

27 September 2021

**To whom it may concern:**

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

For the past year, **Khemka exports ( We deal in baby products )** , , has worked with The Advisory Bay (Pty) Ltd on several aspects around the elements required to start a business. Hiten Keshave, the director of The Advisory Bay (Pty) Ltd has been instrumental and a huge asset to our organisation in helping us understand our broader strategic elements, both in our personal lives and business.

We highly recommend The Advisory Bay (Pty) Ltd to anyone 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.

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

**Yours faithfully**



**Name: Ashutosh khemka**

**Contact Details: +91 - 9305104911**

**Position: Director**

**Company: khemka exports**

**Date: 27th Sept 2021**

