



SOFT LAUNCH CAMPAIGN

CHOCOCHI

CHOCOLATIER

Sweet Beginnings

A Strategic Launch Proposal

LAUNCH DATE

February 12, 2026



OUR APPROACH

The Strategy

A four-pillar approach combining digital influence, celebrity partnerships, local community engagement, and experiential events to maximize your soft launch impact.

YOUR GOALS

- Successful soft launch
- Brand awareness
- Online & offline engagement
- Drive purchases



Influencer Engagement

AUTHENTIC REACH

We engage only the best - influencers with organic followers and original content. Pre-launch teasers, launch day coverage, and authentic store experiences.



PRFlow™

CELEBRITY COLLABORATION

Content that appears directly on celebrity feeds. Strategic event partnerships where personalities boost your brand while enhancing their own credibility. Win-win growth.



StreetSmart™

LOCAL COMMUNITY

Your neighborhood is your strongest asset. We activate the local ecosystem - partnering with nearby businesses, engaging resident associations, and tapping into local events.



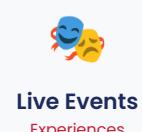
Live Experiences

ON-SITE EVENTS

Memorable moments that draw crowds and generate buzz. Acoustic performances, live chocolate demonstrations, and Instagram-worthy experiences.

THE COMPLETE PICTURE

Overview



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INVESTMENT

Financials

Live Store Launch Package

End-to-end strategy, coordination & campaign management across all four pillars

₹50,000

₹45,000

10% introductory discount

What's Included

- ✓ Campaign strategy & planning
- ✓ PRFlow™ celebrity coordination
- ✓ StreetSmart™ local partnerships
- ✓ Content direction & oversight
- ✓ Influencer identification & outreach
- ✓ Instagram collab management
- ✓ Live event planning & logistics
- ✓ Launch day on-ground coordination

Terms & Conditions

- The service fee covers Edmen Talk's strategy, planning, coordination, and campaign management services only.
- Influencer fees, if any, shall be paid and settled directly between the influencer(s) and Chocochi. Edmen Talk is not a party to such transactions.
- Performer and artist fees for live events shall be paid and settled directly between the performer(s) and Chocochi. Edmen Talk is not a party to such transactions.
- Any third-party costs (venue, equipment, materials, etc.) are borne directly by Chocochi and are not included in the service fee.
- This proposal is valid for 7 days from the date of issue (January 30, 2026). Pricing and availability are subject to change thereafter.
- 50% advance payment (₹22,500) is due upon signing of this agreement. Work commences only upon receipt of the advance.
- Remaining 50% (₹22,500) is due on or before the launch date, February 12, 2026.
- In the event of cancellation by the client after signing, the advance payment is non-refundable as it covers planning and coordination costs already incurred.
- The scope of work is limited to what is outlined in this proposal. Any additional requirements or services will be quoted separately.

FOR EDMEN TALK

Authorized Signatory

Edmen Talk

January 30, 2026

FOR CHOCOCHI

Authorized Signatory

Chocochi Pvt Ltd

Signature

Date