

29th December, 2014

Mr. Ravi Gilani
Managing Consultant
Goldratt India
D-154, Saket
New Delhi - 110017

Dear Mr. Gilani,

This is to thank you for the advice and inputs received in the course of our meetings and the training programs you have run for us.

The two training programs that you have run for the top 40 people in our team, on the TOC Thinking Process, have been very well received.

In these two years, I have personally used the concept of the 'Conflict Cloud' to surface assumptions and invalidate the same. We have found this method very valuable in redesigning some of our processes to make them more customer friendly. The changes that we have been able to make, have allowed us to improve our performance manifold in areas of project delivery and a few other key processes.

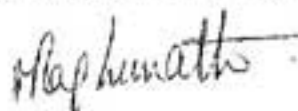
In addition to the above, the training programs have had some very lasting impact on my team:

1. Team members have become a lot more open and frank when in fora that require sharing of views and opinions.
2. The general attitude of the team is that of 'every problem is solvable'.
3. Members of the team have demonstrated improvement in clarity of thought just by correctly articulating the pain or UDE.

Overall, the two training sessions that you have held with our leadership team have had a substantial impact on the working of the Customer Experience Department.

Thank you once again.

With warm regards
For Bharti Airtel Limited



Raghunath Mandava
Director – Customer Experience