

31 October 2021

To whom it may concern:

Re: Reference Letter - The Advisory Bay (Pty) Ltd

For the past year, I (in a Mentor-mentee relationship), have worked with Hiten Keshave, the director of The Advisory Bay (Pty) Ltd. He has been instrumental and a huge asset to my life and helping me understand broader strategic elements in my personal life and business.

I recommend working with him if you looking to maximise on productivity, efficiencies and effectiveness both in business and their personal life. Their coaching techniques and methodology, collaborative approach and extensive start-up industry knowledge is undisputable regardless of which stage you are in business.

It has been an exciting joinery of our three year old relationship.

If you have any further questions please feel free to contact me as per the details below.

Yours faithfully



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