

July 19, 2012

To,  
Mr. Ravi Lalwani  
Managing Director  
Media Star Pvt. Ltd.,  
20, Vasvani Mansion,  
120, Dinshaw Vaccha Road,  
Churchgate, Mumbai - 20.

Dear Mr. Lalwani,

**Greetings from MCHI-CREDAI.**

Reference our discussions with you and Bharat about re-establishing ties on a more solid footing, between **MCHI-CREDAI**, **Gulf News** and **Media Star**.

MCHI-CREDAI pioneered the concept of *representative real estate exhibitions* in the Gulf, by staging 35 shows since 2002 in Dubai, Bahrain, Muscat, Kuwait, Abu Dhabi, Canada, USA, UK and Far East.

In almost every one of the Dubai shows, **Gulf News** was the leading advertising and promotion medium used by MCHI-CREDAI.

To reiterate, what we had said in an earlier communication in January 2012. We have had the most cordial relations with **Gulf News** since 2002, and your offices in India can corroborate this reality. In all these years that we staged our shows in Dubai, we have received excellent support from **Gulf News**. There had never been any cause for complaint on either side.

**Advertisement Clearances For MCHI-CREDAI Shows Withheld Post January 2012**

We staged our 15<sup>th</sup> India Realty Expo in January 2012, at Crowne Plaza Hotel, Deira, Dubai, for whatever reasons, in the past 2 years, we have found the establishment in Dubai RERA, relegating our application and granting preferential dates to other private organizers. This has been a serious hindrance to us, as it has limited our ability to stage the kind of exhibition we would have liked, on the dates that we would have preferred.

All our representations to the concerned authority for addressing this issue have yielded no results.

Given this situation, we had in January 2012 tied up with the other English daily in Dubai, to secure local support for our project, such as licensing, approvals and clearances. That was the sole objective of tying up with the other English Daily, and I would also like to confirm that there was no sharing of expenses / profit and nor was it a jointly organized show.

Let me emphasise that there was no intention to enter into a tie-up at the expense of **Gulf News**, although we admit that there were unfortunate miscommunication made in our promotion material.

Again, let me reiterate, what we had said earlier in our communication to Gulf News, *there was never ever any question of adopting a competitive approach towards your esteemed Newspaper.*

**Alliance With Gulf News**

MCHI-CREDAI will be happy to join hands with **Gulf News** for our proposed shows in 2012-2013 on an exclusive basis, wherein **Gulf News** would provide us the requisite local support for obtaining licences and approvals for our show.

The Dates we are looking at are:

Sr. No.	Months	Dates
1.	<b>November, 2012</b>	22 <sup>nd</sup> /23 <sup>rd</sup> /24 <sup>th</sup>
2.	<b>May, 2013</b> <b>or</b> <b>June, 2013</b>	23 <sup>rd</sup> /24 <sup>th</sup> /25 <sup>th</sup>  6 <sup>th</sup> /7 <sup>th</sup> /8 <sup>th</sup>
3.	<b>November, 2013</b> <b>or</b> <b>December, 2013</b>	28 <sup>th</sup> /29 <sup>th</sup> /30 <sup>th</sup>  5 <sup>th</sup> /6 <sup>th</sup> /7 <sup>th</sup>

We have no reservations in making this proposal, and we are confident, looking at our track record in Dubai, **Gulf News** will have none, either. Let's move ahead, and forge a new successful association that brings benefits to **Gulf News** and **MCHI-CREDAI** as well as **Media Star**.

We shall be happy to provide any further information you may need.

Best Regards,

For **MCHI-CREDAI**

Sd/-  
**Zubin Mehta**  
CEO

**Cc to:**

Mr. Bharat Limaye, Vice President & National Sales Head, Media Star