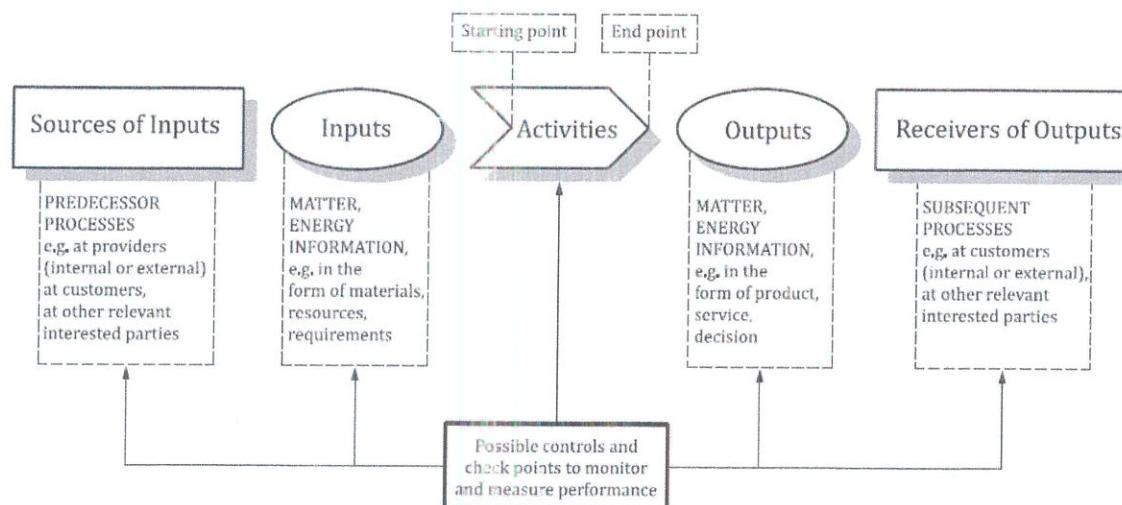


Figure 1 — Schematic representation of the elements of a single process



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 4 of 25

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

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 |



MHCPL

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 6 of 25

PROCESS MAP - MARKETING

| 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 Ø Lead generation Ø Handling leads Ø Attending leads Ø Follow-up's Ø Sales closure/ Booking | Prospects/ Bookings | Marketing | 40% of sales at launch 100% before completion of the project | Leads database | Sales representatives |



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

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) ⑥ Login of sale ⑥ Welcome letter ⑥ Selection of car parking ⑥ Execution of agreement of sale ⑥ Generation of invoices as per payment terms ⑥ Collection of money ⑥ Payment reminder calls ⑥ Registration ⑥ Handover of unit | Contract agreement of sales, Sale deed | Customer | ⑥ Execution of agreement within 30days of booking ⑥ Collection of payment within 15 days of raising invoice | Customer Id, Welcome letter, Agreement of sale, Invoices, Payment receipts, Sale deed | CRM Representative |



MHCPL

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

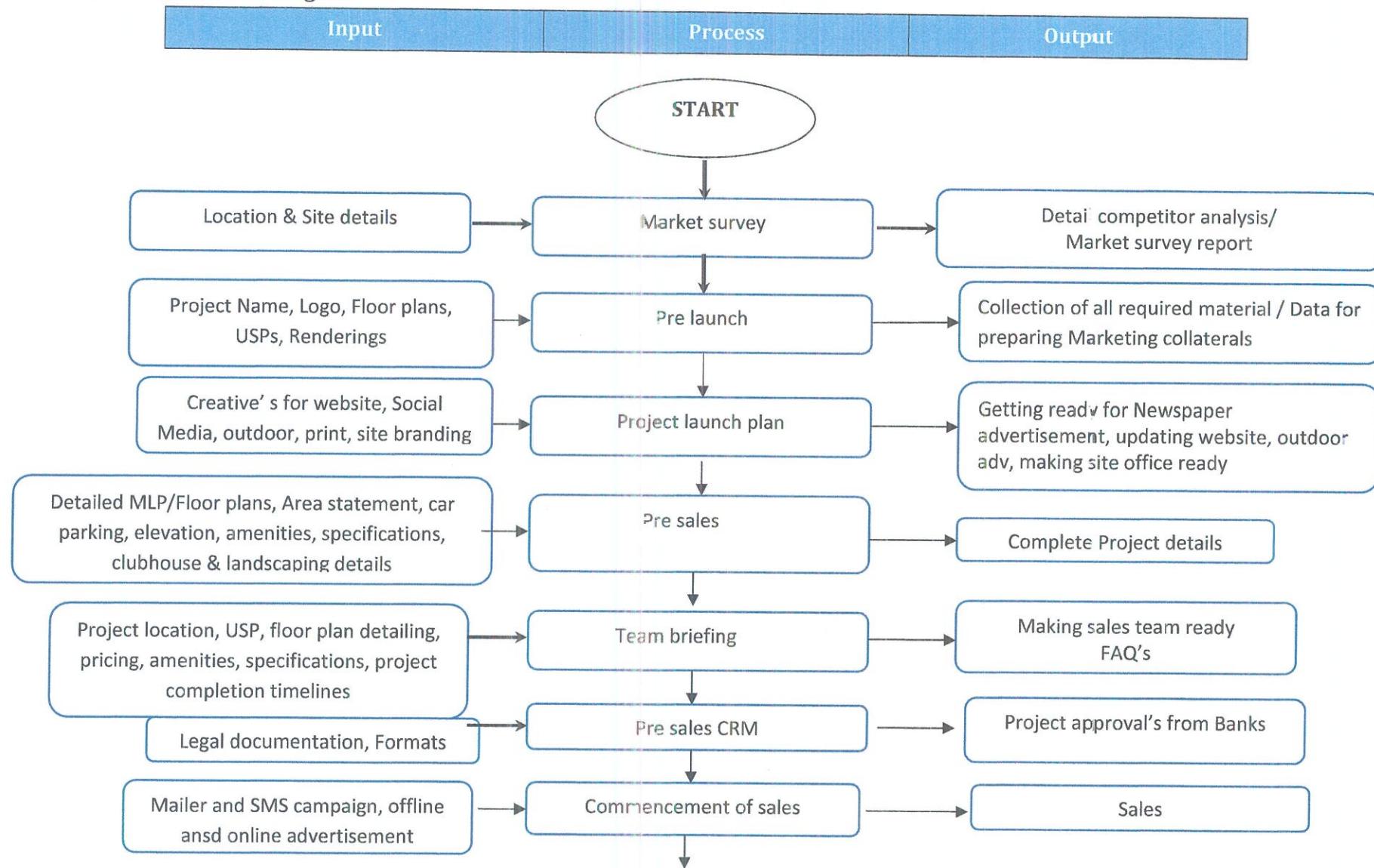
Rev. No. 01

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 |

5. Process flow diagram





MHCPL

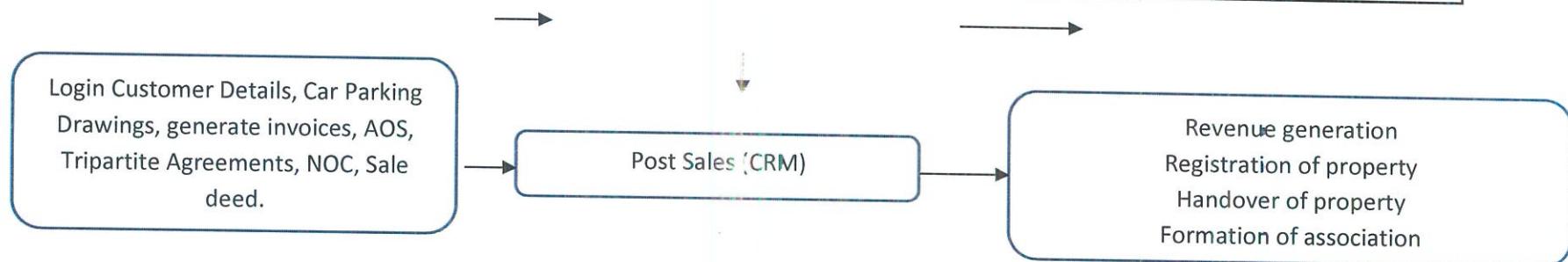
Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 10 of 26

PROCESS MAP - MARKETING



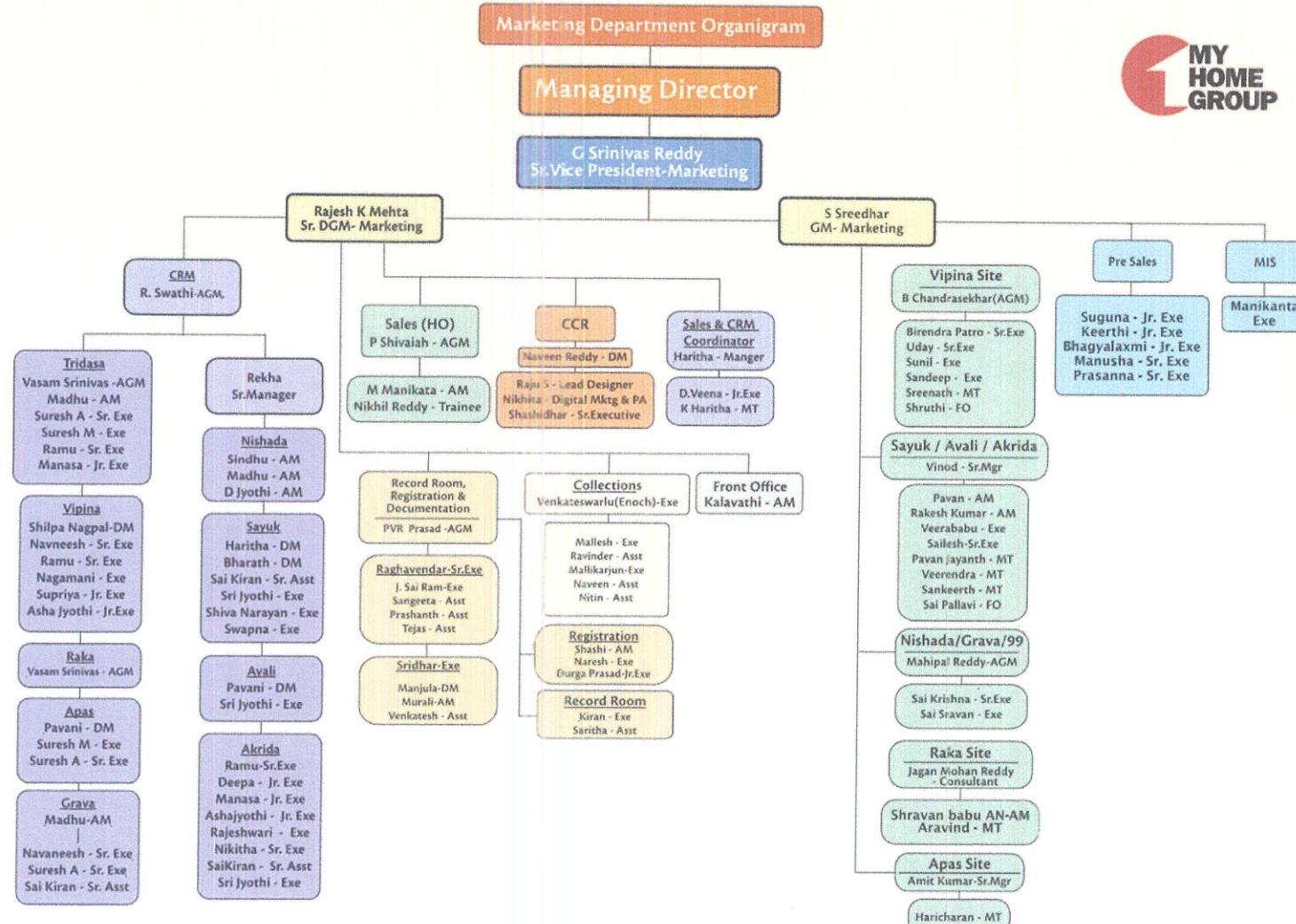
Objectives

| Q/E/S | Objective(s) | UOM | Current status | Target | Time Line | Planning | | | Monitoring | | | Responsible |
|-------|---|-----|----------------|--------|-----------|-------------------------|-----------|----------------|------------|-----------|-----------------------|----------------------|
| | | | | | | What | Resources | How | Where | Frequency | Method | |
| Q | Increase in annual sales numbers | % | | + 10% | FY | Sales turnover | NA | Sales strategy | Marketing | Monthly | Booking order | Sales representative |
| Q | Increase in Social Media Followers across all platforms | % | | + 10% | HY | Promotional expenditure | NA | Sales planning | Marketing | Quarterly | Expenditure statement | CCR |

*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

PROCESS MAP - MARKETING

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

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

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

PROCESS MAP - MARKETING

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



| 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) | CRM: enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount 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., Collection: Coordinating with sales and CRM Registration: collection of bond papers (stamp papers), Checking Sale deed, Registration of Flat, Coordinating with registrar office, checking the registration status | CRM: Sign payment receipts, allotting car parking slots, Handle complete SAP process of marketing department CCR: Finalizing agencies, Design, Quality check, Releasing PO's & verifying the bills, Processing for payment, Price Negotiation. Collection: Nil Registration: nil | CRM: any deviations related to bills. CCR: Deviation in Quality, Time line, payments, PO's, Final Price, Wrong Communication. Collection: Timely submission of Collected Cheques / drafts Registration: Timely submission of Sale deeds. |
| 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) | daily reports to DGM CRM: enter customer details in SAP, raising invoices, coordinating with bankers for disbursement of loan amount Documentation: collection of bond papers (stamp papers), Preparing AOS & Sale deed. Handing Over: Coordinating with site engineers for finishing works, Updating of work progress every day. | CRM: allotting car parking slots, Handle complete SAP process of marketing department Documentation: Controlled issue of bond papers. Handing over: Control over work force(labor) | CRM: any deviations related to SAP activities. Documentation: Deviation in sale deed Handing over: Flat completion status deviation. |
| 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 | <ul style="list-style-type: none">1. Handling complete marketing department2. Sound knowledge about Real Estate segment3. Handling customer objections Developing leadership4. Sound knowledge of legal documentation5. In depth knowledge about statutory compliance6. Understand the market trend and planning the product accordingly.7. Assessing team performance regularly8. Representing company on different platforms9. Recruiting team members |

**MHCPL**

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 17 of 25

PROCESS MAP - MARKETING

| 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 survey2. Handling complete pre-sales and post-sales process3. Taking care of complete Marketing activity like Website, Social Media, outdoor media, site branding, brochure designing and printing4. Recruiting team members5. Representing company on different platforms6. Monthly tracking sales of key competitors7. Identifying and escalating the recurring problems to Management8. Handling of objections raised by Existing customers9. Point of contact between Customers and Management10. Administration of site offices11. Coordinating with Legal team for vetting and getting approval for all documents.12. Maintaining Strong Professional relationship within the department, other departments, vendors and customers13. Ensure data base of all leads generated like Website, livserv, walk-in, expo leads etc..., maintained properly.14. Vendor Management15. Assigning and collecting feedback of leads from sales team16. Manpower Management |
| Level - 3 | AGM - Sales | Graduate / MBA | 8 to 10 years | <ol style="list-style-type: none">1. Attend leads2. follow up3. convince4. negotiate5. close the sale |
| Level - 4 | Sr. Manager / Manager - Sales | MBA | 08 to 10 years | <ol style="list-style-type: none">1. Attend leads2. follow up3. convince4. negotiate |



MHCPL

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 18 of 25

PROCESS MAP - MARKETING

| Level | Role(s) | Qualification | Experience | Skillset |
|-----------|--------------------------------------|---------------|---------------|---|
| | | | | 5. close the sale |
| Level - 5 | AGM / Sr.Manager - CRM | MBA | 08 - 10 years | <ul style="list-style-type: none">1. Handling Complete SAP Process2. Handling CRM Team (My Home Avatar Project)3. Objection Handling by team in regard to SAP4. Assisting Team in proper implementation of SAP5. Coordinating with Finance and IT team for implementation of any changes in SAP6. Submission of various reports to Managements as and when required |
| Level - 6 | AGM - Registration and Documentation | MBA | 08 - 10 years | <ul style="list-style-type: none">1. Handling documentation team and registration team2. Payment of online challans3. Taking care of complete registration of all projects of the company4. Making sure that Sale deeds are executed on time5. Making Challans and DD's required for registration6. Coordinating with Land Owners for timely execution of sale deeds7. Coordinating with Authorized Signatory and ensure all the documents are signed in time8. Coordinating with Accounts in regard to receipt of payments for registration9. Coordinating with Legal team for vetting and getting approval for all documents. |
| Level - 7 | Deputy/ Asst Manager -CRM | MBA | 5 - 7 years | <ul style="list-style-type: none">1. Updating customer details into SAP2. 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.....etc4. Collection of Payments as per demand raised5. Follow up with customers for the outstanding dues6. Assisting customers for registration process7. Coordinate with projects team for Handing-over of flats |



MHCPL

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....etc4. Sending MIS report to Management on daily bases5. Coordinating with accounts department6. Coordinating with respective CRM / sales teams on confirmation of payments received via RTGS/NEFT7. Assisting CRM Team for Cancellation, shifting and refund process in coordination with Accounts8. 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 projects3. All offline Advertising activities4. Designing new brochures by coordinating with agencies5. Participating in property expo(National and International)6. Sales office, CRM offices and Site branding7. 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 SAP2. 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.....etc4. Collection of Payments as per demand raised5. Follow up with customers for the outstanding dues6. Assisting customers for registration process7. 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 leads2. follow up3. convince4. negotiate5. 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.....etc2. 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 team2. Going to Existing customers place for collection of Cheques, Documents,etc3. Applying for Challan's and DD's in regard to registration4. 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 projects2. 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

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

Doc. No. MHCPL-PM02-MKT

Rev. No. 01

Date: 15.04.2025

Page No: 22 of 25

PROCESS MAP - MARKETING

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 ≤ 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) ***