



## CHANNEL PARTNER BRAND GUIDELINES

# THANK YOU FOR OUR VALUABLE PARTNERSHIP

**At Godrej Properties, we create spaces that enable Everyday Joys; one community, one family, and one home at a time.**

We are grateful for the trust that our customers place in us, and we thank you for joining us on this journey as valuable partners.

These Brand Guidelines (“Guidelines”) detail how you can help us protect Godrej Properties’ brand assets, including logos, names, icons, and the trust that they represent. Godrej Properties reserves the right to take action as necessary to protect them and, as a result, protect its customers and the public.

Godrej Properties’ brand assets—including the logos, icons, designs, trade dress, names of Godrej Properties’ products, services, and any other brand features and elements, whether registered or unregistered (“Brand Assets”)—are proprietary assets owned exclusively by Godrej Properties and its subsidiaries. These Guidelines, which may be updated from time to time, detail how our Brand Assets can be used under specific circumstances. Unless you have an express approval from Godrej Properties for any deviations, these Guidelines will exclusively govern your use of our Brand Assets.

In general, the Brand Assets can be used to truthfully convey your association with Godrej Properties as an Authorized Channel Partner, and should ensure that the customers and the public will not be confused into believing Godrej Properties is affiliated with you; or that you are a representative of Godrej Properties; or that any of your employees is employed at, or otherwise engaged with Godrej Properties.

In addition, our logos, product images, illustrations, photographs, videos, and designs, must only be used once approved in writing by an authorized Godrej Properties employee.

Do ensure that you are always compliant with all statutory, legal, regulatory, or governmental laws or guidelines.

Please review the additional tips that follow, to better understand how you can use the Brand Assets of Godrej Properties in a compliant manner.

## Overall Guidelines

1. Always refer to the brand as “Godrej Properties” across all your communication and promotional materials. Do not use any incomplete terms or abbreviations like “GPL” or “Godrej”.
1. Only share product and service information after Godrej Properties has officially unveiled it, and an authorized employee of Godrej Properties has shared with you an approval for further communication, in writing.
2. Only use accurate content and information shared in the project marketing docket, including, but not limited to, project name, renders, product images, site images, layouts, configurations and typology, product sizes, pricing, payment plans, brand partners etc., provided in writing by an authorized employee of Godrej Properties.
3. At no point should you reveal any information about Godrej Properties product or service before Godrej Properties has done so.
4. Seek formal written approval from an authorized Godrej Properties employee for communicating any details of a Godrej Properties product or service on any platform or media, including, but not limited to websites, microsites, landing pages, social media pages, social media ads, search engine marketing, SMS, events, home-fests, residential society / corporate / mall activations, webinars, etc., and execute the advertisement only after such approval is received.
5. Mention your RERA number(s) and the project’s RERA number along with RERA web site address in all promotional materials.
6. Take adequate measures to refrain from any promotional activities on mobile no./ email ID which are subscribed as DND.
7. Do not solicit customers as a Godrej Properties nominee / employee / associate OR on behalf of Godrej Properties.

## Logo Usage

1. The Godrej Properties logo is a registered trademark of Godrej Properties Ltd. You can use it in promotional material, if and only if below conditions are met:
  - a) You have completed your empanelment with Godrej Properties as an Authorized Channel Partner.
  - b) You are a RERA registered Channel Partner.
  - c) Your logo / name is placed next to the Godrej Properties logo.
  - d) The Godrej Properties logo must always be placed in the bottom right corner of the communication material.
  - e) Your logo/name in any such promotional material **MUST** always be accompanied with a visible header in bold that reads: “Authorized Channel Partner” .
  - f) Both logos should be given equal prominence – your logo **MUST** match the Godrej Properties logo in height.
  - g) Include a trademark footnote to give notice that you are using Godrej Properties’ trademarks, e.g., “The Godrej Properties logo is a registered trademark of Godrej Properties Ltd..”
2. You must use the relevant logo of a Godrej Properties product or service in the same format as is provided in the marketing docket for the same. This logo **MUST** be positioned on the top right corner of the communication material.

## Webpages

1. When presenting a Godrej Properties product or service on any webpage (including, but not limited to, websites, microsites, landing pages) only use one of the below approved URL formats:
  - a) `www.<ProjectName>.com/<YourBrandName>`
  - b) `www.<ProjectName>.in/<AuthorisedChannelPartner>`
  - c) `www.<YourBrandName>.<ProjectName>.com`
  - d) `www.<ProjectName>.<YourBrandName>.com`
2. The compulsory elements of the URL are:
  - a) Project name
  - b) "YourBrandName" OR "AuthorisedChannelPartner" as a unit
3. You can use any TLD (top level domain), eg. .com, .in, .se, .co, etc., as long as above URL guidelines are met.
4. Don't use misleading terms, including, but not limited to "Official", "Authentic", "Standard", "Original", which may confuse the customer in any way; in your URL, site description, or anywhere on the webpage.
5. Always mention in the webpage footer that you are an "Authorized Channel Partner" of Godrej Properties Limited.

## Webpages (continued)

### EXAMPLES OF URLS

For a project “Godrej Meridien”, and an Authorised Channel Partner name “ABC Realty”:

#### Approved for use

- ✓ [www.godrejmeridien.com/abcrealty](http://www.godrejmeridien.com/abcrealty)
- ✓ [www.godrejmeridien.abcrealty.com](http://www.godrejmeridien.abcrealty.com)
- ✓ [www.godrejmeridien.in/authorisedchannelpartner](http://www.godrejmeridien.in/authorisedchannelpartner)
- ✓ [www.abcrealty.godrej-meridien.co](http://www.abcrealty.godrej-meridien.co)
- ✓ [www.abcrealty.in/godrej-meridien](http://www.abcrealty.in/godrej-meridien)

#### NOT Approved for use

- ✗ [www.godrejprojects.in](http://www.godrejprojects.in)
- ✗ [www.godrejgroupofficial.co](http://www.godrejgroupofficial.co)
- ✗ [www.godrejsproperties.com](http://www.godrejsproperties.com)
- ✗ [www.godrejhomes.official.co.in](http://www.godrejhomes.official.co.in)
- ✗ [www.godrejhomesnoida.com](http://www.godrejhomesnoida.com)

## Other Media

1. Always create your own brand's page for advertising on social media platforms
2. Don't create social media pages with Project name or Godrej Properties' brand name as the page title.
3. Don't create a product or service listing on any search engine for a Godrej Properties product or service.
4. Any promotional material for a Godrej Properties product or service for social media or search engine marketing, including, but not limited to, web banners, posts, stories, video content, text ads, search engine ads, etc, MUST contain your logo or name, with the header 'Authorized Channel Partner'
5. Don't use misleading terms including but not limited to "Official", "Authentic", "Standard", "Original", which may confuse the customer in any way; in your web banners, posts, stories, video content, text ads, search engine ads, SMS, etc.
6. If promoting a Godrej Properties product or service as part of a portfolio of multiple other products or services, always ensure to be compliant with all applicable laws, governmental rules and regulations, and brand guidelines of Godrej Properties.
7. Seek formal written approval from the Chief Marketing Officer of Godrej Properties to promote a Godrej Properties product or service in any offline media, including, but not limited to Newspaper advertisements, Newspaper inserts; Outdoor advertisements like hoardings, banners, pole kiosks, etc., and execute the advertisement only after such approval is received.

## Non-Adherence : Statutory

1. In case of non-adherence to any statutory, legal, regulatory, or governmental laws or guidelines, the Channel Partner will not remain eligible to conduct business with Godrej Properties, its subsidiaries or any of its affiliates. This would be with immediate effect, once approved by the Chief Marketing Officer of Godrej Properties.
2. In case of misrepresentation, or wrongful imitation of the Brand identity of Godrej Properties by a Channel Partner on any media or platform :
  - a) On first instance: A formal legal notice would be sent across to the offending Channel Partner, and a compulsory minimum financial penalty of Rs. 5,00,000 /- (Rs. 5 Lakh) would be levied for continuation of business.
  - b) On second instance: A formal legal notice would be sent across to the offending Channel Partner, and a compulsory minimum financial penalty of 10% of total outstanding amount to be paid by Godrej Properties to the Channel Partner, or Rs. 10,00,000 /- (Rs. 10 Lakh), whichever is higher, would be levied for continuation of business.
  - c) On third instance: Godrej Properties will initiate appropriate legal proceedings, and the Channel Partner will not remain eligible to conduct business with Godrej Properties, its subsidiaries or any of its affiliates. This would be with immediate effect, once approved by the Chief Marketing Officer of Godrej Properties.

## Non-Adherence : Guidelines

1. As per guidance from the Hon'ble Delhi High Court, if a website is found to be non-adherent to our brand guidelines, or it misrepresents the brand identity, Godrej Properties has the right to request the take-down of the website from the domain registrar or hosting provider. This would result in loss of investment, effort, and business value for the offending Channel Partner.
2. If a Channel Partner promotes or markets a Godrej Properties product or service on any print or outdoor media without formal written approval from the Chief Marketing Officer of Godrej Properties, the Channel Partner will not remain eligible to conduct business with Godrej Properties, its subsidiaries or any of its affiliates. This would be with immediate effect, once approved by the Chief Marketing Officer of Godrej Properties.
3. If a Channel Partner fails to adhere to any Brand Guideline stated in this document, its annexures or any future addendums to it, the an authorized representative of Godrej Properties will write to the Channel Partner with a closed copy marked to the relevant Zonal Channel Sales Head of Godrej Properties. Immediate corrective action must be taken by the Channel Partner within 4 (four) hours of the email being sent. If such corrective action is not taken within the prescribed 4 hour time limit, below order of escalation shall be initiated to flag this non-adherence:

Escalation Level	Stakeholder to whom the escalation is flagged	Time period from first intimation
Level 1	Zonal Channel Sales Head with closed copy marked to Zonal Sales & Marketing Head of Godrej Properties	12 hours
Level 2	Zonal Sales & Marketing Head with closed copy marked to National Channel Sales Head of Godrej Properties	24 hours
Level 3	National Channel Sales Head with closed copy marked to Chief Marketing Officer of Godrej Properties	48 hours

#### Non-Adherence : Guidelines (continued)

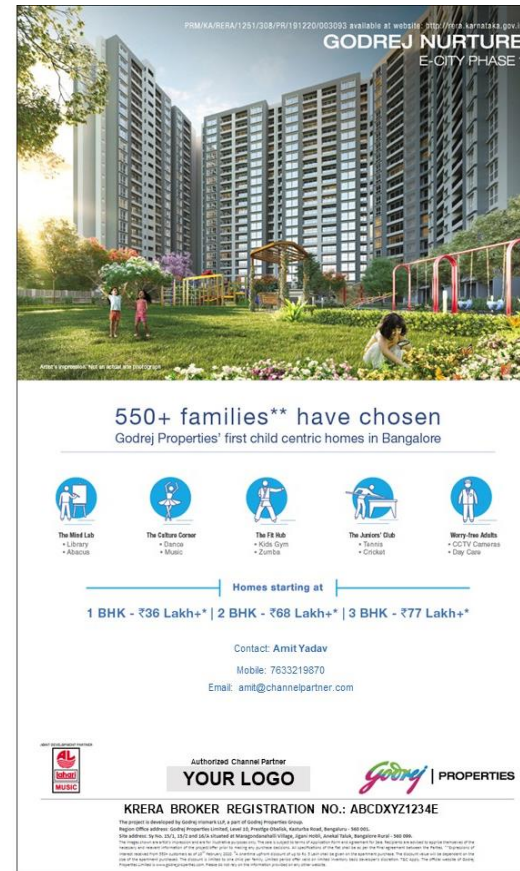
4. Godrej Properties will issue a notice with an indicative list of future consequences to the Channel Partner in case of the Channel Partner failing to implement corrective actions within the prescribed time limit of 48 hours
5. If the Brand Guidelines are not adhered to 2 (two) or more times within a single financial year, the Channel Partner will not remain eligible to conduct business with Godrej Properties, its subsidiaries or any of its affiliates. This would be with immediate effect, once approved by the National Channel Sales Head, and Chief Marketing Officer of Godrej Properties.

## GUIDELINES ANNEXURE

## Do

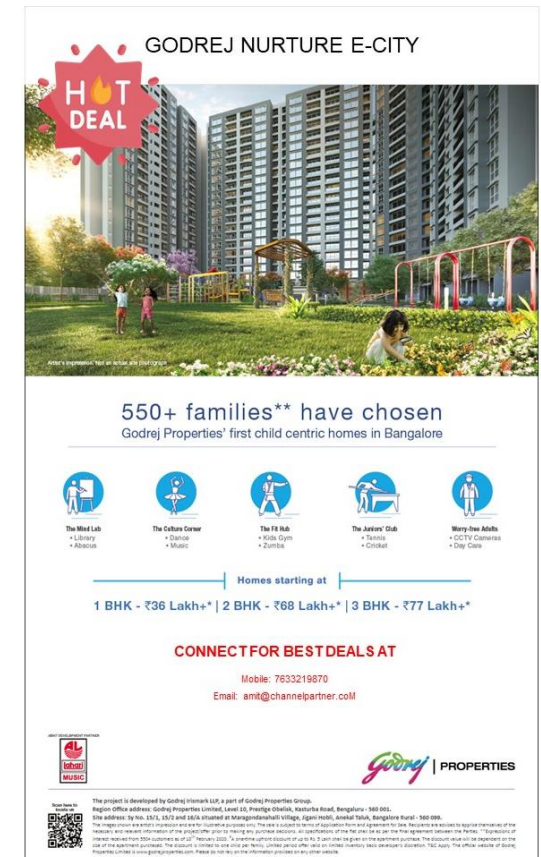
## Do

- For promoting any Godrej Properties project individually, contact the team to share creative for approved emailer and provide them with relevant details (contact person, email address, your logo, contact no.) for inclusion
- For multi-developer/multi-project emailers
  - Use brand and project logo appropriately
  - RERA numbers of all GPL projects + CP RERA number to be put along with RERA web site address



## Do Not

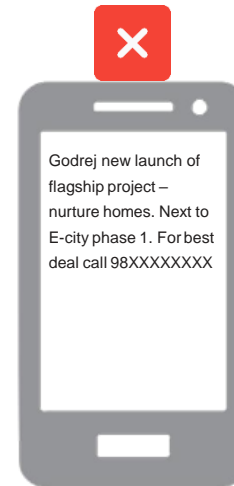
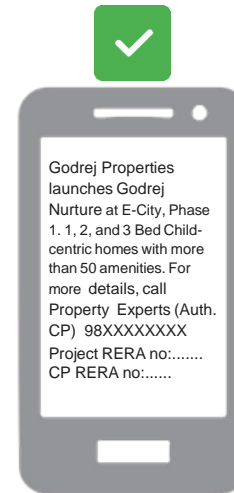
- For promoting any Godrej Properties project individually
  - Add filters to image in the emailers provided by SPOC in marketing docket
  - Stretch or skew images
  - Superimpose/add contact details in a manner other than what is already provided
- For multi-developer/multi-project emailers
  - Resize (shrink or expand) the logo disproportionately
  - Crop image or use incorrect render



## 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 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 project RERA number and CP RERA number along with RERA web site address



### Do Not

- Refer to 'Godrej Properties' in an incomplete or abbreviated manner For example, 'GPL presents' or 'Godrej launches'
- Refer to any project name in an incomplete or incorrect manner.

For example, 'Godrej Properties launches Nurture' or 'Godrej Properties launches nurture homes'

## Webpages

### Do

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  - c) `www.<YourBrandName>.<ProjectName>.com`
  - d) `www.<ProjectName>.<YourBrandName>.com`
2. The compulsory elements of the URL are:
  - a) Project name
  - b) “YourBrandName” OR “AuthorisedChannelPartner” as a unit
3. You can use any TLD (top level domain), eg. .com, .in, .se, .co, etc., as long as above URL guidelines are met.
4. Always mention in the webpage footer: “This is not an official website of Godrej Properties Ltd. This is a website of an Authorized Channel Partner created for marketing purposes. The Godrej Properties logo is a registered trademark of Godrej Properties Ltd..”



## Webpages

### Do Not

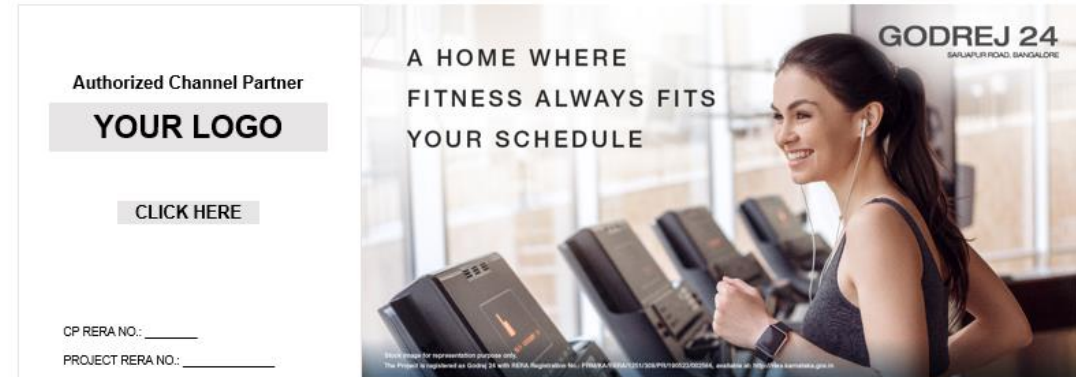
1. Don't use misleading terms, including, but not limited to "Official", "Authentic", "Standard", "Original", which may confuse the customer in any way; in your URL, site description, or anywhere on the webpage.
2. Don't post factual information other than information shared in the project marketing docket, including, but not limited to, project name, renders, product images, site images, layouts, configurations and typology, product sizes, pricing, payment plans, brand partners etc., provided in writing by an authorized employee of Godrej Properties.
3. Don't post snapshots from the official Godrej Properties website.
4. Don't use renders/images other than those approved
5. Don't use URL formats other than those approved



## Web Banners

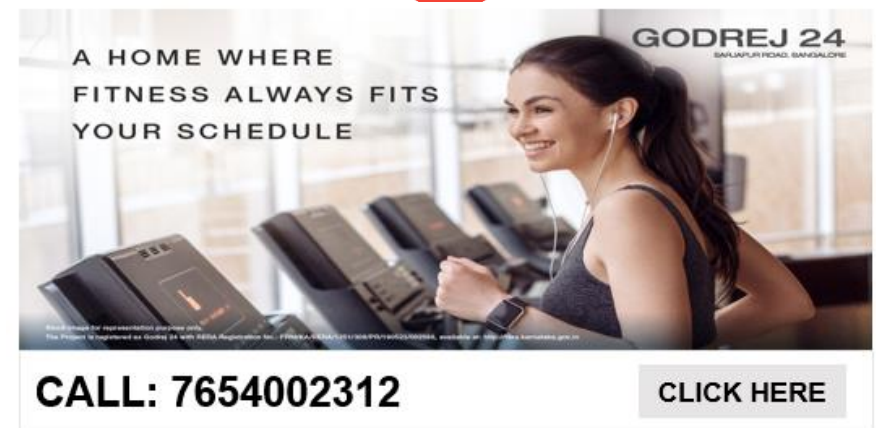
### Do

- For promoting any Godrej Properties project individually in a web banner
  - Mention 'Authorised Channel Partner'
  - Provide accurate content as shared in marketing docket
- For multi-developer/multi-project web banners
  - Use brand and project logo appropriately
  - Provide accurate content as shared in marketing docket
  - RERA numbers of all GPL projects + CP RERA number to be put along with RERA web site address



### Do Not

- For promoting any Godrej Properties project individually
  - Add image filters to images shared in marketing docket
  - Stretch or skew images
- For multi-developer/multi-project emailers
  - Resize (shrink or expand) the logo disproportionately
  - Crop image or use incorrect render



THANK YOU