



Plaza Cables

A-74, Pocket D, Okhla Phase 2,
Okhla Industrial Estate, New Delhi-110020

29 Dec, 2021

Dear Sir,

We are pleased to share the Mandate of Industry Research Report for "Plaza Cables" for manufacturing of domestic house wiring cables and LT power Cables with total project cost of 15Cr.

This document provides the key terms of our services including the scope of work, professional fees and other related matters.

I. Scope of Work

Preparation of IRR for the concern Industry as per our discussion, brief scope of work shall include following items:

- A) Macroeconomic Landscape & Outlook-Global Scenario and Indian Scenario
- B) Global and Domestic Demand Supply Trends-Identification of key geographical markets, and factors driving demand for the product at a global scale.
- C) Opportunities and challenges ahead for the Cable and wire industry
- D) Government initiatives- Indian Market: Focus on exports from India and Impact of Imports to India
- E) Regulatory Analysis
- F) SWOT Analysis of the Company
- G) Competitive Analysis
 - a. Insights on the nature of competition in the industry: identifying key factors that shape competition
 - b. Major players in Indian market: Detailed player profiles & product attributes of key players.
 - c. Analysis of the industry with Porter's five force's framework
 - d. Financial analysis: Financial performance of key players
- H) Product Profile and its application
 - a. Insights on manufacturing process, raw material specifications & product segments.
 - b. Focus on the types of applications of Products, and the range of industries it is used.
 - c. Emergence of 3D wires manufactured by the Company or any products

For PLAZA WIRES PVT. LTD.

Authorised Signatory

I) Major challenges: analysis of key challenges & developments that has the potential to impact the demand for Cable and wire industry

J) Demand Drivers- Detailed analysis of factors that are driving demand for the product and Analysis of future demand scenario in the industry: mapping how the growth in major consumer segments in the coming years would impact the future demand for Cable and wires/Products of the company.

a. Key demand segments: classification of consumer segments. Factors like capacity expansion, infrastructure modernization & and regulatory policy changes will be used to analyse the demand emerging from each of the segments

b. Existing consumer segments: Analysis of demand pattern emerging from traditional manufacturing segment. This would include demand emerging from Different Industries.

c. Emerging consumer segments: Insights on demand arising from Different segments. Factors like ongoing expansion in these segments as well as impact of Government policies will be used to highlight the demand pattern.

d. Upcoming consumer segments: Focusing on segments which would be a key demand driver in the coming years. The focus would be primarily on the expected demand from different segments and industry applications.

K) Company Profile

a. Product profile and its application

b. Major milestones

c. Management profile

d. Key customer segments

II. *Company Responsibility*

The company shall provide all the necessary documents and information required by Resurgent India Ltd to enable us to perform services pursuant to this engagement letter. The company officials would be available for meetings, tele-conferences and provide the required assistances to Resurgent to perform its services pursuant to this engagement.

III. *Professional Fees*

- The Advance **Professional Fees shall be as under as per total project cost of 15Cr.**
- Rs.2.5lacs (Rupees Two Lac Fifty Thousand Only) plus GST would be paid as per the following schedule:

S.No.	Particulars	Fee Amount	GST @ 18%	Payable amount
A	At the time of signing of the Mandate	Rs.250000	Rs.45000	Rs.295000
	Total	Rs.250000	Rs.45000	Rs.295000

Other Important Terms & Conditions

The estimated time for completion of exercise would be 15 working days after allotment and submission of required information.

- Resurgent would not be responsible and would be eligible for the full fees if Company backs out to avail of the services due to any reason or due to the non-fulfillment of the terms, which the company has accepted.

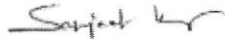
For PLAZA WIRES PVT. LTD.

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- All payments made to Resurgent India Ltd under this engagement letter are exclusive of taxes (GST). Such taxes will be payable as prevalent at the applicable time and are exclusive of the professional fees stated above. However, if required by law, the company can deduct such taxes at source and make the balance payments to Resurgent.
- Any expenditure incurred on account of Legal / Valuation / Processing Fees, etc. as per Bank's request as necessary in connection with the study will be directly borne by the company.
- The travelling expenses & accommodation charges are excluded in the above commercials.
- Kindly acknowledge receipt of this letter in acceptance of the above terms and conditions.

Thanking you,

Yours faithfully,
For Resurgent India Ltd.



Sanjeet Kumar Jha
Authorized Signatory,
Resurgent India Limited
903 -904, Unitech Business Zone, Tower-C,
Nirvana Country, Sector - 50, Gurgaon, Haryana - 122 018

Bank Details for making payments are as under:-

Resurgent India Limited

A/C No: 50200006021780

Bank Name: HDFC Bank

IFSC Code: HDFC0003634

Branch: Unitech Business Zone, Nirwana Country, Gurgaon, Haryana

For PLAZA WIRES PVT. LTD.



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