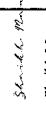
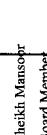


No:		QF/SM/2023/047		BASIC DETAILS OF SERVICE MEMO		LAST PURCHASE/SERVICE MEMO		Date : 16.12.2023						
Nature of Service	Social Media Management Service		Supplier Name	Loom Trading WLL		Total value of SM	: QAR 57,600/- Rate per month : QAR 4,800/month							
Department	Marketing		Contract period	12 months starting November 2022		Service Memo.	QF/SM/2023/037 Date : 29.12.2022							
Service Type	<input type="checkbox"/> Renewal	<input checked="" type="checkbox"/> or New Service												
<b>REASON/OBJECTIVE OF THIS PURCHASE</b>														
<p>1-Social Media Management service is required for QFMA/QFI products continuous business development, to increase brand and awareness of products among consumers on social media platforms.</p> <p>2-Scope covers upto 9 posts (Static and dynamic posts, upto 3 dynamic), Up to 2 reels, Upto 12 stories, Kickoff Consultation, English and Arabic, Content Calender, Community Management, Influencer management, Mandatory Progress review Meeting/monthly, Hashtag Research, 1 photography Session Every 3 months, 1 paid Ad Voucher etc.</p> <p>3-Campaign duration is for 12 months starting January 24.</p> <p>4-Social Media Management Activation will cover a total of 9 posts,2 reels of 30 seconds, and 12 stories that will popped-up on social media in one session/month.</p> <p>5-In case of any customized content requirement including photography, videography, voice-over, and models the same will be chargeable as an extra/additional in case of any change.</p> <p>6-Please refer to Quotation No. LM/QT/2023/81 for detailed scope.</p> <p>7-Current service cost defers as compared to last service due to additional scope covering in this service such as Influencer Management, Mandatory Progress review meeting/monthly, 1 photography session every 3 months, 1 paid Ad Voucher etc.</p> <p>8-Supplier has offered his competitive price.</p>														
<b>RISKS/CONCERN/NON-COMPLIANCE OF COPIES OF POLICY</b>														
<p>Going ahead with single quote as other quotes are not available. In earlier service quote, Fookis Lab had quoted QAR 4,800/- from Loom Trading. Also we had approached other 2 service providers. One was not responding and another service provider couldn't meet our requirement.</p>														
<b>QUOTED SERVICE PROVIDER DETAILS</b>														
No	Supplier Name	Country of Origin	Service Description	Currency	Quoted rate/month	Negotiated rate/month	Exchange rate	Rate in QR	Service Period month	Total - QR.	Payment / Remarks			
1	Loom Trading and Organizing	Qatar	Social Media Management Service	QAR	12,500	12,500	1.00	12,500	12	150,000	1-Against invoice each month, 2-VAT/Taxes if any will be additional and borne by us. 3-Bank charges if any will be borne by us 4-Recommended by Marketing Department as Loom Trading has been identified as the trusted vendor of choice based on quality of their creative content			
<b>RECOMMENDED SERVICE PROVIDER</b>														
Supplier Name	Country of Origin	Negotiated rate/month	Service Period month	Total - QR.	Payment Terms									
Loom Trading and Organizing	Qatar	12,500	12,500	12	150,000									
<b>BUDGET DETAILS</b>														
Particulars	Amount (QR)													
Budgeted value for the requested service/expense														
Budget utilized till last purchase														
Balance available for this purchase														
Proposed as per this service memorandum														
Surplus/(deficit)														
<b>AUTHORIZATION/APPROVAL</b>														
 Anzar Hamed Tayyab Mohammad Azam Senior Manager – Procurement 17/12/2023										 Faizan Rasyu Senior Manager – Finance 20/12/2023	 Khaja Bahaudin Asst. Vice President - Finance 27/12/2023	 Adnan Miceji General Manager 27/12/2023	 Tariqe Mohammad Chief Executive Officer 27/12/2023	 Ahmed Osman Business Advisor 02/01/2024
 Sheikh Mansoor Board Member 02/01/2024														

## Vishnu Prasad

**From:** Zubair Alam  
**Sent:** Thursday, December 14, 2023 11:11 AM  
**To:** Anzar Hameed; Faraz Ahmed; Muhammad Shafi Kallingal; Vishnu Prasad  
**Cc:** Fahim Rasmy; Faizaan Khatri; Faizal; Tayyab Mohammad Azam  
**Subject:** RE: LOOM Trading

Dear Mr. Anzar,  
PFB

1500301590

Thanks & Regards,

Zubair Alam  
Senior Supervisor- Logistics & Fleet



**Qatar Foods Industries**  
(A Subsidiary of Zad Holding Company Q.P.S.C)  
P O Box - 1444 Doha - Qatar  
Tel : +974 44489675 | Fax : +974 44438137 | Mob : +974 33708674  
E-Mail : [z.alam@qfi.qa](mailto:z.alam@qfi.qa) | Web : [www.qfi.qa](http://www.qfi.qa)

**From:** Anzar Hameed <[anzarhameed@qfi.qa](mailto:anzarhameed@qfi.qa)>  
**Sent:** Thursday, December 14, 2023 10:45 AM  
**To:** Faraz Ahmed <[faraz@zad.qa](mailto:faraz@zad.qa)>; Muhammad Shafi Kallingal <[shafi@qfi.qa](mailto:shafi@qfi.qa)>; Vishnu Prasad <[vishnu@qfm.qa](mailto:vishnu@qfm.qa)>; Zubair Alam <[z.alam@qfi.qa](mailto:z.alam@qfi.qa)>  
**Cc:** Fahim Rasmy <[rasmy@qfm.qa](mailto:rasmy@qfm.qa)>; Faizaan Khatri <[faizaan@qfi.qa](mailto:faizaan@qfi.qa)>; Faizal <[mfaizal@qfi.qa](mailto:mfaizal@qfi.qa)>; Tayyab Mohammad Azam <[tayyab@zad.qa](mailto:tayyab@zad.qa)>  
**Subject:** Re: LOOM Trading

Dear Mr. Zubair,

Kindly initiate PR for Loom services for the year 2024.

Regards,  
Anzar Hameed

Get [Outlook for Android](#)

**From:** Faraz Ahmed <[faraz@zad.qa](mailto:faraz@zad.qa)>  
**Sent:** Thursday, December 14, 2023 10:42:04 AM  
**To:** Muhammad Shafi Kallingal <[shafi@qfi.qa](mailto:shafi@qfi.qa)>; Vishnu Prasad <[vishnu@qfm.qa](mailto:vishnu@qfm.qa)>  
**Cc:** Fahim Rasmy <[rasmy@qfm.qa](mailto:rasmy@qfm.qa)>; Faizaan Khatri <[faizaan@qfi.qa](mailto:faizaan@qfi.qa)>; Faizal <[mfaizal@qfi.qa](mailto:mfaizal@qfi.qa)>; Anzar Hameed <[anzarhameed@qfi.qa](mailto:anzarhameed@qfi.qa)>; Tayyab Mohammad Azam <[tayyab@zad.qa](mailto:tayyab@zad.qa)>  
**Subject:** RE: LOOM Trading

Dear Shafi

Kindly share approved Purchase requisition against the below inquiry.

@Vishnu Prasad: please proceed once approved PR received.

Thanks & Regards,

**Faraz Ahmed**

Assistant Manager – Procurement



**Zad Holding Company Q.P.S.C**

P.O. Box 1444, Doha – Qatar

Tel: +974 44489778 | Fax: +974 4443 8137 | Mob: +974 66117640

Email: [faraz@zad.qa](mailto:faraz@zad.qa) | Website: [www.zad.qa](http://www.zad.qa)

**From:** Muhammad Shafi Kallingal <[shafi@qfi.qa](mailto:shafi@qfi.qa)>

**Sent:** Thursday, December 14, 2023 9:49 AM

**To:** Vishnu Prasad <[vishnu@qfm.qa](mailto:vishnu@qfm.qa)>; Faraz Ahmed <[faraz@zad.qa](mailto:faraz@zad.qa)>

**Cc:** Fahim Rasmy <[rasmy@qfm.qa](mailto:rasmy@qfm.qa)>; Faizaan Khatri <[faizaan@qfi.qa](mailto:faizaan@qfi.qa)>; Faizal <[mfaizal@qfi.qa](mailto:mfaizal@qfi.qa)>; Anzar Hameed <[anzarhameed@qfi.qa](mailto:anzarhameed@qfi.qa)>

**Subject:** LOOM Trading

**Importance:** High

Dear Vishnu,

Please share the Service Memorandum (Service order) against the attached approved Quotation.

Thanks & Regards,

**Muhammad Shafi Kallingal**

Executive-Finance



**Qatar Foods Industries**

(A Subsidiary of Zad Holding Company Q.P.S.C)

P.O. Box 1444, Doha – Qatar

Tel: +974 44489720 | Fax: +974 44438137 | Mob: +974 33625548

Email : [shafi@qfi.qa](mailto:shafi@qfi.qa) | Web :[www.qfi.qa](http://www.qfi.qa)

**From:** Muhammad Shafi Kallingal

**Sent:** Monday, November 20, 2023 12:23 PM

**To:** Anzar Hameed <[anzarhameed@qfi.qa](mailto:anzarhameed@qfi.qa)>

**Cc:** Fahim Rasmy <[rasmy@qfm.qa](mailto:rasmy@qfm.qa)>; Faizaan Khatri <[faizaan@qfi.qa](mailto:faizaan@qfi.qa)>; Faizal <[mfaizal@qfi.qa](mailto:mfaizal@qfi.qa)>

**Subject:** LOOM Trading

Dear Mr. Anzar,

PFA.

Thanks & Regards,

**Muhammad Shafi Kallingal**

Executive-Finance



**Qatar Foods Industries**

(A Subsidiary of Zad Holding Company Q.P.S.C)

P.O. Box 1444, Doha – Qatar

Tel: +974 44489720 | Fax: +974 44438137 | Mob: +974 33625548

Email : [shafi@qfi.qa](mailto:shafi@qfi.qa) | Web : [www.qfi.qa](http://www.qfi.qa)

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## Vishnu Prasad

**From:** Faraz Ahmed  
**Sent:** Thursday, December 14, 2023 10:42 AM  
**To:** Muhammad Shafi Kallingal; Vishnu Prasad  
**Cc:** Fahim Rasmy; Faizaan Khatri; Faizal; Anzar Hameed; Tayyab Mohammad Azam  
**Subject:** RE: LOOM Trading  
**Attachments:** LM-QT-23-56.pdf; LM-QT-23-81.pdf

Dear Shafi

Kindly share approved Purchase requisition against the below inquiry.

@Vishnu Prasad: please proceed once approved PR received.

Thanks & Regards,

**Faraz Ahmed**

Assistant Manager – Procurement



شركة زاد الملاية  
Zad Holding Company

**Zad Holding Company Q.P.S.C**

P.O. Box 1444, Doha – Qatar

Tel: +974 44489778 | Fax: +974 4443 8137 | Mob: +974 66117640

Email: [faraz@zad.qa](mailto:faraz@zad.qa) | Website: [www.zad.qa](http://www.zad.qa)

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**From:** Muhammad Shafi Kallingal <[shafi@qfi.qa](mailto:shafi@qfi.qa)>

**Sent:** Thursday, December 14, 2023 9:49 AM

**To:** Vishnu Prasad <[vishnu@qfm.qa](mailto:vishnu@qfm.qa)>; Faraz Ahmed <[faraz@zad.qa](mailto:faraz@zad.qa)>

**Cc:** Fahim Rasmy <[rasmy@qfm.qa](mailto:rasmy@qfm.qa)>; Faizaan Khatri <[faizaan@qfi.qa](mailto:faizaan@qfi.qa)>; Faizal <[mfaizal@qfi.qa](mailto:mfaizal@qfi.qa)>; Anzar Hameed <[anzarhameed@qfi.qa](mailto:anzarhameed@qfi.qa)>

**Subject:** LOOM Trading

**Importance:** High

Dear Vishnu,

Please share the Service Memorandum (Service order) against the attached approved Quotation.

Thanks & Regards,

**Muhammad Shafi Kallingal**

Executive-Finance



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P.O. Box 1444, Doha – Qatar  
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**From:** Muhammad Shafi Kallingal  
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**Cc:** Fahim Rasmy <[rasmy@qfm.qa](mailto:rasmy@qfm.qa)>; Faizaan Khatri <[faizaan@qfi.qa](mailto:faizaan@qfi.qa)>; Faizal <[mfaizal@qfi.qa](mailto:mfaizal@qfi.qa)>  
**Subject:** LOOM Trading

Dear Mr. Anzar,

PFA.

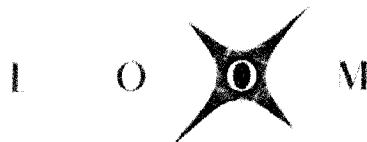
Thanks & Regards,

**Muhammad Shafi Kallingal**  
Executive-Finance



**Qatar Foods Industries**  
( A Subsidiary of Zad Holding Company Q.P.S.C )  
P.O. Box 1444, Doha – Qatar  
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Email : [shafi@qfi.qa](mailto:shafi@qfi.qa) | Web :[www.qfi.qa](http://www.qfi.qa)

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**QUOTATION**

LM/QT/2023/81

**Date**

01/NOV/2023

**Prepared For**

QFM/QFI

Doha, Qatar

Item	Price (QAR)
<b>Social Media Management</b> <ul style="list-style-type: none"><li>• Up to 9 Posts (Static and Dynamic Posts, up to 3 Dynamic)</li><li>• Up to 2 Reels</li><li>• Up to 12 Stories</li></ul> <p>* As per the client's wishes, the number of posts, reels, and stories will be divided between QFM/QFI each month.</p> <ul style="list-style-type: none"><li>• Kickoff Consultation</li><li>• English and Arabic</li><li>• Content Calendar</li><li>• Community Management</li><li>• Influencer Management</li><li>• Mandatory Progress Review Meeting/ Monthly</li><li>• Hashtag Research</li><li>• 1 Photography Session Every 3 Months</li><li>• 1 Paid Ad Voucher</li><li>• Up To 15% Discount on All Services</li></ul>	12,500 <b>MONTHLY</b>

**Total:**

QAR 12,500

\*Quotation validity is (7) days from date of issue

**Guidelines:****1. Validity**

- a. This contract shall be valid from January 1, 2024 to December 31, 2024

**2. Content Creation**

- a. Any custom content requirement, such as photography, videography, voice over, or models, will incur an additional charge





- b. All content development shall begin after the approval of the content calendar by the client, and in case of any major deviations from the approved concepts it will be considered a new project, with additional charges
- c. The reels included in the package are sourced from online stock videos only, with the brand name appearing at the end of the video
- d. The duration for any reel shall not be more than 15 sec.
- e. Photography sessions with basic props are included, only if needed. It does not include any products that need to be cooked, only ready-to-eat items provided by the client, each session consists up to 7 products.
- f. The agency shall adapt all the content created to suitable size and versions required for all social platforms active for the client brand
- g. The client shall provide all the existing content such as Videos, Photos, other SM Content available with them to the agency, in high resolution format (as available)
- h. In the event that the client chooses not to use the maximum number of posts, reels, and stories provided, they do not accumulate to the month following

### **3. Community Management**

- a. With the exception of national holidays, this involves responding to all queries received within 12-24 hours, using the standard response list provided by the client, and sharing the same with the team member selected by the client

### **4. Social Listening**

- a. The agency shall actively monitor social media for positive or negative comments, while controlling negative PR and reporting them back to the client

### **5. Influencer Management**

- a. This shall include the agency actively proposing suitable influencers for brand association

### **6. Paid Voucher**

- a. The agency shall provide a free monthly ad campaign of QR 150-200 for the client to boost their content on social media. This amount does not accumulate to the following month

Welcome to our Agency. We are pleased to have you on board to perfectly execute your vision and ideas. Please find below our basic terms and conditions.

#### **Basic Terms and Conditions:**

1. Loom Trading and Organizing Conferences and Marketing Services, has the right to preserve all types of preliminary work, which means that all creative content including, but not limited to, concepts, sketches, visual presentation, or documents developed by the agency, and which may be shown or delivered to the client for consideration. Hand-over of all creative set(s) will be made after the settlement of the full payment.





- 2.** Client warrant to the agency that client owns all rights, title, and interest in, or otherwise has full right and authority to permit the use of the client's content. Therefore, the agency has the right to showcase, use the final project in its portfolio, and advertising, marketing campaigns.
- 3.** Client's content is accurate and does not infringe the rights of any third party.
- 4.** Mode of Payment:
  - Payment can be made by cash/cheque/bank transfer by the end of each month.
  - When payment has not been received for two consecutive months, the service will be paused until the full amount is received.
- 5.** Upon receiving the content calendar, the client is entitled to have 5 business days to send us in a written format of all types of changes, modifications, and acceptance of project. In the event that the client does not give feedback after 5 business days from submitting the content calendar, the content will be considered approved, and any subsequent revisions will incur an additional fee. Upon rejection of the idea, the client has the right to request (1) another concept while providing a clear description of the objectives.
- 6.** Upon receiving the creatives, the client is entitled to have 3 business days to in a written format of all types of changes (max. number of 2 minor changes only), modifications, and acceptance of design. In the event that the client does not give feedback after 3 business days from submitting the creatives, the design will be considered approved, and any subsequent revisions will incur an additional fee.
- 7.** In the event that the client fails to submit the requirements that are necessary for the completion of any project, including posts, reels, stories, and other services, will not accumulate to the next month and will be put on hold or terminated based on the circumstances.
- 8.** Two weeks prior to the month's start, the client shall receive the content calendar.
- 9.** The client is entitled to a 15% discount on all other services, excluding the social media package.
- 10.** A monthly progress review meeting must be held between the social media manager and the client to discuss all content and progress.
- 11.** Either party may terminate this agreement under its own discretion upon two month written notice.
- 12.** Loom Trading LLC Warrant and confidentiality the client information and concepts and documents.
- 13.** In the event that Loom Trading LLC did not implement all the terms, the contract is considered terminated and must return the amounts received, and will bear any damages.



A  
for

<b>Loom Trading And Organizing</b> <b>Conferences And Marketing Services</b>	<b>Client</b> 
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**We, hereby acknowledge that we have read, understand, and agree to the terms of this document relating to the quotation as well as the basic terms and condition.**

Loom Contract – Note

- Previous contract 1<sup>st</sup> October 2023 to 31<sup>st</sup> December 2023
  - New contract 1<sup>st</sup> January 2024 to 31<sup>st</sup> December 2024
  - All terms and conditions of this new contract are identical to those of the previous contract.
    - 9 social media posts/month.
    - 2 social media reels/month.
    - 12 social media stories/month.
    - Monthly charges QAR 12,500/-
- fu* *A*

