



March 29, 2006

الشركة العربية للسيارات ذ.م.م
Arabian Automobiles Co. LLC



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Mr. Advait Kurlekar
Wholetime Director
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Dear Advait,

Although our association with you started way back in 2001 during your earlier employment when we had engaged you and your team to help us overhaul the Balanced Scorecard (BSC) Framework at Arabian Automobiles Co. LLC, we were quite keen and happy to continue this association even after your move to Kirtane Pandit Consulting due to the excellent understanding and wave length that we had struck during the first assignment. I was particularly impressed with your ability to understand our organization's work culture and work closely with the management team in coming up with a framework that ensured complete buy-in from all, which in my opinion, is highly critical to the success of any project.

This was also amply evident during our most recent engagement when you had helped us in refining the Strategy Maps of the Corporate as well as the SBUs with particular stress on the Cause & Effect relationship chain. This has helped us immensely in proper alignment of the objectives and stay focused in achieving the strategic objectives of the organization that we had, as a management team, collectively laid out. Your assistance to us in several other one-off strategic management initiatives thru' your insightful analysis and recommendations have helped us gain recognition and success in many ways.

Over the years, this association has turned into such a healthy relationship that your name springs first to our mind whenever we are looking out for external assistance for any strategic initiative that we want to launch. We look forward to maintaining this relationship that benefits us mutually.

Best Regards,


Michel I Ayat
General Manager

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