

TO WHOM IT MAY CONCERN

It is to acknowledge that Suhas Datta is an authorized channel partner of project Morya developed by Sugam Diamond Abasan LLP. They are granted permission to engage in both online (social media, digital marketing on Google & Meta Platform and others) and offline marketing activities for our projects across pan India.

By providing this authority, we trust that Suhas Datta will effectively represent our projects in their marketing initiatives in a manner consistent with our brand image and values.

GUIDELINES FOR CHANNEL PARTNERSHIP

1. A Channel Partner's website/microsite URL must not contain logo of Sugam Homes and other co-developers in any manner unless explicitly and individually authorized from the respective companies in their own capacity. This is also applicable to Business listing on Social Media, Google and Property portal. For example, the following domains are not permitted:

• www.sugamhomes.com • www.sohamestates.com • www.diamondgroupweb.com • www.multicon.in

2. The Channel Partner must use the Brand Logo (Morya Logo) or the project logo in the same form as available and shall not be combined with any third-party logo/brand.

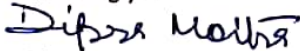
3. Apart from logo, Channel Partner will use content and information as available in moray.sugamhomes.com or from project RERA site or from sugamhomes.com official website. Content refers to information about the project and images.

4. Channel partners from time to time must ensure compliance with applicable RERA guidelines (including on QR code, Agent registration, Project registration etc.)

5. Channel partner shall ensure reasonable security practices and follow data privacy laws and TRAI guidelines with regard to privacy, personal sensitive data or personally identified data or passwords or OTP of any party whomsoever.

6. Failure to comply with above requirements may lead to such action as Aarika Construction LLP may deem fit as per internal policy, which may include warning communication, blacklisting, pull down of domains, cease and desist notice, financial penalty etc. based on severity.

Thanking you



Dipra Moitra

AVP – Channel Sales