

13th August 2012

To,
Mr. Peter Honegg – MD & CEO
Mercedes Benz India Pvt. Ltd.
E-3. MIDC, Chakan, Phase – III,
Chakan Industrail Area,
Kuruli & Nighoje, Tal : Khed,
Pune – 401501

Sir,

We have received your response and have the following observations and comments:

1. The entire contents of your letter are **false and totally contrary to the documented history of our relationship**. The levels on which you have twisted the well recorded facts are so outrageous as to be a further insult to us. Yet we are summarizing the degrading and humiliating false statements in your above response, which contradict all evidence including audio recordings and written record of many years.
 - You destroyed our dealership when we had waited for two years for your parent company to investigate our most serious allegations against the whole lot of you.
 - You ambushed and attacked our dealership when for years we had protected your reputation at every cost and built up your volumes in Gujarat and Rajasthan **when no other dealer was capable**. The record shows that we **helped you constantly for years**, until the quality of your cars and the financial burden arising from your unfair blackmail, regarding banning us from selling cars to our customers seeking out state registrations, forced us to call an inquiry into your company's malpractices. What you say about us "demanding protection from competition" goes against all records and in fact you have regulated sale to within each dealer's territory and forced investment upfront, while taking the full projected sale volume of a dealers territory as a yardstick. You have forced our dealership to sign targets and investment commitments based on theoretical sale volumes such as AUTOHOUSE 250 while verbally enforcing sale territories against the very regulations of commerce in India. We can prove this to the Competition Commission anytime, so please refrain from such unsubstantiated allegations. One look at the **agreements you forced your dealers to sign** long after they were totally **in your financial control** shows your action is illegal by any countries



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standards. **Where is the record of market share from that period which you are trying to re-write the history off!!!**

- We failed to still see your vicious and degrading, inhuman and cruel tactics which you had used on eleven dealerships who you wished to destroy and we made the great mistake of trusting that we could never be “SHUT DOWN FORCEFULLY”, since we had massive unaddressed grievances against your whole management, which were in writing for years. We were, and are still holding hard incriminating evidence against all of you.
- You simply did what **no person with the slightest degree of humanity would do**. Out of sheer vengeance and vindictiveness you cleverly used the sword you habitually hang over each dealer in your agreements V.I.Z. you destroyed our reputation by **ambushing us suddenly with an ad for a new dealer. Such cases are found in your network alone!!**
- Not only did you deceive us by making us wait for more than a year to have a meeting to discuss our problems, you **came to the meeting**, which was fixed on paper to discuss our problems (you had no problems against us on record at all), **armed with a caveat and having released an advertisement in the Times Of India seeking a new dealer**. At that point no area in India except for Mumbai had more than one dealer. Our performance had NEVER been questioned till that date and the market share figures are in the public knowledge. Your manipulation of using the figures of after mid 2009, when the sector including BMW and AUDI proportionately grew abnormally in Gujarat are transparent and do not deserve any response other than contempt. **It only proves that the dedicated service which we have put in, of which you are aware, is like casting pearls before SWINE. Your fall in volumes in India like the rest of the world is justice for the crimes of your company. Your cars are cheaper than your rivals but since 2009 your market share has fallen lower than we ever allowed it to fall. Your ingratitude for our dedicated service and the shameless lies about our performance would have been avoided by any normal company, but in your case it is the sign of your own rotten culture. It is not surprising that your company has lost every market in the world but the hatred you have attracted is unique and well deserved. You have ruined your own partners repeatedly without any sympathy or cause but, the fact that now you have, through your advocates for the first time, not issued any specific threat, is a measure of your fear of the truth catching up.**
- When during that infamous meeting in Jan 2009, we refused to give up our demand for an investigation into all the allegations and informed the CEO&MD Dr. Aulbur that we were not interested in carrying on supporting the malpractices of Daimler AG, it was then that he ambushed us with this horrifying attack on our character and performance. When we had been complainants for many years, and there is no record of any defense on the part of Daimler AG or Mercedes India,

the contents of your reply are proved to be worthless garbage. However the allegations we made including the **audio recording of that very meeting**, where we were cruelly ambushed, will always reveal the **TRUTH ABOUT MERCEDES**.

- Equating **money owed to us, arising out of our running accounts**, with our damages arising out of loosing the business we had built over generations is ridiculous. When all rival brands were **well established in our territory**, having our image manipulated into that of a dealer, forcefully closed down by his own partner of thirteen years, was the last straw. The 32 lakhs of our own money that you cruelly withheld for months while **refusing to give back our bank grantee** even after we resigned was an illegal attempt to prevent us from going to the authorities or fully exposing the truth. Having been ambushed and forced out of our family business, we were in no position to loose our bank guarantee. Today after our reputation was cruelly damaged **by the sheer giant ness** of your power and propaganda tricks it is too much to read the shameless and fabricated fantasy story in your above response. We gave you one more chance but you have used it to prove that you are unrepentant criminals.

In short, you destroyed us because we held a mirror to **your ugly face** and now you know that the truth about your cruel and inhuman behavior is about to be exposed. You know that the documents which you wish to keep in the dark, with your pathetic defamation case, will indeed be placed in front of the public. It is therefore surprising that you still continue to insult us instead of **apologizing, facing criminal charges gracefully and paying for your deeds**. We **will now continue to see that you receive the same merciless treatment which you have dealt out to people, including Mr. Mahendra Patel**. It should be known worldwide that **when a customer demands data taken from his own vehicle, which could have cleared your safety systems, you block his every attempt to seek that data and finally when it becomes impossible to deny the data, you claim to have destroyed it for no apparent reason, while various litigations are pending against you**.

Please understand such total lies and fabrications will not work in the face of hard evidence. **Any person hearing your story of how we resigned and then suddenly became jealous etc. would demand at least one shred of evidence!!!** However even your defamation case, for which you sat on our notice for over a year, was made only after **we sued you**. Even about our so-called "old Cars" you have made every bogus claim but never answered any technical allegation!!! How long do you think people will believe you when we have all the documents to prove our allegations including that you have withheld known solutions to your generic defects from your customers in the interest of maintaining secrecy? How will you react when we place these documents before the public? Instead of wasting ink on letters why don't you face us in court where your Advocates have been delaying all proceedings?

By not appearing in court and returning the summons served (and accepted by you) you have made it clear that you have nothing by way of legal or rational arguments and just wish to delay the court proceedings.

Writing filthy lies addressed to our customers and us, will not win the arguments. We demand **one shred of evidence to back up what you have said in your response.**

2. Your entire rant leaves out anything of value regarding the question at hand in our letter, to which you say this is a response i.e. **WHY DID YOU DESTROY THE EVIDENCE OF THE CAR BELONGING TO KLOCKNER DESMA MACHINERY?** Not one allegation has been answered and that is significant.
3. All the matters contained in your response **other than those specifically responded to above** are totally denied outright but since every detail regarding such bogus unsubstantiated attacks are contained in our litigations against you, we will highlight these bogus attacks in future to show the **conscious and unrepentant** attempts to repeatedly harm our reputation. It is repugnant that a company who **removes defective parts from their own customer's cars, by telling them that they have won a "free lucky draw"**, even has the courage to attack us at this late stage.

If from our letter **to which you have replied in this cowardly manner**, you have drawn the conclusion that this is some kind of game you are gravely mistaken. May be because you have destroyed so many dealers in the same way as us, you are falsely secure in your arrogance.

Please understand, you destroyed our three generation old business just because we were uncorruptible. You blackmailed us into leaving your network when all we wanted was to offer your parent company a chance to show that they were not **CONCIOUSLY** involved in the most serious cover-up of quality failures in Auto history. The actions of all of you ending with the hostile advertisement unexpectedly released against us, to massacre our reputation, when we had maintained the highest decorum till that moment, was proof of your criminal DNA. It is also evident that this culture goes to the very top.

When we had already written to your board offering to resign peacefully for years and **proved our loyalty by handing back your Rajasthan Dealership in 2006, in a dignified way** with only a request that we should be allowed to participate in a fair third party investigation, what was the need to try and ruin our reputation and give the impression that we had been sacked by a company that we know has the **morals of a corrupt, fascist murderer?**

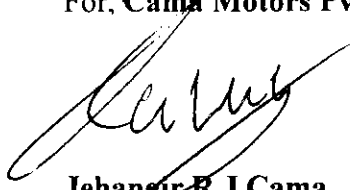
Finally the term that you "wished us well" is an insult too great to bear. You stole our bank guarantee forcefully, after wiping out our future in the car business overnight in an

ambush attack and thus forced us to keep silent at the time so that you could escape justice. Perhaps the world will now find out how you deal with competitive forces!!!

The very words and actions of your own employees and your MD will be brought to the knowledge of the people who matter and your place in history's dustbin will be assured. May providence deal with you in a fitting manner.

Instead we would sincerely advise you to stop wasting everyone's time by writing such meaningless letters and prove your contentions in Court under oath. We would be ready to listen only then.

Yours faithfully,
For, ~~Cama~~ Motors Pvt. Ltd.



Jehangir R J Cama
Chairman



Rustom J. Cama
Executive Director