



**CS aerotherm**<sup>TM</sup>  
Creative Technology in Baking

TIN No. 29570303648  
CST No. 10174060 Dt. 17.08.04

**TO WHOM SO EVER IT MAY CONCERN:**

[Date: 05-12-2016]

I write with reference to Hemant Arora s/o Om Parkash Arora, employed with CS Aerotherm Private Limited, Bangalore, Karnataka, India. Mr Arora joined us in 2010.

During his association with the company, he worked for total 40 hours per week. He joined the company as Business Consultant and remained with us till November 2014. He performed the following tasks on regular basis as Business consultant:

- Designed and executed wide range of strategic planning, Business & Marketing strategies & planed to develop new markets for business excellence.
- Proven track records of consistently increasing the sales/ profitability of the company by selling machines worth **INR 4.00 Crores (approx) during his tenure.**
- Strategy formulation by in depth study of inputs given by market research team and fine tuning strategies to ensure wider market reach and penetration or unexplored markets.
- Established a reliable and cost effective network of dealers / distributors and channel partners to sales escalate sales levels.
- Developed strategies to gather orders from market through direct sale or arranging tie up with other big companies.
- Ensured high quality service to big brands like franchises of Britannia Industries Ltd. and made them ready to get into contractual agreement for buying our machines.
- He is recognised as business consultant with proven track records of consistently increasing the sales/ profitability of the company.

If you should require any further information please do not hesitate to contact me. My heartiest wishes are always with him.

**For CS Aerotherm Pvt. Ltd.,**

  
(Rag Authorized Signatory)  
Director  
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