

Delivery Partnership Agreement

This Agreement is made on date ____ of _____, year 20____

Between

IMarks Digital Solutions India Pvt. Ltd., a Digital Marketing company having its registered office at Sri Sri House, 4th Floor, H. No. 16-2-753/A/2, Lane beside Konark Diagnostic Center, Revenue Board Colony, Dilsukhnagar, Hyderabad – 500060 (hereinafter referred to as **“Delivery Partner”** which expression shall unless repugnant to the context thereof, include its representatives, affiliates successors and permitted assigns) of the FIRST PART.

AND

_____ company incorporated under the provisions of Companies Act, 1956/ partnership firm registered under provisions of Indian Partnership Act/ a proprietorship firm/ an individual having its office at _____

_____ (Hereinafter referred to as **“Business Associate”** which expression shall unless repugnant to the context thereof, including its representatives, permitted assigns and successors) of the SECOND PART.

As per the following terms and conditions:

1. **Business Associate** is entering an agreement with **Delivery Partner** for an End-to-end Digital Marketing and Media Solutions

Key areas of co-operation: A) Search Marketing B) Social Media c) Digital Corporate Communication D) Digital Media Placement E) Web Development F) Mobile Marketing & Technologies G) Conversion Enhancements and H) Planning Services
(see Annexure for exhaustive details)

2. **Business Associate** will provide all kinds of information to **Delivery Partner** for above key areas of co-operation as mentioned in point 1.
3. **Business Associate** will hold liability and responsibility and stand guarantee for the charges for Digital Marketing Solutions provided by the **Delivery Partner** for key areas of co-operation as mentioned in point 1. **Delivery Partner** will hold liability and responsibility and stand guarantee for quality of services provided and meeting of design, update and uptime expectations set at the time of work order.
4. **Business Associate** will deal with **Delivery Partner** for any clarifications and discrepancies in the Digital Marketing Solutions provided by **Delivery Partner**
5. **Delivery Partner** will not make any direct contact with the Client of **Business Associate** unless requested so by the **Business Associate** in writing
6. **Delivery Partner** will take approval from **Business Associate** before adding the IMarks Digital Solutions India Pvt. Ltd. credit line on the website/ web portal under development
7. This agreement is valid for a period of 2 years from the date of agreement and is mutually non exclusive.
8. Further amendments can be made with mutual consent
9. Unless otherwise mentioned, **Delivery Partner** will allow a margin of 20% on all business generated by **Business Associate** and the same will be settled as per payments received. In case, **Business Associate** outsources any work in the above mentioned areas and deals directly with his clients, **Business Associate** will adhere to the negotiated pricing and price terms of the **Delivery Partner**.

We are agreeing to the above terms and conditions

For Business Associate

For IMarks Digital Solutions India Pvt. Ltd.

By: _____

By: _____

Name:

Name:

Designation:

Designation:

Date:

Date:

ANNEXURE

<p>PLANNING SERVICES</p> <ul style="list-style-type: none"> ▪ DIGITAL MARKETING BUSINESS PLAN ▪ SEARCH ENGINE MARKETING PLAN ▪ SOCIAL MEDIA MARKETING PLAN ▪ WEBSITE USABILITY REVIEW & ANALYSIS 	<p>CONVERSION ENHANCEMENTS</p> <ul style="list-style-type: none"> ▪ WEBSITE ANALYTICS ▪ LANDING PAGE OPTIMIZATION ▪ CONVERSION OPTIMIZATION
<p>SEARCH MARKETING</p> <ul style="list-style-type: none"> ▪ SEARCH ENGINE OPTIMIZATION ▪ VIDEO SEARCH MARKETING ▪ PPC SEARCH MANAGEMENT ▪ YOUTUBE SEARCH MANAGEMENT ▪ LOCAL SEARCH MARKETING ▪ LINK BUILDING CAMPAIGN MANAGEMENT ▪ SEM CAMPAIGN MANAGEMENT 	<p>DIGITAL MEDIA PLACEMENT</p> <ul style="list-style-type: none"> ▪ ONLINE MEDIA PLANNING AND BUYING ▪ SOCIAL NETWORK ADVERTISING ▪ DISPLAY NETWORK CAMPAIGN MANAGEMENT ▪ AFFILIATE MARKETING ▪ PUBLISHER AD MANAGEMENT SERVICE ▪ VIRAL MARKETING ▪ EMAIL MARKETING
<p>MOBILE MARKETING & TECHNOLOGIES</p> <ul style="list-style-type: none"> ▪ SMS/ MMS MARKETING ▪ MOBILE PPC SEARCH MANAGEMENT ▪ MOBILE MEDIA PLANNING AND BUYING ▪ MOBILE WEBSITE DEVELOPMENT ▪ MOBILE APPLICATION DEVELOPMENT ▪ IPHONE APPS DEVELOPMENT ▪ ANDROID APPS DEVELOPMENT ▪ SOCIAL GAME DEVELOPMENT 	<p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> ▪ SOCIAL MEDIA MARKETING ▪ SOCIAL MEDIA OPTIMIZATION ▪ SOCIAL MEDIA MONITORING ▪ FACEBOOK MARKETING SERVICE ▪ WORD OF MOUTH MARKETING ▪ BUSINESS BLOG MARKETING ▪ ONLINE REPUTATION MANAGEMENT ▪ AUDIO PODCAST SERVICES ▪ VIDEO PODCAST SERVICES ▪ ONLINE PR
<p>DIGITAL CORPORATE COMMUNICATION</p> <ul style="list-style-type: none"> ▪ CORPORATE BRANDING SOLUTIONS ▪ CREATIVE DEVELOPMENT ▪ DIGITAL ASSETS DEVELOPMENT ▪ CORPORATE IDENTITY ▪ FLASH DEVELOPMENT ▪ CORPORATE DIGITALS ▪ PRINT AND PROMOTION ▪ E-MAGAZINES ▪ GRAPHICAL USER INTERFACE 	<p>WEB DEVELOPMENT</p> <ul style="list-style-type: none"> ▪ CREATIVE STRATEGIC DESIGN ▪ PROMOTIONAL WEBSITE ▪ ECOMMERCE WEBSITE ▪ FLASH WEBSITE ▪ WEBSITE HOSTING & MAINTENANCE ▪ WEB APPLICATION DEVELOPMENT ▪ APPLICATION INTEGRATION ▪ CORPORATE INTRANET ▪ CORPORATE EXTRANET ▪ WEB PORTAL DEVELOPMENT ▪ SOCIAL NETWORK APPLICATION DEVELOPMENT ▪ WEB CONTENT DEVELOPMENT