



GOKALDAS IMAGES PVT. LTD.

Mr Ravi Gilani
Managing Consultant
M/s. Goldratt India
D-154, Saket
New Delhi – 110 017

October 10, 2012

Dear Mr Gilani,

I am glad to write this letter of thanks to yourself, Sudanshu and Ira for the work we have done together these past (nearing) two years. Your efforts can be directly related to the following positive changes in the organisation--

The importance of weekly discipline and accountability instituted through the weekly meetings youll established have allowed the company to perform better, act on problems collectively, and respond to changing circumstances swiftly.

There were valuable process improvement projects youll led most notably those relating to the shipment, invoicing and collection processes and the standardisation of order capture and merchandising processes and its documentation in the merchandising handbook. These have improved the operational effectiveness of the entire company.

Your interaction with the entire senior management team, has led to all of these individuals possessing the skills to understand the impact of their business decisions on cash flows, and the relationship of each action to the bottom line.

The orchestration and sequencing of material arrivals to achieve "full kit" and the direct impact of that on productivity and output growth has undoubtedly been one of the most visible and noticeable changes in the organisation as a result of our interaction.

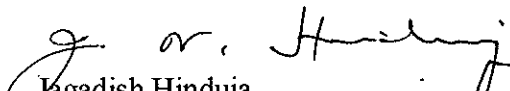
Your crucial contribution has been to give each decision maker the ability to see the impact of their actions on the entire business as a single unit-- and not just their division/SBU. The whole business impact has now become the touchstone of every important decision taken. The entire management team understands that despite divisional and MIS distinctions we all sail in one boat.

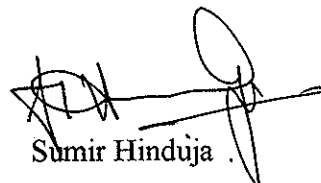
The interaction with Goldratt India has led to a senior management team that has the conviction, unity and morale to take on the most difficult of challenges.

We are deeply appreciative of your efforts and hope to continue to stay in touch with each other in the years ahead.

Thanking you,

Yours faithfully,
For Gokaldas Images Pvt. Ltd.,


Jagadish Hinduja


Sumir Hinduja