

Date:-25/08/2023

TO WHOM IT MAY CONCERN,

RE: Authorization for SMS Communication Regarding Product Authenticity and Cash Transfer

I, **Aniket Patel**, Marketing Director of **BLUEGEM**, hereby authorize **VCQRU Pvt Ltd**, a reputable Anti Counterfeit and Cash Transfer service provider with expertise in SMS communications, to send SMS messages to our customers for the purpose of informing them about the authenticity of the purchased products and the loyalty points earned within our brand's loyalty program.

This authorization is granted with the explicit understanding that **VCQRU Pvt Ltd** will use the provided customer contact information solely for the purpose of sending SMS messages related to Cash Transfer and anti-counterfeit services. These services include, but are not limited to:

1. Authenticity Notification: **VCQRU Pvt Ltd** will be permitted to send SMS messages to customers who have made a purchase, confirming the authenticity of the product they have acquired. These messages will aim to provide reassurance to our valued customers regarding the genuine nature of our products.

2. Cash Program Updates: **VCQRU Pvt Ltd** will have the consent to send SMS messages to customers to notify them about the loyalty points earned as part of our brand's loyalty program. These messages will serve to enhance customer engagement and provide transparency regarding their accumulated benefits.

3. SMS Content:

"You have purchased an Authentic product of BLUEGEM Paints, on purchase of the product, you have won xx amount. www.bluegem.in"

I understand that **VCQRU Pvt Ltd** will handle the customers' contact information with the utmost care and in compliance with all applicable data protection and privacy laws. They are strictly prohibited from using the customer information for any purpose other than those specified in this authorization letter.

This authorization is granted for a period of 1 year starting from the date of this letter. Should there be any changes or updates required to the content of the SMS messages or any other related matters, **VCQRU Pvt Ltd** will seek our approval before proceeding.

By signing below, both parties acknowledge and agree to the terms outlined in this authorization letter.

Sincerely,

Aniket Patel



Accepted and Agreed:

Mr. Rakesh Kumar
VCQRU Pvt Ltd

Date: 25/08/2023