



15th May 2009

RECOMMENDATION

TO WHOMSOEVER IT MAY CONCERN:

Abdul Latif Jameel Electronics is the largest electronics and white goods retailer and distributor in the Kingdom of Saudi Arabia. Sole distributors for Toshiba, Dora, White Westinghouse, Ruud-Rheem and host of other renowned brands, they have over the past few years garnered over 54% of the market share in the Kingdom.

Abdul Latif Jameel Electronics, with an eye on the future, wanted to review its current Human Resources systems viz. Organization Design, clarity in roles and responsibilities as well as performance measurement practices and systems. Abdul Latif Jameel Electronics identified and retained Tvarita Consulting, a boutique HR consulting organization based in Hyderabad, India.

Tvarita Consulting Pvt. Ltd. is a boutique consulting organization based in Hyderabad, India, delivering a complete range of HR services to companies, including HR strategy viz. Organization Structure and Design, strategic workforce planning, compensation structures design and deployment, Talent Acquisition, Performance Assessment and Development.

We at Abdul Latif Jameel Electronics have been extremely pleased with the ability of the Tvarita team to straddle "blue-sky" strategy as well as practical, hands-on and value-add approach at work. Their commitment to providing the best of solutions was visible in their de-lineating the work, clearly defining phases with specific deliverables for each phase.

They have delivered insightful and effective output. Their individual experiences in top-notch multinational organizations – across the globe – in senior level positions was visible in their ability to quickly adapt to the nuances of the culture in Kingdom of Saudi Arabia; our business and its sensitivities.

They have ensured that their deliverables will result in tremendous value, benefits and tangible business results for Abdul Latif Jameel Electronics in the medium term, while laying a strong foundation to help us develop into a bench-mark organization in our geography. Their sense of ownership was equally visible during the Training and Deployment phase. They displayed a rare combination of ownership, responsibility and sensitivity – addressing the organization's immediate concerns and future growth plans. We, in our dealings with Tvarita Consulting feel that we are working with a seasoned, senior Management Team Member of ours working from a different location.

Regards,

P. VENKAT
Managing Director