

BIRLA ARNAA LLP

A Joint Venture between Birla Estates Pvt. Ltd. and M. S. Ramaiah Realty LLP

Company Name: Propsourceindia

RERA Number: PRM/KA/RERA/1251/309/AG/250813/006012

Address: 1ST FLOOR, 98/41, 30TH CROSS ROAD, 7TH BLOCK, JAYANAGAR BENGALURU, KARNATAKA, PIN-560070, BENGALURU URBAN, KARNATAKA - 560070

GST Number: 29ABHFP1746J1ZU

We authorize you to advertise and promote our Project "Birla Trimaya Phase 4"(Project) as our officially RERA registered Channel Partner across online platforms viz. social media platforms, search engine marketing or other relevant online platforms as prior approved by us in writing subject to the following:

- a. You shall comply with all applicable laws, rules and regulation as applicable concerning online marketing and marketing of real estate projects including but not limited to RERA and other regional advertising standards.
- b. You shall obtain prior written approval from us for all marketing materials, content and communications including promotional assets used on the online platforms.
- c. You shall not publish or distribute any content without our prior written approval.
- d. You shall provide accurate information about project and in alignment with our brand values.
- e. You shall not misrepresent the project and/or its features/amenities in contrary to materials provided by us.
- f. You shall not use our intellectual property(logos, Project details, visuals, etc)for any purposes other than promotion of the project.
- g. You agree to maintain strict confidentiality regarding any information about our company, project or customers.
- h. You shall not modify or create new content with respect to the project without our prior written approval.
- i. You shall ensure that you have valid permissions/approvals/licenses under applicable laws and regulations.
- j. You shall indemnify and hold harmless from and against any claims, damages, liabilities or costs arising out of or in connection with the promotion activities that violates the terms of this authorization or applicable laws and regulations.

This authorization is limited to the promotional activities on online platforms and is effective from the date hereof and will continue until further notice. We reserve the right in our sole discretion to modify or revoke this authorization. You shall forthwith cease to do the promotional activities in case of expiry of this authorization.

We look Forward to a successful collaboration. Kindly acknowledge receipt of this letter and confirm your acceptance of the terms contained herein.

For Birla Estates



Regd. Off.: No. 2/4, M. S. Ramaiah Industrial Estate, MSRIT Campus, Mathikere, Bengaluru - 560 054, Karnataka, India.
Communication Address: Birla Estates Pvt. Ltd., 1/5, Palace Road, Sampangirama Nagar, Bengaluru - 560 001.
A Limited Liability Partnership with LLP Identity No. ABA-8025



BIRLA ESTATES
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