

Terms & Conditions

1. **Meta Disclosure:** The **blue tick**, subject to Meta approval, epitomises your business's goodwill and branding. We pledge our best efforts to obtain it, as the brand establishment is vital for securing the blue tick according to Meta's standards. Trust us to enhance your brand's presence, guiding you towards this symbol of credibility and recognition.
2. The attainment of Facebook (FB) verification, the display of the blue verified tick on WhatsApp numbers, as well as template pausing and account restrictions, are solely under the control of Meta Platforms, Inc. ("Meta"). While we, as suppliers, assist in submitting necessary details and documents, we are not liable if Meta does not approve FB verification, the Blue tick, or imposes template pausing or account restrictions, regardless of the information provided. Meta's decisions are final, and we accept no responsibility for any consequences resulting from failed verification, template pausing, or account restrictions. This disclaimer remains valid even after termination of this Agreement.
3. Above all prices are exclusive of any applicable taxes or GST. Taxes will be charged separately and are the responsibility of the customer.
4. If campaigns are sent outside the countries specified in the agreement, **Global Conversational Pricing** will apply to any additional countries where the campaigns are sent.
5. The prices outlined in this agreement are subject to Meta's policies. Any changes in Meta's pricing structure will directly impact our pricing accordingly.
6. The currency used for any operations governed by this Agreement is INR. Following Section 4 of this Agreement, the price per each Chargeable Event shall be communicated to the Customer via e-mail in a coverage list.
7. Supplier is in every instance entitled to pass on price increase by email to the Customer, arising from an obligation pursuant to legislation and regulations, from an increase in the purchase price of messages or from rates changes effected by META, Network Operators, market dynamics, Statutory charges or any rate increase. Supplier shall make reasonable efforts to notify the Customer in advance of such price change. In the event that the Customer does not agree with the proposed changes, this Agreement can be terminated in accordance with this Agreement.
8. The initial configuration and onboarding cost for utilizing Anantya.ai Panel must be paid before onboarding, including if white labelling and on-premise features are used, regardless of the agreed payment terms.
9. All amounts are payable within **fifteen (15) days** of the respective invoice date. In addition, the Supplier has the right to suspend performance under this Agreement, including as to any and all Messaging Platform and/or Services, without notice at any time that the Customer is in payment default. Supplier's acceptance of Customer's partial payment of an invoice will not waive Supplier's right to claim any further payment for that portion of the invoice not paid by Customer. Costs of collection (including without limitation attorneys' fees) and related bank charges shall be paid by Customer.