

Date: 1ST JUNE'24

To,
Propjourney Services
101, Old Madras Rd, VD Chandru Complex,
Thambu Chetty Palya Signal, Bengaluru, Karnataka 560049.

Subject: Letter of No Objection for Digital Marketing Campaigns

Dear Media Provider,

This letter is to confirm that **Propjourney Services**, bearing RERA Number PRM/KA/RERA/1251/446/AG/220726/003045 is authorized to conduct digital marketing campaigns on behalf of **Shriram Properties Limited** for the purpose of generating leads for our property.

Propjourney Services is entrusted to employ digital marketing strategies, including but not limited to social media marketing, search engine optimization (SEO), pay-per-click advertising (PPC), email marketing, and content marketing, to promote our properties and attract potential customers.

We acknowledge that **Propjourney Services** will be responsible for the planning, execution, and management of these marketing campaigns, adhering to the agreed-upon budget and timeline. They are authorized to use our **Shriram Properties Limited** branding materials, property images, and any other relevant assets necessary for the successful implementation of the campaigns adhering to **ANNEXURE A**.

We trust in the expertise and professionalism of **Propjourney Services** to represent our company effectively in the digital landscape and to generate quality leads for our properties. We expect that all marketing activities conducted by **Propjourney Services** will be in alignment with our company's values, goals, and brand image.

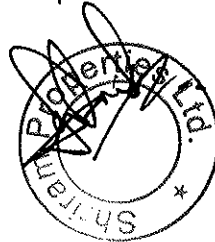
In this respect, the channel partner shall abide by the terms of the agreement, including the rules and regulations laid down by Karnataka RERA and the marketing guidelines issued by the authority and Shriram Properties Limited basis Annexure A. The channel partner shall be responsible in the event of any non-compliance on account of any of his/her act or omission.

Please feel free to contact through mail if you require any further information or clarification regarding this matter.

Thank you for your attention to this request.

Sincerely,

Shriram Properties Limited



Shriram Properties Limited

"Shriram House", No.31, Old No.192, 2nd Main Road, T Chowdaiah Road, Sadashivanagar, Bengaluru - 560080

T +91-80-40229999 | F +91-80-41236222 | Web: www.shriramproperties.com

Registered Office: Lakshmi Neela Rite Choice Chamber, New No.9, Bazullah Road, T. Nagar Chennai - 600 017

GST No: 29AAFCS5801D1ZI CIN No: L72200TN2000PLC044560

ANNEXURE A

Marketing & Promotions – SPL Guidelines

Section A: Landing Pages / Microsites

- **Channel Partner Representation:** The landing pages or microsites shall prominently display the logo of the respective Channel Partner (CP) company or, at a minimum, include a clear mention in the disclaimer section stating "MARKETED BY: CP Company Name & Logo".
- **Content Updates:** The content displayed on the landing pages or microsites must undergo periodic updates, as per the guidelines provided by the CP. Before any updates are made live, they should be reviewed and vetted by Subject Matter Experts (SMEs) from both the CP team and relevant stakeholders including Brand Managers and Product Teams from SPL.
- **Project Nomenclature:** CPs are required to adhere strictly to the Project Nomenclature guidelines as specified by SPL.
- **Consistency in Information:** All information pertaining to price, location, and floor plans displayed on the landing pages or microsites must align with the digital marketing kit shared by the SPL Marketing team.
- **Consistency in Renders:** The renders showcased on the landing pages or microsites must be consistent with those provided by SPL. Any deviation from the approved renders is not permissible without prior authorization.

Section B: Social Media Posts / Ads

- **Consistency in Information:** Social media posts and advertisements must accurately reflect the Project Nomenclature, including project name, price, location, renders, and floor plans, in line with the guidelines provided by SPL.
- **Creative Copy:** The creative copy accompanying social media posts and ads should effectively communicate the project details while ensuring consistency with the information provided in Section A and the guidelines shared by SPL.

