

# GUIDELINES FOR CHANNEL PARTNERS





## CHANNEL PARTNERS ROAD TO SUCCESS

Guided by our vision of 'Building a Better Life', we have created some of the world's finest developments that our consumers proudly call as their homes. The landmarks created by Lodha have become some of the most iconic addresses, at par with global standards and built on a legacy of trust spanning four decades. Lodha enhances the experience of all stakeholders across every touchpoint.

In line with this thought, we have created the Channel Partner Operating Policy 2023 for our Channel Partners.

### POLICY HIGHLIGHTS

- All residential and Commercial projects of Lodha in Mumbai, Pune, and Bengaluru are included in the policy guidelines.
- The main highlight of this policy is to provide a clear guideline to using Lodha branded assets and brand in an appropriate way to ensure optimal customer experience and corporate brand protection.
- A dedicated team (ICP team) based out of the corporate office in Mumbai will engage with Channel Partners to extend support and clarity for operational requirements.

### SERVICES LODHA OFFERS TO OUR CHANNEL PARTNERS

- **Lodha Fincorp**
  - o Receive advice on loan size and eligibility
  - o Dedicated home loan assistance on documentation aspects
  - o Identify lowest rates. Seamless coordination with banks for disbursement
- **EasyLease**
  - o Dedicated service to help find right tenant
  - o Once you choose the tenant, we will take care of every tiny detail that you might need - which means, all you would have to do is sign on the dotted line



- **Dedicated Sales Managers**
  - Easy buying process through a dedicated sales manager
- **Dedicated Customer Care**
  - Our Customer Care team shall handhold and facilitate all steps of your acquisition, right from booking to the handover of possession of your residence
- **Hospitality and Facilities Management Team**
  - A dedicated team at each site to manage your living experience, resolve queries, and support any requests
- **Self Service Portal**
  - Our online self service portal assists you in tracking your booking online.
  - Your online account provides you with pictures of construction progress of your tower, payment details and account information at your fingertips anytime.

## PROCESS

We recognize that all partners may not have access to resources, to allow for creation of content, imagery, and other assets required for execution of their role in the customer journey as business generators, customer advisors, and relationship managers for potential customers.

However, we also recognize that our Partners are independent entities with control over their own systems and processes, who can manage and execute their business in the manner best suited for their own specific audience and markets.

Our goal is not to micromanage Partner processes, nor act as an obstacle or create friction in the normal operation of the Partner's business.

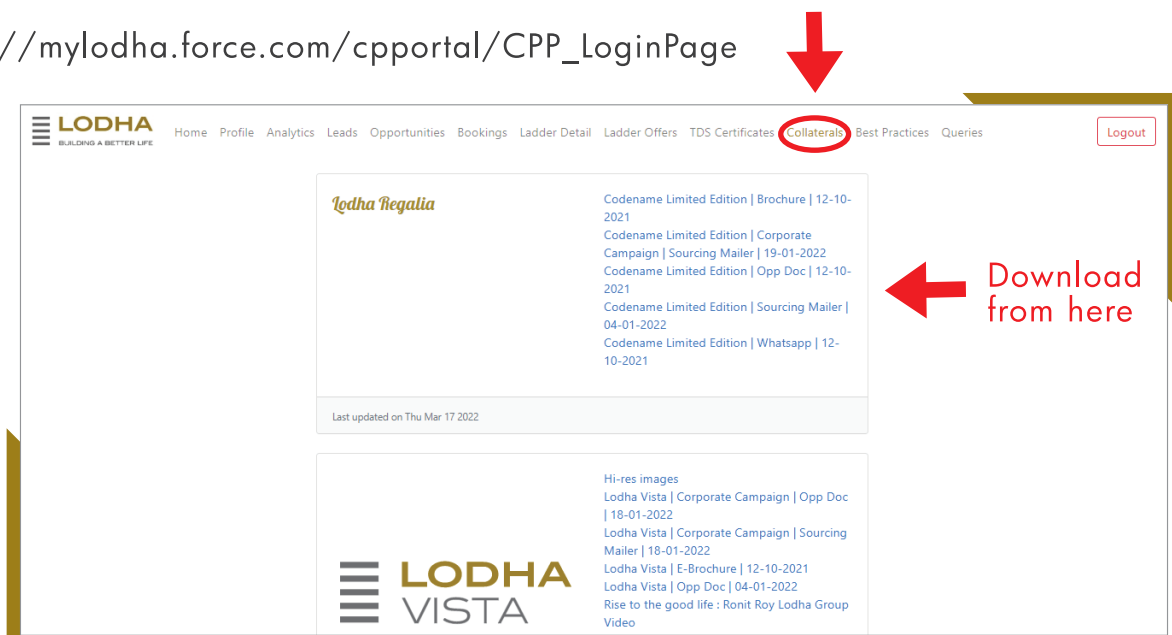
Instead, we want to ensure that our Partners are enabled with the critical data, content, assets, and tools needed to deliver an experience to their customers that is aligned with Lodha's goals and required objectives, while simultaneously benefiting from the association with the Lodha corporate brand.

Lodha also expects from it's partners, adherence to certain standards of authenticity, quality, accuracy, and integrity that apply across all points of engagement with customers and across all communications, visual assets, and digital properties.

Lodha has created a Channel Partner Portal Section where all historical assets are uploaded and updated periodically. This is done mandatorily at the time of any CP meet for the relevant projects, and also as and when any new assets (eg. brochures, etc) are updated. Each time, partners are informed of this via email and Whatsapp.

To find the latest assets, visit the channel partner portal and navigate to the Collateral section.

[https://mylodha.force.com/cpportal/CPP\\_LoginPage](https://mylodha.force.com/cpportal/CPP_LoginPage)





## GUIDELINES

### Legal

A Channel Partner shall adhere with all the regulations under RERA 2016 (as amended from time to time) and the rules thereto.

### Imagery

Partners should use only authorized imagery and assets shared by Lodha via the CP portal, in CP Meets, or from brand and sales teams. Partners should not attempt to create, purchase, source, or modify any assets used in communication of Lodha brand messaging or product information.



Example of usage of wrong or fake image – Altamount does not have this type of sea view



## COMMUNICATION

Partner shall clearly communicate within first 30 seconds of any oral communication, that it is 'A Lodha Preferred Partner'. Under no circumstances shall CP, directly or indirectly, attempt to convey that it is 'Lodha' / 'employee of Lodha'.

Partners cannot make use directly of the Lodha, Palava, Crown or Lodha Luxury logos.

All written communication shall contain the line 'This communication is from <name of CP company/firm/proprietorship/individual>, and said Channel Partner bears entire responsibility for the same. This communication is NOT sent by Lodha Developers Pvt. Ltd. / Macrotech Developers Limited or its affiliates.' This shall be in easily legible font with size which is not less than 75% of the font size of the significant majority of the content of the communication and said disclaimer shall be placed on Page 1 or 2 of any written communication and first screenshot of any electronic communication. In case of sms, the line can be reduced to 'from <name of CP company/firm/proprietorship/individual>, A Lodha Preferred Partner.'

Partners cannot use the terms 'Lodha, Casa, Signet, Excelus, iThink, or Crown' as part of their company or firm name.

No identifier used by CP shall contain the term Lodha in a manner which will lead a reasonable viewer to believe that the communication is being made directly by Lodha. This shall include:

### a. Website domain name options:

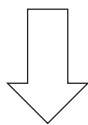
- i) Use of term 'Lodha, Casa, Signet, Excelus, iThink, Crown or any other Lodha project name' in name of the website before first '/'. Eg. www.lodhaCP.com is not permissible.

However, www.CP.com/lodha is permissible.

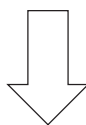
or

- ii) Guidelines for using Lodha before first '/' in Sub-Domain name:

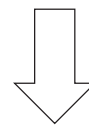
LODHAPREFERREDPARTNER.CHANNELPARTNERNAME.COM/ LOCATION OR PROJECT NAME



Fixed and should be a part of domain name



Channel Partner name to be entered here:  
Lodhapreferredpartner.kraft.com  
Lodhapreferredpartner.ashirwad.com



Enter location here:  
Lodhapreferredpartner.kraft.com/matunga  
Lodhapreferredpartner.ashirwad.com/amara



### **Wrong usage:**

- Lodhaagroup.com
- Lodhasproperties.com/amara
- Palavaflats.com/lodhaserenity
- Amara-apartments.com
- Lodha-splendora-flats-purchase.in
- Lodha.expertrealtors.co.in
- SterlingThane.in

### **Correct usage:**

- Propertygurus.com/lodhapark
- Rajendrarealestate.com/lodhabelair
- lodhapreferedpartner.kraft.com/matunga

- Social Media:** No use of term 'Lodha, Casa, Signet, Excelus, iThink, Crown or any Lodha Project Name' in name of social media identity or handle or page identifier (covers all social media including Facebook, Twitter, Instagram, YouTube etc.).
- No use of term 'Lodha, Casa, Signet, Excelus, iThink, or Crown' in name of the CP's company/firm.
- Email:** No use of term 'Lodha' in sender name or signature in case of emails, unless used in the form of 'Lodha Preferred Partner'
- Web Advertising:** Partner cannot run ad campaigns using Lodha / Palava / Luxury logos
- Digital Display Ads:** No use of term 'Lodha' in any Digital display Ads unless used in the form of 'Lodha Preferred Partner' logo unit
- In all communication (Digial or BTL), product & pricing related information should be as per Lodha brand creative for that particular project





## Lodha Preferred Partner Logo Usage:

CPs should use the Lodha Preferred Partner logo unit while communicating about Lodha projects on their website, mailers or on any digital platform. Appropriate usage guidelines are mentioned below:

1. Location: Top Left (for website, mailer & whatsapp)
2. Minimum Size of Logo unit: height (80 pixel) width (157 pixel)
3. Ratio between Lodha and Preferred Partner should not be changed

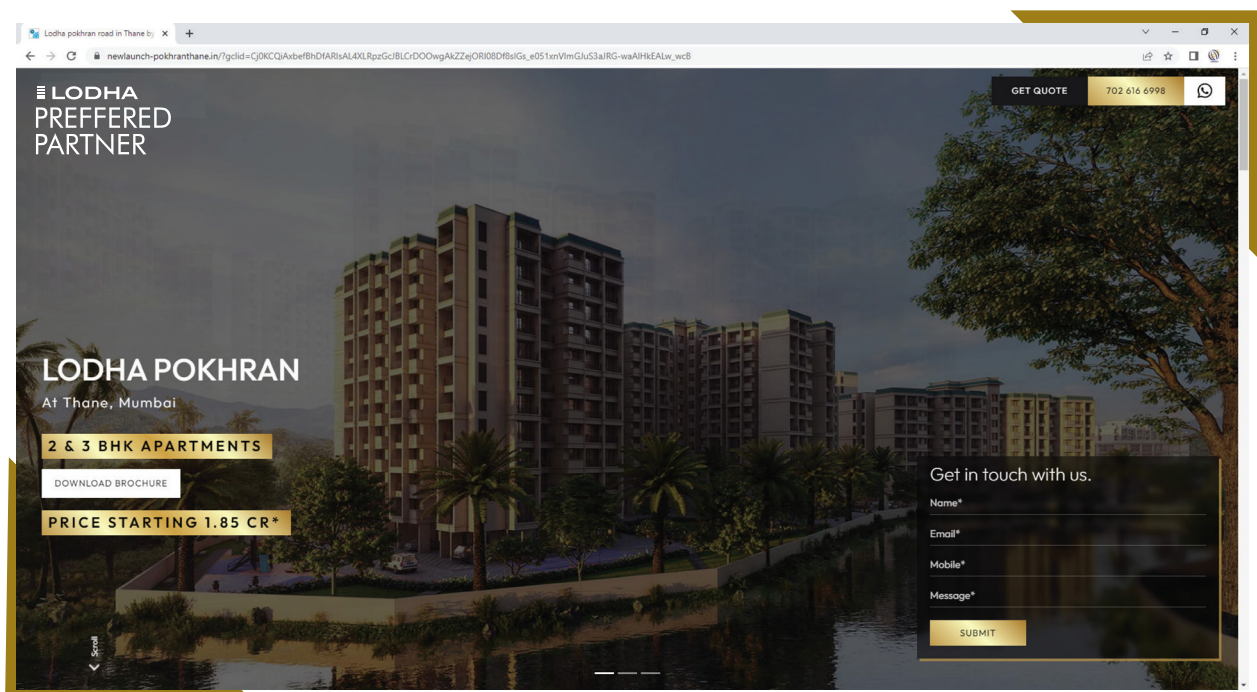
Logo unit on light backgrounds



Logo unit on dark backgrounds



Logo unit on images/textures



Example of correct usage of brand guidelines





**SUSHIL ENTERPRISES**  
— PROPERTY CONSULTANT —  
Everyone Deserves the Opportunity of Home

Grab The Biggest Residential Leasing opportunity with Lodha Adrina.  
**Investment Starting @ 6.43CR**

**LODHA**  
**ADRINA**  
A joyful life

✉ sushilenterprises63@gmail.com    🌐 www.propertiesofmumbai.com    ☎ +91 98210 61830

Maha Rera Reistration No. **A51800000385**

Example of wrong usage of Digital Creative

**LODHA**  
**PREFERRED**  
**PARTNER**



**SUSHIL ENTERPRISES**  
— PROPERTY CONSULTANT —  
Everyone Deserves the Opportunity of Home

Grab The Biggest Residential Leasing opportunity with Lodha Adrina.  
**Investment Starting @ 6.43CR**

**LODHA**  
**ADRINA**  
A joyful life

✉ sushilenterprises63@gmail.com    🌐 www.propertiesofmumbai.com    ☎ +91 98210 61830

Maha Rera Reistration No. **A51800000385**

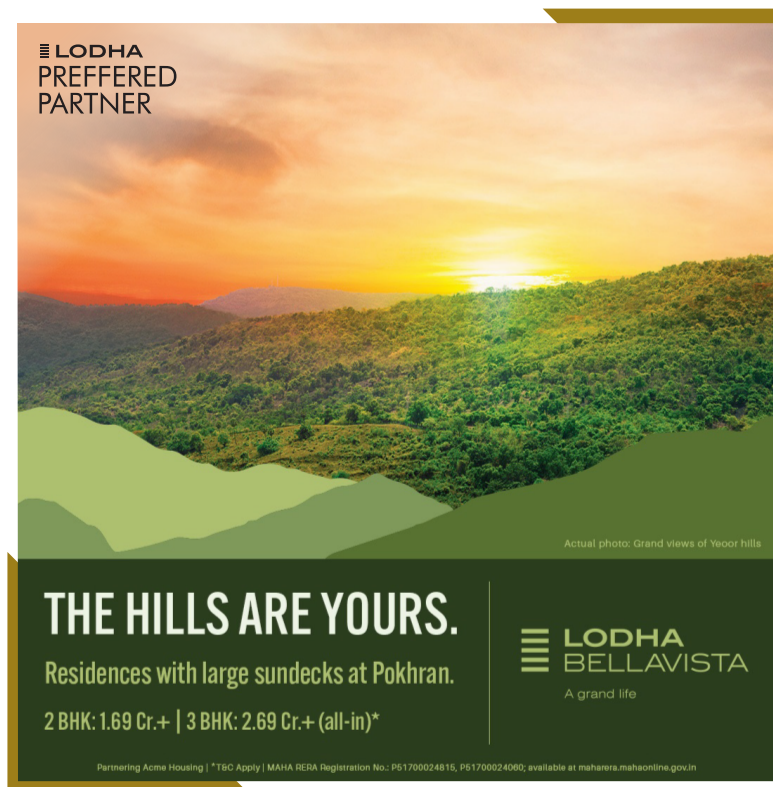
Example of correct usage of Lodha logo in Digital Creatives



Digital creative (FB, Insta etc) should have Lodha Preferred Partner Logo:



Example of correct usage of brand guidelines - Teaser creative



Example of correct usage of brand guidelines - Launch creative



**LODHA**  
PREFERRED  
PARTNER

**SUSHIL ENTERPRISES**  
PROPERTY CONSULTANTS  
Everyone Deserves the Opportunity of Home

Actual photo: Grand views of Yeoor hills

**THE HILLS ARE YOURS.**  
Residences with large sundecks at Pokhran.  
2 BHK: 1.69 Cr.+ | 3 BHK: 2.69 Cr.+ (all-in)\*

**LODHA**  
**BELLAVISTA**  
A grand life

Partnering Acme Housing | \*T&C Apply | MAHA RERA Registration No.: P61700024816, P61700024060; available at maharera.mahonline.gov.in

Example of correct usage of brand guidelines - Launch creative

**Mailer should have Lodha Preferred Partner Logo:**

**LODHA**  
PREFERRED  
PARTNER

**A HOME BY THE HILLS.  
A HOME IN THE CITY.**

**FOR ONCE, YOU DON'T HAVE TO CHOOSE.**

Launching residences with grand sundecks at Pokhran, Thane

**2 BHK: ₹ 1.69 Cr. & 3 BHK: ₹ 2.49 Cr. all in\***

**Premium location** | **Supersized sundecks in all units** | **Superlative finishes and layouts**

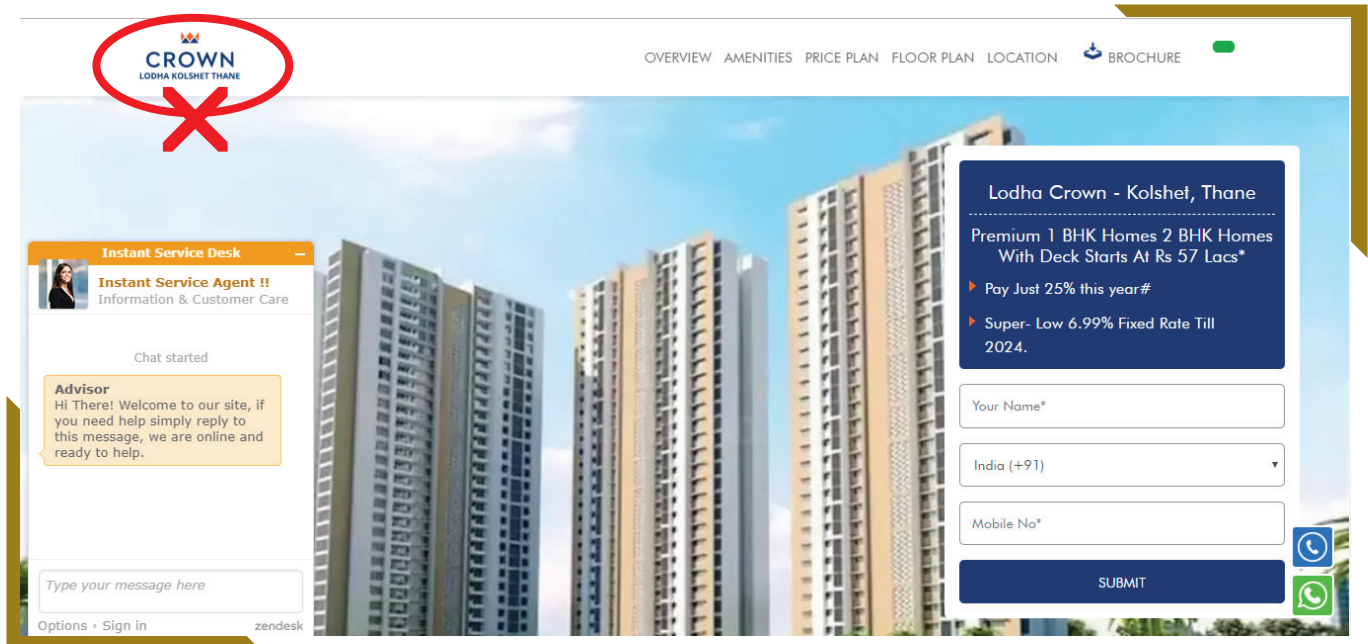
**LODHA**  
**BELLAVISTA**  
A grand life

Site address: Lodha Bellavista, Off Gladys Alvares Road, Khawera Circle, Thane - 400 610.

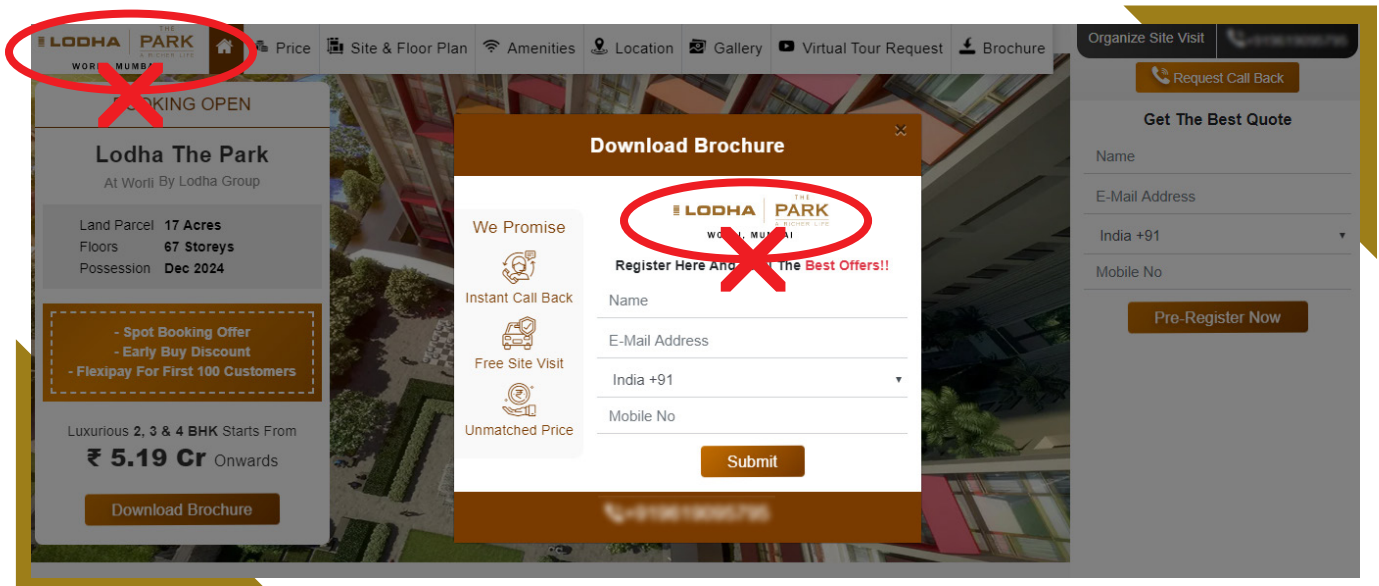
INDIA'S NO.1 REAL ESTATE DEVELOPER\*

Corporate Office: Lodha Excelus, N. H. 34, Juhu Marg, Malabar Hills, Mumbai - 400 011 | \*By residential sales from FY 16-22 | Partnering Acme Housing | Registration charges and society charges (C&A, PT etc.) not included | MAHA RERA Registration No.: P51700024815; available at maharera.mahonline.gov.in





Example of wrong usage of Lodha Logo



Example of wrong usage of Lodha logo



### **Usage of Lodha Colors**

CP cannot use the official Lodha gold color (HEX #9D7F1B or RGB 157 127 27) on their digital properties / communications in a way to make said property / communication resemble an official Lodha property.

### **Do Not Disturb Policy Adherence**

CP to respect customer requests for unsubscription / DND and remove from their own database if so requested.

### **Penalties for violation –**

Any CP found repeatedly not adhering to the aforesaid guidelines, will be liable to be -

- a. Disqualified from running or future incentive schemes
- b. Paid only 50% of the brokerage that it would otherwise be entitled to
- c. Blocked from creating any new leads / opportunities and sales with Lodha
- d. Have pending payments halted
- e. Blocked from access to the CP Portal belonging to Lodha

In case of second or further continued breach of the guidelines, or in case of any misrepresentation to customer/potential purchaser, Lodha reserves the right to bar the CP from business dealings with Lodha for a minimum. period of 6 months (and upto indefinite period), to reduce brokerage to 0 for any transactions done in the last 3 months prior to the identification of such breach / misrepresentation, and initiate other legal proceedings to protect trademarked and copyrighted assets belonging to Lodha.