



GODREJ PARTNER CONNECT

MARKETING GUIDELINES FOR CHANNEL PARTNERS



Overall Guidelines

1. The Channel Partner should only use images & content approved by Godrej Properties in all communications to the customers, for sustenance projects as well as new launches.
2. The authorised channel partners must mention their RERA number(s) and the project's RERA number along with RERA web site address in all promotional materials.
3. The Channel Partner should take adequate measures to ensure that they shouldn't do any promotional activities on mobile no./ email ID which are subscribed as DND.
4. Channel Partners should not solicit customers as Godrej nominee / on behalf of Godrej.

Logo Usage

1. **Logo of Godrej Properties is registered trademark of GPL and cannot be used by Channel Partner in any promotional content or communication at any point during project lifecycle.**
2. The CP can use specific Project Logo. It has to be positioned on the top right or bottom right corner of the communication material.
3. The Channel Partner has to use their logo/name in the promotional material which should always be accompanied with a header in bold 'Authorised Channel Partner of (Project Name)' in the font as per choice of CP.

Digital (Microsite)

1. Website URL template to be as per following: 'www.<partner name>.com/godrej<project name>'. For example, URL for Authorized Channel Partner ABC Realty's microsite for Godrej Prana would be 'www.abcrealty.com/godrejprana'.
2. Mention 'Authorised Channel Partner' on the mast head along with partner logo at the top or bottom of the home page.
3. Mention 'This is not an official website of Godrej Properties or Godrej (Project Name)' at the bottom of home page.

Digital (Web Banner)

1. The Channel partner cannot make Brand / Project individual pages on Facebook /Twitter/ Instagram or any social media channels. They can use their own page to run ads.
2. The Channel partner cannot mention 'official website of Godrej Properties' on their website/microsite.
3. While listing our projects on Property portals – it should be mentioned that the listing is done by the Channel Partner.
4. For promoting any Godrej Properties project individually in a web banner the Channel Partner should mention 'Authorised Channel Partner' and provide accurate content as shared by Godrej Properties in marketing docket.

Other guidelines

1. The Channel Partner should take a formal approval from GPL before going live for the below mentioned activities for new launches by Godrej Properties :-
 - Exhibition Art work
 - Digital (web banner)
 - Digital (Microsite)
 - SMS Campaign
 - Emailer Campaign
2. Channel Partner can't create Google listings for any of our project.
3. Channel Partner can't mention price points and configurations other than what is formally provided by GPL.
4. Channel Partner has to take explicit approval from GPL for advertising in Print medium at any time during project lifecycle.
5. Channel Partner can't reveal information that hasn't been approved by Godrej Properties.
6. Channel Partner can use the project name only after GPL has officially revealed the same.

Non Adherence to Guidelines

1. In case of any non-adherence of the marketing guidelines, the GPL team will communicate to the channel Partner. The CP should take the corrective actions within 4 hours.
2. A notice for repeated flouting of guidelines will be issued with indication of consequences to the Channel Partner if the corrective actions are not done by them in 48 hours.
3. The empanelment status of the CP would be revoked if they have violated the brand guidelines more than 2 times.
4. In case of any non-adherence to statutory guidelines, the empanelment status of the CP would be revoked immediately.

GUIDELINES ANNEXURE

Print

Do

- For promoting any Godrej Properties project individually, contact the team to share creative for print advertisement and provide them with relevant details (contact person, email address, contact no.) for inclusion
- For multi-developer/multi-project print advertisement
 - 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 filters to creative shared by SPOC
 - Superimpose/add contact details in a manner other than what is already provided
- For multi-developer/multi-project print advertisement
 - Resize (shrink or expand) the logo disproportionately
 - Crop image or use incorrect render



GODREJ PRANA
L I N D R E P R I N E

PAY ONLY 20% NOW AND NO PRE-EMI TILL POSSESSION
2 & 3 BHK residences starting from ` 52 Lacs* (all inclusive)

ACTUAL VIEW OF SAHAYADRI HILLS FROM GODREJ PRANA

Your new home at Godrej Prana in Undri comes with a convenient payment plan of its own. Once you make the first down payment of 20%, we pay the interest on your home loan till possession and your EMIs would start only post possession. So grab this easy payment opportunity to book your home at Godrej Prana which you will cherish for a lifetime.

Show flat ready | 25 mins drive to | Construction | Project management by | Rental helpdesk available | Proximity to IT parks | Proximity to Condo/Res Club & Country Club | Proximity to reputed schools

Authorised Channel Partner
Call: Sachin Jejani + 91 9422101442 | Email: Sachin.Jejani@gmail.com
Nitin Valechha + 91 7030788333

Site Office: Godrej Prana, Undri-Sahayadri Road, Undri, Pune | Regional Office: Godrej Properties Limited, Godrej Dharma C, 10th floor, Office A, 3/26 Mumbai Pune Highway, Wakolwad, Shivajinagar, Pune 411 005
MaharERA Registration No. P52100001372 available at website: <http://maharera.maharajasthan.gov.in>
*Based on bank normal traffic conditions. TBC apply. Subvention scheme available with HDFC Bank only. This is not an offer, invitation to offer and/or commitment of any nature. The layout, plans, specifications and other details herein are only indicative and are subject to change without notice. The images include artist's impressions.



GODREJ PRANA
L I N D R E P R I N E

CREATIVE HOME ASSOCIATES
Good Education & Healthy Lifestyle

ACTUAL VIEW OF SAHAYADRI HILLS FROM GODREJ PRANA

Your new home at Godrej Prana in Undri comes with a convenient payment plan of its own. Once you make the first down payment of 20%, we pay the interest on your home loan till possession and your EMIs would start only post possession. So grab this easy payment opportunity to book your home at Godrej Prana which you will cherish for a lifetime.

Show flat ready | 25 mins drive to | Construction | Project management by | Rental helpdesk available | Proximity to IT parks | Proximity to Condo/Res Club & Country Club | Proximity to reputed schools

Call: Sachin Jejani + 91 9422101442 | Email: Sachin.Jejani@gmail.com
Nitin Valechha + 91 7030788333

young | PROPERTIES

Site Office: Godrej Prana, Undri-Sahayadri Road, Undri, Pune | Regional Office: Godrej Properties Limited, Godrej Dharma C, 10th floor, Office A, 3/26 Mumbai Pune Highway, Wakolwad, Shivajinagar, Pune 411 005
MaharERA Registration No. P52100001372 available at website: <http://maharera.maharajasthan.gov.in>
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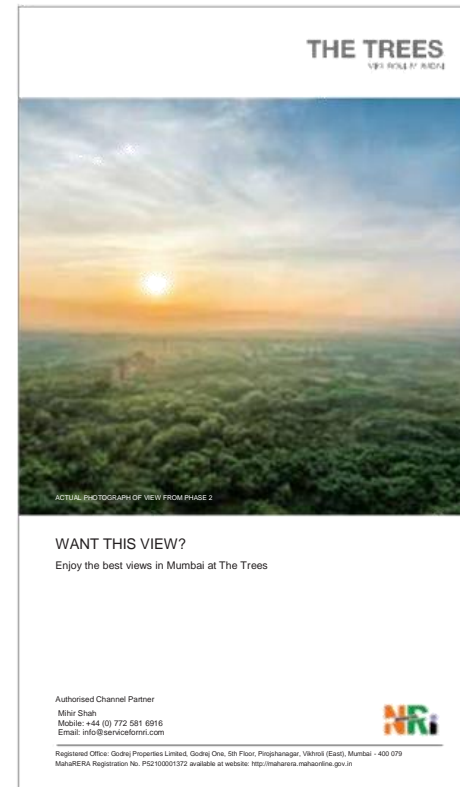
Emailer

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, 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

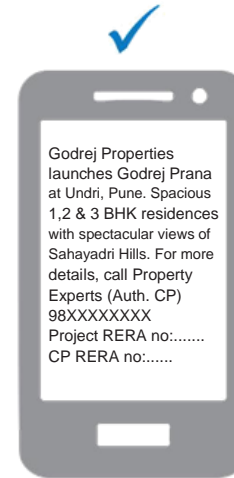
- For promoting any Godrej Properties project individually
 - Add filters to image in the emailers provided by SPOC in marketing docket
 - Superimpose/add contact details in a manner other than what is already provided
- For multi-developer/multi-project emailers
 - Resize (shrink or expand) the logo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



SMS

Do

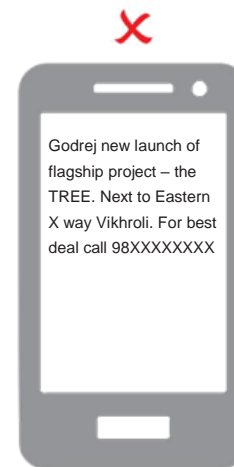
- Draft accurate content basis information provided by SPOC in marketing docket
For example, accuracy while mentioning price points, typology of residences, distance from landmarks, etc.
- Mention Authorized Channel Partner before Call-To-Action number. In case of word limit constraint, 'Auth. CP' can also be mentioned
For example, 'For more details, call XYZ (Auth. CP) 98XXXXXXXX'
- 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 Prana'
or 'Godrej Properties launches the tree'



Digital (Microsite)

Do

- Website URL template to be as per following: 'www.<partner name>.com/<project name>'. For example, URL for Authorized Channel Partner ABC Realty's microsite for Godrej Prana would be 'www.abcrealty.com/godrejprana'
- Mention 'Authorised Channel Partner' on the mast head along with partner logo at the top or bottom of the home page
- Mention 'This is not an official website of Godrej Properties or Godrej _____(Project Name)' at the bottom of home page



Do Not

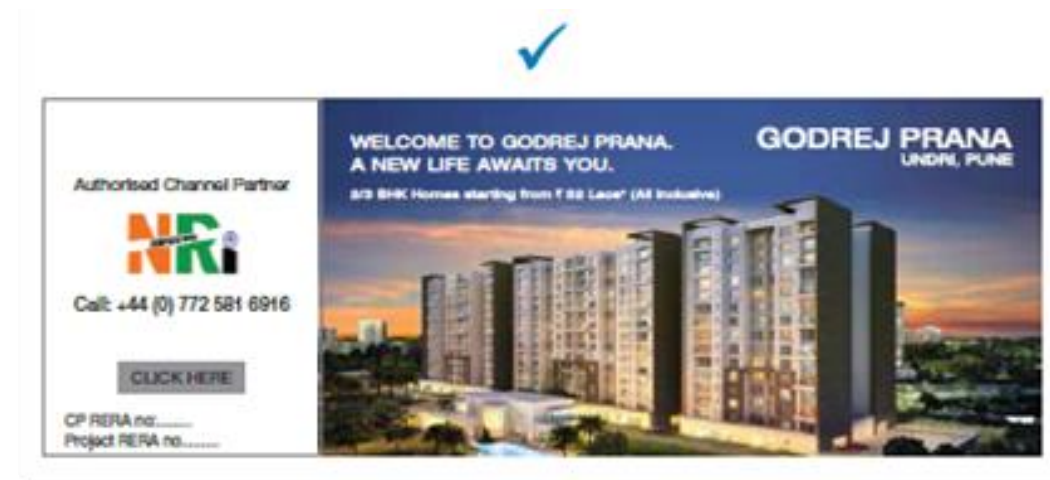
- Post factual information other than what is shared in marketing docket. This would include information on project as well as payment plans
- Post snapshots from the official Godrej Properties website
- Use renders/images other than those approved



Digital (Web banner)

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



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THANK YOU