ORRA
since 1888
THE DIAMOND DESTINATION

August 3, 2009

Mr. Advait Kurlekar
CEO
Upohan Management Consultants Pvt. Ltd.
1, Mangalam Chambers,
Paud Road, Kothrud
Pune 411 038

Dear Advait,

Over the past one year of our association, you and your team have added immense value to Orra through the various modules of Strategy Validation using Balanced Scorecard, MIS Development, Performance Management System, Business Process Improvement and most importantly the extensive and extended support that you have given to the Orra management team for implementation and operational improvement.

I would particularly like to commend the commitment shown by you towards the growth of our business. Your insights into our operations were important as they looked into them not only from a **"strategic perspective"**, but also from an operations perspective at a **"granular /transaction level"**. While other consultants work on a broader level, I think what sets you apart is that your teams willingness to dirty your hands. The commitment to translate these goals into short term and long term and put in place an effective mechanism to the monitor the same has gone a long way in us moving towards our goal.

Over the past year, we have seen greater direction and focus and better coordination among the departmental heads towards our goals. What has been gratifying is that you have been able to carry the team along with you.

In light of the work done by you, we had no hesitation in signing your new venture - Upohan as our partner in our future journey. I and my management team hope to continue this relationship forward and hope to benefit from the immense knowledge and experience brought on the table by you.

We wish you good luck and growth in your new venture!

Warm regards,

Yours sincerely,

Inter Gold Gems Pvt. Ltd. MUMBAI

Vijay Jain
CEO