





SOBHA REALTY								
Delegation of Authority Matrix - CRM								
S.No.	Activity / Business Transaction	Initiator	L1 Approver	Validation	L3 Approver	Executor	Process Status (Documented/ Not Documented)	Remarks
C	Customer Relations Management							
1	Reallocation of Funds	Manager - CRM	HOD - CRM	AR & Audit	CRO	Executive - Accounts	Documented	
2	Name Addition/Deletion: 1st Degree Relatives - SPA Not Executed	Executive - CRM	Manager - CRM	Audit	HOD - CRM	Sales Ops	Documented	Process for Name Addition/Deletion.
3	Name Addition/Deletion: Others - SPA Not Executed	Manager - CRM	HOD - CRM	Audit	CRO	Sales Ops	Documented	Process for Name Addition/Deletion.
4	Name Addition/Deletion: SPA Executed	Manager - CRM	HOD - CRM	Audit	CRO	Sales Ops	Documented	Process for Name Addition/Deletion.
5	Ownership Change: 1st Degree Relatives - SPA Not Executed	Executive - CRM	Manager - CRM	Audit	HOD - CRM	Sales Ops	Documented	Process for Ownership Change.
6	Ownership Change: Others - SPA Not Executed	Manager - CRM	HOD - CRM	Audit	CRO	Sales Ops	Documented	Process for Ownership Change.
7	Ownership Change: SPA Executed	Manager - CRM	HOD - CRM	Audit	CRO	Sales Ops	Documented	Process for Ownership Change.
8	Payment Plan Change	Manager - CRM	HOD - CRM	-	CRO	IT	Not Documented	
9	Cancellation and Forfeiture	Manager - CRM	HOD - CRM	AR & Audit	CRO	DLD	Documented	Initiated only on customer's request
10	Cancellation and Refund	Manager - CRM	HOD - CRM	AR & Audit	CRO	Accounts	Documented	File note process.
11	Cancellation and Swap (Downgrade/Upgrade)	Manager - CRM	HOD - CRM	AR & Audit	CRO	Accounts	Documented	File note process.
12	Resale requests (Requests for payments of less than <40% of PP + next installment)	Manager - CRM	HOD - CRM	AR & Audit	CRO	Executive - CRM	Documented	Process for Resale NOCs
13	Service Charges Waiver	Manager - CRM	HOD - CRM	Audit	CRO	Accounts	Not Documented	
Proposed By:		Reviewed By:					Approved By:	
 Subodh Kumar (Process & BE)		 Shilash Tarachand Bharné (Head – Process & BE)					 Mohammad Adnan Hamid (Chief Revenue Officer)	
							 Francis Alfred (Managing Director)	