

DIGITAL MARKETING CONTRACT

Between

AdTaken Pvt. Ltd

And

Hydrocare General Trading LLC

I PARTIES:

Within this agreement dated 30th September 2022, **AdTaken Pvt Ltd** Sumithra Building, Palarivattom, Kochi, Kerala 682024 shall be the "Provider" and **Hydrocare General Trading LLC** shall be the "Client".

I GOALS:

Through this agreement, the Client agrees to hire the services of the Provider to achieve the following goals:

- GOOGLE ADS - Provider shall run google search ads for the client which are keyword-driven digital ads. These ads can appear across Google's Search Network. They can display at the top, at the bottom, or next to search results based on the client's budget.
- Support advertising the services to the target audience
- Manage social media presence and actively engage with the customer and potential customers.
- Provider shall design posters/creatives for engaging the audience in various social media platforms.

I CHANNELS & PLATFORMS:

- GOOGLE
- FACEBOOK
- INSTAGRAM
- LINKEDIN

I UNDERTAKING SERVICES FROM THE PROVIDER

- Running Google Ads in given budget.
- Engaging audience in Social Media Platforms with creatives and updations.
- Social Media Management (Facebook, Instagram & LinkedIn)

I COST

Sl.No	Item Name	Cost
1	Google Ads (Platform Charge)	INR 2000 per month
2	Google Optimization (Content, Blogs, and optimization)	INR 3000 per month
3	Facebook and Instagram Promotion (Platform Charge and creatives)	INR 3000 per month
4	LinkedIn Ads (Platform Charge and creatives)	INR 2000 per month
3	Social Media Management	INR 5000 per month

I PAYMENT TERMS:

Advance payments shall be made on a monthly basis at the beginning of the calendar months. The Provider shall submit an invoice to the client on or before the beginning of each calendar month and the Provider shall make the whole payment as per the invoice within 5 days of the receipt of the invoice. Provider reserves the right to pause or stop all the activities for the client if the payments are delayed more than 5 days from the date of submitting the invoice. The provider has the right to withhold the Client's digital assets until all the pending invoices are paid in full. All payments are to be made to the following bank account and not through any other channels unless a separate written authorisation has been agreed upon between both parties.

I BANK DETAILS FOR PAYMENT TRANSFER

BANK DETAILS	
Company Name	ADTAKEN PRIVATE LIMITED
Bank Name	FEDERAL BANK
A/c No	14100200014134
IFSC	FDRL0001410
Branch	VYTTILA BRANCH

I CONTACTS:

The following personnel will be the contact points representing the Provider:

Name	Role	Email	Phone Number
Najumudheen Ilyas	CEO	info@adtaken.com	+919847570100

The following personnel will be the contact points representing the Client:

Name	Role	Email	Phone Number
Ahmed Shafaque	Assistant operation Manager	bdm@hydrocare.com	+971507088409

I DURATION OF CONTRACT:

The initial contract for digital marketing is for a period of 6 months from the date of this agreement and shall be renewed for a mutually agreed period after the initial period.

I TERMINATION:

The Client may terminate this Agreement in the event that the Provider breaches a material term or any condition of this Agreement and such breach continues for a period of thirty (30) calendar days after the Client provides the Provider with a written notice thereof, setting forth the nature of the alleged breach. The Provider may terminate this agreement by giving 30 days notice in writing to the Client along with an explanation of the reason for termination. Suppose the Client decides to terminate the agreement without any significant violation of the agreement by the Provider. In that case, the Client may give 1 month's notice in addition to 1-month service charges as compensation for the loss to the Provider due to the early termination of the agreement. If the Client is unable to give 1 month's notice for termination due to any reason, the Client may terminate this agreement by giving 2 months of service charges as early termination compensation.

IN WITNESS WHEREOF the parties hereto have caused their duly authorized representatives to set their hands the day and year first above written.


SIGNED

For and on
behalf of
CLIENT

Name: **AHMED SHAFIQUE**
Title : **ASS.OPERATION MANAGER**

SIGNED

For and on
behalf of
PROVIDER



Name: **NAJUMUDHEEN**
Title : **CEO**

