

**Ref. No. MCHI/GEN/13-14/072**

**December 4, 2013**

To,  
**Mr. Sudeep Grover**  
**Jr. Exec. President**  
**Ultratech**  
Ahura Centre, A-Wing, 3<sup>rd</sup> Floor,  
Mahakali Caves Road,  
Opp. MIDC Office, Andheri (E),  
Mumbai - 400 093

Dear Sir,

You would be aware that Maharashtra Chamber of Housing Industry (MCHI) is a representative body of builders & developers operating in Maharashtra. Established in the year 1982, MCHI is recognized as an important representative body by the Government.

The objective of MCHI is to promote scaling up of individual players in Real Estate Industry by encouraging best practice related to Operational Excellence, transparent & robust operations and cost efficient way of operations.

One of our Strategic initiatives during the current fiscal is to bring better synergies in our purchasing through consolidation of volumes of select items bought by Real Estate developers (members of MCHI), intending to participate in the initiative.

Cement is an item purchased by all the Real Estate developers and has been identified initially for exploring consolidation across MCHI members. We intend to have centralized sourcing for this item at centrally with MCHI as moderator. The operations post price discovery/rate finalization in terms of ordering, delivery and payment would continue to be decentralized initially at the level of the participating companies for the sake of better manageability. Subsequently as MCHI gains experience & attains maturity in managing the transaction the entire procure-to-pay cycle will be managed through central independent team through MCHI.

To take the above initiative to a logical conclusion and develop an acceptable model to all the participants, we would invite your inputs/comments on the same. We would also like to meet you at our office to discuss the proposition in detail, the challenges envisaged and modalities.

The time & venue of proposed meeting is as follows;

**Venue :** Maharashtra Chamber of Housing Industry  
Maker Bhavan-II, 4<sup>th</sup> Floor,  
18, Sir Vithaldas Thakersey Marg,  
New Marine Lines, Mumbai - 400020

**Date :** Monday, December 16 2013

**Time :** 3:00 pm onwards

If you need any further information, please contact the undersigned on 9322507593 or email on [goyal@mchi.net](mailto:goyal@mchi.net)

Thanks & Regards,  
For MCHI-CREDAI

**C. P. Goyal**  
Chief Manager, Finance & Admin

**Ref. No. MCHI/GEN/13-14/073**

**December 4, 2013**

To,

**Mr. Yogesh Sekhsaria**

**DGM-Marketing**

**Ambuja Cement**

Ground Floor LHS, Elegant Business Park

Behind Kotak Mahindra Bank,

MIDC Cross Road 'B',

Off Andheri - Kurla Road,

Andheri (E), Mumbai - 400059

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**C. P. Goyal**  
Chief Manager, Finance & Admin

**Ref. No. MCHI/GEN/13-14/074**

**December 4, 2013**

To,  
**Mr. Subrato Sahana**  
**Chief Manager- ICI Sales**  
**ACC**  
ACC Thane Complex,  
Lal Bahadur Shastri Marg,  
Near Teen Haath Naka,  
Thane (West) - 400 604

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**C. P. Goyal**  
Chief Manager, Finance & Admin

**Ref. No. MCHI/GEN/13-14/075**

**December 4, 2013**

To,  
**Mr. Vijay Krishnan**  
**AVP-Marketing**  
**Binani**  
Feltham House, First Floor,  
10, Heredia Marg, Ballard Estate,  
Mumbai - 400001

Dear Sir,

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Chief Manager, Finance & Admin

**Ref. No. MCHI/GEN/13-14/076**

**December 4, 2013**

To,  
**Mr. Chirania**  
**DGM-Mktg**  
**Vasavdatta**  
Barddwalla Mansion,  
B-Wing, 3<sup>rd</sup> Floor,  
81, Dr. A. B. Road, Worli Naka,  
Mumbai - 400018

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