

PUBLIC RELATIONS SERVICE AGREEMENT

The agreement is made on this Day of 22nd June 2022 between

Value 360 Communications Private Limited, the communications management advisory, a company incorporated under the laws of India, being registered under the Companies Act, having its office at 43B, Okhla Industrial Estate Phase 3 Rd, Okhla Phase III, Okhla Industrial Area, New Delhi, Delhi 110020 (hereinafter referred to as "Agency" which expression shall mean and include its successors and assign) of the other part.

And 223 F.I.E Patparganj Industrial Area Delhi-110092 and GST 07AABCE9859P1ZR Through Its Entity Easy Trip Planners Limited with Mr. Prashant Pitti, Co-Founder authorized signatory (hereafter referred to as "Client" which expression shall mean and include its associates, affiliates and assigns) of one part.

Client has decided to enter an agreement exclusively with Agency for 12 months, starting from 01 July 2022 to 30th June 2023. This Agreement is based on the objectives and the Public Relations/Promotion program as mutually discussed.

NOW THEREFORE THE PARTIES AGREE AS FOLLOWS

ENGAGEMENT TERMS

- Agency activities in implementing the Public Relations program on behalf of Client will be supervised by one of the founders.
- Under the contract the agency would device and executes PR campaign to increase the visibility for **client**, across different media platforms.
- Agency will at all times protect the interest of Client while dealing with other parties.
- The Agency will share media contacts with the Client only when there is a requirement or when an opportunity arises which requires the client to be put in touch with the media personnel.
- There will not be more than one physical meeting between the client and servicing team in a month. In case of a crisis, a meeting can be planned at a location mutually agreed between the client and the agency.
- The Agency shall not publish any material at any time without obtaining the approval of the Client. The Agency shall submit the proof of publication material with the authorized personnel of the

client for scrutiny and approval. Similarly, the agency shall not incur any expenses without the prior approval of the Client.

- The commercials mentioned in the plan covers activities only in Delhi, Mumbai, Chennai and Bangalore any activities beyond these cities will be at additional cost, which will be borne by the Client.
- The Client or the Agency can terminate the agreement with 30 days' notice to the other party.
- In case renewed, the retainer fee will be revised post the completion of 12 months of the agreement.
- The Client is made aware that Agency is a MSME company and is duly registered under the provisions of MSME Acts 2006.

SCOPE OF WORK :-

Scope of Work/ Service offered by the agency as well as the team involved is executing the work is detailed under **Schedule -I** of the agreement

PAYMENT:-

The terms of the Payments and Fees to be paid by the client to the agency for the services offered by the agency is detailed under **Schedule-II** of the agreement.

EMPLOYMENT RESTRICTION:-

During the existence of the agreement and for twelve months after termination of this Agreement, neither party shall, without the written consent of the other, solicit or entice (either directly or indirectly) or attempt to solicit or entice (or authorize the taking of such action by any other person) any person, employed by the other or has been employed by the other during the preceding six months, and who has been involved with the dealing, negotiations as well as workings and execution of the Services under this Agreement, to terminate their employment with the other party.

CONFIDENTIAL AND INTELLECTUAL PROPERTY

Throughout the term of the Agreement and for a period of twelve months after its termination: -

- a) The Agency undertakes to keep confidential, the discussions covering the matters relating to the Public Relation materials made as per this Agreement.
- b) The Agency, consultants or officials shall not copy any information /property nor shall they carry with them any of the aforesaid in any form or manner whatsoever and use the same subsequently.
- c) The Agency shall consider the commercial and technical data, information, documentation made available by the client as client's intellectual property and not disclose or allow the said documents to be disclosed to any third party. The same obligation shall apply to the trade secrets of the Client, which may have been made available or learned by the Agency in the performance of this Agreement, or to ensuing contract.

INDEMNITY

Either party agrees to indemnify and keep indemnified the other non-defaulting party, its officers, employees and directors from all losses, damages, claims, expenses, costs and outgoings incurred or suffered by the non-defaulting party on account of the following acts of the defaulting party:

1. Breach of provisions of this agreement
2. Breach of provisions of applicable laws / rules / regulations etc.
3. Any act or omission of the defaulting party, its agents or servants.

Any claim against Client for violation of copyright, trademark or other intellectual property rights or proprietary rights by third party arising out of services provided by Agency

JURISDICTION OF COURT:-

This Agreement and all questions/disputes concerning the validity, interpretation or performance of any of its Terms or provisions, or of any rights or obligation of the parties here to be submitted for final and binding settlement to arbitration under the Arbitration and Conciliation Act 1996 as amended up to date. The venue of Arbitration shall be at

In the event of any third-party legal disputes to implementation of the Client account (where Agency may be named as a respondent) all legal costs will be borne by Client.

Accepted and agreed.
Signature.....

Harman Juthi



For EASY TRIP PLANNERS LTD.

Signature.....

Prashant Pitti

Director

Mr. Prashant Pitti,
Co-founder

M/s Value 360 Pvt Ltd
Agency

M/s Easy Trip Planners Ltd
Client

Place :-

Dated:-

SCHEDULE-I
Scope Of Work

Minimum Quarterly Deliverables

Minimum Quarterly Deliverables	
Brand stories growth etc	6
Industry stories	30
Authored pieces	3
Listicles/ trend etc stories	6
Press Releases	9
Interviews/interactions	6
Awards/ speaker opps	All
Events/ Conferences	2
Innovative Coverage	3
RBMs	8

Media Cell

Value 360 Communication would act as 24X7 media cell for client at the time of crisis and in scenarios when there is an event involved.

Client servicing team would be responsible for following:

- Editorial Content
- Media Relations
- Press Event Management if any
- Handling the media queries and coordinating the same with
- Compilation of monthly coverage dossier

Monthly Services:

- **Editorial Services:**
 - Corporate Profile
 - Press Release
 - By Lined/ Contributory article
 - Spokesperson Profile
 - Frequently Asked Questions and Answers
- **Media Relations**
 - Spokesperson profiling
 - Participation in Industry story
 - Brand specific story
 - Announcement press release

- Manage and build media relation, point of contact for media liaison
- Localize and disseminate press releases for the announcement
- Pitching and monitoring of the personnel and company for maximum quality coverage, including:
 - Interviews/Relationship Building Meetings/One on one interactions/Corporate Profiling
 - Leadership Profiling
 - Contributory Articles/Opinion Pieces
 - Industry Stories
 - Trend Stories/insight led Stories
 - Case Study Placement/Impact stories
 - Report Dissemination
- Drafting of following documents on an on-going and unlimited basis
 - Answers
 - Pitches to media queries
 - Email interviews
 - Questionnaires and other opportunities.
- Drawing up of media list for media get-togethers, marketing campaigns/events and gifts on an on-going basis, with regular updates (subjected to prior approval from the client)
- Attend all briefing and PR meeting on a sustained basis.
- Manage 1 event including all aspects of media invitation, hosting, press kit preparation, feedback, follow-ups and post event reporting. Report to be given in 1 set hardcopy printed in color .

Market Intelligence

- Weekly Analysis of the industry news and competition updates
- Weekly report on the PR activities planned
- Daily news tracker - easemytrip, competition & industry
- Monthly coverage dossier along with analysis report
- Weekly report of activities
- Quarter presentation
- Yearly review ppt

Authorize Person on behalf of the Client to be contacted: -

Name:- Bhavika Sharma

Designation:- Manager Public Relations

Email Id:- bhavika.sharma@easemytrip.com

Mob No:- 9811787304

Accepted and agreed.

Signature.....

M/s Value 360 Pvt Ltd
Agency

Place :-

Dated:-



Signature.....

M/s Easy Trip Planners Ltd
Client

For EASY TRIP PLANNERS LTD.

A handwritten signature in blue ink, written over the printed text "For EASY TRIP PLANNERS LTD." and "Director..".

Director..

SCHEDULE -II

PAYMENT TERMS

1. **FEE DETAILS:** *-The retainer fee payable per month by Client to Agency shall be as follows:*
 - Rs 2,00,000 plus GST to be paid by client
 - Payable in advance every month within 7 days of invoice generated
2. The fee covers: _
 - All costs of executive / secretarial time
 - All editorial work
 - Centers like Delhi/ Mumbai/ Bangalore/Chennai where the agency has a direct presence.
3. The fee does not include: _
 - Conveyance charges for journalists and Satellite town transportation.
 - Photographs and recording expenses
 - Intercity travel for Public Relation executive
 - Transcription/Translation service
 - Media monitoring/tracking
 - Design and printing of stationery and publications
 - Catering costs and such third-party expenses like souvenirs/gifts etc.
 - Third party expenses incurred in the execution of special assignments and projects (and not included in this Agreement) will be authorized and approved in advance by the Client representative, and will be remitted against receipts, upon submission of activity report.

Press release dissemination via paid business wire will be charged extra

Accepted and agreed.

Signature.....



M/s Value 360 Pvt Ltd
Agency

Place :-

Dated:-



Signature.....

For EASY TRIP PLANNERS LTD.



Director

M/s Easy Trip Planners Ltd
Client