

✓ Mr. Umesh.

Total 4 Pgs.

for. Dr. Ram  
Ex. President Manufacturing  
CMO  
Mumbai

Date: 28<sup>th</sup> July 2005

To

**Sh Birender Singh Singh**  
**BGU**

**Sub:- Quality complaints in Birla Plus**

Sir,

Requesting you to kindly note that we are facing a lot of problem in Birla plus cement for the past two months.

There have been problem regarding low compressive strength in concrete and plaster, delayed hardening, shrinkage cracks and also few cases of black carbon particles floating on top.

You are requested to take prompt action so as to overcome these problems, so that these problems can be solved and confidence in Birla Plus can be restored in our market.

Regards,

  
f SUDEEP GROVER



# AVM Agro Agency

66 - R, Amrit Complex, Model Town, HOSHIARPUR.

B.O. S.C.O. 52, New Gram, Mosleh, HOSHIARPUR.

PHILWATA ROAD,

Off. : 01882-309220

253922

Fax : 01882-253529

Resi.: 01886-250128

10, June, 2005

To

Birla Plus Cement.  
Jalandhar.

Sir,

This is to state that I am working with your company since quite a long time in hoshiarpur area.

Hereby I want to bring to your notice about a problem we are facing in our area. Here, at a number of sites we are receiving complaints about low strength and slow setting in construction work, that results in poor construction.

You are requested to kindly solve the problem as early as possible as we can lose our sales otherwise.

Regards,

For AVM AGRO AGENCY  
*Ilodh Singh*  
Prop.

Subject to PHUL Jurisdiction.

ST/CST No. 855432-1-8  
Dt. 12-8-83

(S) 20506  
(R) 22174

# Singla Sales Corporation

Authorised Dealers : BINANI CEMENT LTD.

Factory Road, RAMPURA PHUL-151103 (PB.)

Ref. No.....

Dated..... June 2005

To )  
Birla Plus Cement,  
Bathinda.

Sir,

I have been associated with your cement since a long time. In Bathinda I have faced a problem of shrinkage cracks. The water seeps down in the slab even after 10 to 12 days. This creates a bad impression in the market. You are requested to please do something regarding this problem so that our image is maintained in the market.

Thanking you,

For S. Singla Sales Corporation

*Singla*  
Prop.

TIN No. 03441057014  
Dt. 1-4-05

Ph. : 01675-252718  
Mob. : 98724-09718

# PASSI TRADERS \* \* \* \*

WHOLESALE DEALERS : J. K. WHITE BIRLA PLUS CEMENT

SUPPLIERS OF :

RATHITOOR SARIA, GARDER, SANITARY GOODS, CHIPS & CRAZY ETC.  
JARG CHOWK, MALERKOTLA-148023 (PUNJAB)



Dated..10..May..2005

Ref. No.....

To,  
Birla Plus Cement  
Patials.

I want to request you that we are having problem in this cement, when the cement in mixed there is a black layer on the water, which looks like ash, and give us very bad image. Customers say that we are mixing something in the cement like trash. There is one more complain of cement plaster falling from wall. Cement is falling like a powder from the wall and very difficult to explain the customer for the problem.

So, I request you to improve quality of cement, otherwise it will be a problem for me to sale it in the depot, I have been attached to the Birla plus cement for very long time, so it have to request to consider me.

Thanking you.

Huseeb Kumm