

CHANNEL PARTNER MARKETING GUIDELINES

**BY
CHANDAK GROUP**

I. Overall Guidelines:

1. The Channel Partner/s should only use images & content approved in writing by Chandak Group in all communications to the customers, for sustenance projects as well as new launches.
2. The authorised channel partner/s must mention their RERA number(s) and the project's RERA number along with RERA website address in all promotional materials.
3. The Channel Partner/s should take adequate measures to ensure that they should not do any promotional activities on mobile no./ email ID which are subscribed as DND so as not to cause any inconvenience to the customer.
4. Channel Partner/s should not solicit customers as Chandak Group nominee / on behalf of Chandak Group.
5. CP shall not defame or spread false information on the project, at any point of time.

II. Logo Usage:

1. Logo of Chandak Group is registered trademark of Chandak Group and cannot be used by Channel Partner/s in any promotional content or communication at any point of time without prior written permission from the company. Once permitted the CP should use the logo as received from company's designated resources.
2. The logo of Chandak Group should be used exactly as trademarked do not change the font, size or color scheme of the Logo, except as specifically approved and confirmed by Chandak Group.
3. The CP can use specific Project Logo, after prior written consent by Chandak Group, and the same has to be prominently positioned on the top right or bottom right corner of the communication material.
4. The Channel Partner/s has to use their logo/name in the promotional material which should always be accompanied with a header in bold 'Authorised Channel Partner/s of (Project Name)' in the font as per choice of CP.
5. The Logo shall be used by the CP, only till the CP is associated with the marketing activities of the Project of Chandak Group

III. Digital (Microsite):

1. Website URL template to be as per following: 'www.<partner name>.com/chandak<project name>'. For example, URL for Authorized Channel Partner ABC Realty's microsite for Chandak Unicorn would be 'www.abcrealty.com/chandakunicorn'.
2. Mention 'Authorised Channel Partner' on the mast head along with partner logo at the top or bottom of the home page.
3. The CP shall create a webpage only after prior consent/approval of Chandak Group

IV. Digital (Web Banner):

1. The Channel partner/s cannot make Brand / Project individual pages on Facebook /Twitter/ Instagram or any social media channels. They can use their own page to run ads.
2. The Channel partner/s cannot mention 'official website of Chandak Group' on their website/microsite.
3. While listing our projects on Property portals – it should be mentioned that the listing is done by the Channel Partner/s.
4. For promoting any Chandak Group project individually in a web banner the Channel Partner/s should mention 'Authorised Channel Partner' and provide accurate content as shared by Chandak Group in marketing docket.

V. Other guidelines:

1. The Channel Partner/s should take a formal written approval from Chandak Group before going live for the below mentioned activities (including but not limited to) for any new launches by Chandak Group:
 - Exhibition Art work
 - Digital (web banner)
 - Digital (Microsite)
 - Digital (Social Media post/ad)
 - SMS Campaign
 - Emailer Campaign
2. Channel Partner/s cannot create Google listings for any of Chandak's project without prior written permission of Chandak Group
3. Channel Partner/s can't mention the pricing and configurations of units/premises, other than what is provided and approved by Chandak Group.
4. Channel Partner/s has to take explicit written approval from Chandak Group for advertising in Print media (including but limited to newspaper inserts, Full page Ad etc.) at any point of time
5. Channel Partner/s can't reveal/reproduce information that has not been approved by Chandak Group.
6. Channel Partner/s can use the project name only after Chandak Group has officially revealed the same.
7. Mention a disclaimer that has been pre- approved by Chandak Group
8. All information/data received from Chandak Group would be treated as confidential, and such information can be used/published or portrayed only with the written approval of Chandak Group.

VI. Non-Adherence to Guidelines:

1. In case of any non-adherence of the marketing guidelines, Chandak Group will communicate to the channel Partner/s of such non adherence, and Chandak Group reserves the right to take appropriate action on such CP whatsoever.
2. A notice for 2 repeated flouting of guidelines will be issued with indication of consequences to the Channel Partner/s.
3. The empanelment of the CP would be revoked if they have violated the brand guidelines more than 2 times.
4. In case of any non-adherence to statutory/RERA guidelines, the empanelment of the CP would be revoked immediately, without any prior intimation/information to the CP.

GUIDELINES ANNEXURE

I. Print / Emailer:

Do:

- If the CP intends to promote any Chandak Group project individually:
 - a) The CP should contact Chandak team to share relevant creative/art works for print advertisement / Emailer and provide them with relevant details (contact person, email address, contact no., Logo or Company Name) for preparation of marketing materials.
- If the CP intends to promote multiple developments or multi-projects, the Print advertisement/Emailer
 - a) Use brand and project logo appropriately
 - b) Provide accurate content as shared in marketing docket
 - c) Correct RERA numbers of all Chandak Group's Projects + CP RERA number to be put along with RERA website address

Do Not:

- If the CP intends to promote any Chandak Group project individually:
 - a) Add filters to creative shared by SPOC
 - b) Superimpose/add contact details in a manner other than what is already provided
- If the CP intends to promote multiple developments or multi-project, print advertisement
 - a) Resize (shrink or expand) the logo disproportionately
 - b) Crop image or use incorrect render.
 - c) Use intellectual property of the other entities, without their prior written permission or consent.

I. SMS:

Do:

- Draft accurate content basis information provided by SPOC in marketing docket
For example, accuracy while mentioning price points, typology of residences, distance from landmarks, etc.
- Mention Authorized Channel Partner/s before Call-To-Action number. In case of word limit constraint, 'Auth. CP' can also be mentioned

For example, 'For more details, call XYZ (Auth. CP) 98XXXXXXX'

Mention RERA registered project or RERA Regd – within the word limit.

Do Not:

- Refer to 'Chandak Group' in an incomplete or abbreviated manner for example, 'CG presents' or 'Chandak launches'
- Refer to any project name in an incomplete or incorrect manner.
For example, 'Chandak Group launches 34 Park' or 'Chandak Group launches Aspiria'.

III. Digital (Microsite):

Do:

- Website URL template to be as per following: 'www.<partner name>.com/<project name>'. For example, URL for Authorized Channel Partner ABC Realty's microsite for Chandak Unicorn would be 'www.abcrealty.com/chandakunicorn'
- Mention 'Authorised Channel Partner' on the mast head along with partner logo at the top or bottom of the home page
- Mention 'This is not an official website of Chandak Group or Chandak _(Project Name)' at the bottom of home page

Do Not:

- Post information other than what is shared in marketing docket. This would include information on project as well as payment plans
- Post snapshots from the official Chandak Group website
- Use renders/images other than those approved by Chandak Group

IV. Digital (Web Banner):

Do:

- For promoting any Chandak Group's project individually in a web banner
 - a) Mention 'Authorised Channel Partner/s'
 - b) Provide accurate content as shared in marketing docket
 - c) Mention a disclaimer that has been pre-approved by Chandak Group

- For multiple developments/multi-project web banners
 - a) Use brand and project logo appropriately
 - b) Provide accurate content as shared in marketing docket
 - c) RERA numbers of all Chandak Group projects (As applicable) + CP RERA number to be put along with RERA website address

Do Not:

- For promoting any Chandak Group project individually
 - a) Add image filters to images shared in marketing docket

- For multi-developer/multi-project emailers
 - a) Resize (shrink or expand) the logo disproportionately
 - b) Crop image or use incorrect render