

HOW TO

# BUILD YOUR BRAND FROM SCRATCH

STEP BY STEP GUIDE TO CREATE UNIQUE BRAND PRESENCE

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# COMPANY REGISTRATION

## Section-1 : Business Registration

Register Your Business Today  
for Better Tomorrow

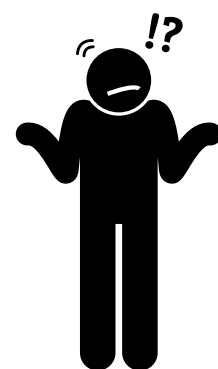


### TO BUILD GOODWILL IN THE INDUSTRY

Incorporating your company is the key to unlock your Corporate dreams into reality. There are various types of companies according to one requirement like Private Limited, Public Limited, Nidhi company, Section 8 company etc. A registered business helps to have startup funding and develop trust in the eyes of employees, investors, vendors, customer etc. who want to deal with you. Company Incorporation is to be done when an entrepreneur has a plan or idea to implement or It can be done when an existing entrepreneur wants to legalise their business or expand their business.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

Corporate Identity Number (CIN ), memorandum of association (MOA), article of association (AOA), 2 Digital Signature (DSC), 2 Director identification number (DIN ), PAN AND TAN of company, Master data of the company, Current account opening Kit, PF and ESI credentials and Professional Tax registration in the state of Maharashtra and Karnataka.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

Unique company name, Age of the director or shareholder must be 18 or more, Objectives of the business must be legal. Company must have one Indian Director. In case of One person company, nominees must be of India resident, KYC of All Directors, Promotor, Member & nominee if any, Address Proof of Proposed Place of business



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

The first step of company incorporation is to scrutinise and verify the necessary documents and details. In the next step we proceed for DSC preparation and verification. In the meantime necessary drafts documents are sent to the applicant for signature. Once All the documents and DSC are done then we proceed for submission of final form to the respective department. Department usually takes 3 - 4 working days for approval, if no deficiency is found.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

We provide DSC (digital signature certificate) of only two persons, and authorised capital up to rupees one lakh only, more than that will be considered as an additional requirement. It also excludes department visit and liaison for any specific name approval during the registration process, if any. In addition to this, in case of companies proposed to be incorporated in the states of Madhya Pradesh (MP) & Punjab are required to pay stamp duty separately.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

After business registration it is your mandatory responsibility to inform to government about your business progress and status at regular intervals, i.e monthly, quality, half yearly and annually as the case may be.

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# TRADEMARK® REGISTRATION

## Section-1 : Business Registration

Intellectual Property rights are the  
biggest asset for your business

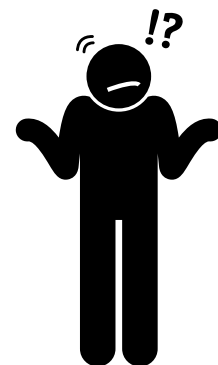


### BRAND PROTECTION TOOL

Trademark helps you to secure your brand, so that it cannot be used by others without your permission. A registered trademark helps to make a brand globally recognised. It also builds trust & goodwill in the eyes of your customers among various competitors, because in today's online business world, most customers prefer to use registered brand products and services only. Generally, Trademark is done once the business gets started or at the time of expansion of business. Trademarks are a valuable asset. Trademarks can appreciate in value over time. The more your business reputation grows, the more valuable your brand will be.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

Trademark Filing means to file the application with the authority whereas Trademark Registration means to File all necessary notices/Objections/ Reply or to attend hearings so as to get the Trademark Registration Certificate. In Trademark Filing we will provide a Trademark Application Receipt. In Trademark Registration we will provide Trademark Registered Certificate.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

Applicants must have an unique Trade name, wordmark or Logo for getting Trademark registration. In addition to this organization's registration documents i.e. COI, MOA, LLP Deed, Partnership Deed, Trust Deed, MSME certificate, KYC of Directors, Proprietor, Individual Person or Partner as the case may be including Email Id and Mobile Number.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

**Trademark Filing Process** : The first step is scrutiny of necessary documents & logo. thereafter we provide drafts for signing. The final step is to submit the necessary details in the application. Once application receipt gets generated, the same will be shared to the client. It will take 7-10 days in a normal scenario.

**Trademark Registration Process** : File replies to the notices, if any received from the department. Attend hearings, as & when required. Once all the necessary replies & hearing is done successfully, then trademark registration certificate gets generated. In a normal scenario It will take 10-12 months.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

**Trademark application filing process** does not include, any reply to the department notices, like examination reports, hearing notices, third party objections etc and it also does not include logo designing. By default this will be included in your package.

**Trademark registration process** does not include trademark watch services, like taking care of infringement of trademarks, filing objections to similar trademark applications etc. By default this will be not included in package if not specify by the client.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

After trademark application filing we will have to check the department notices, then proper necessary replies have to be submitted before the provided due date, until we successfully get the trademark registration certificate. After registration of a trademark it also requires renewal in every 10 years otherwise registration will expire and you will have no right over it.

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# ISO 9001 : 2015 CERTIFICATION

## Section-1 : Business Registration

Great things happen when the  
world agrees

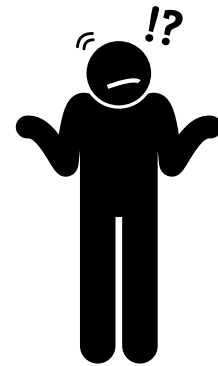
ISO  
9001

### RECOGNIZE YOUR BRAND WORLDWIDE

It is beyond any doubt that the ISO certification process gives an authentic recognition to an organisation. ISO 9001 certification is issued by the International Organization for Standard and is accepted worldwide. In case of cost consideration, getting a non-IAF ISO certification is much feasible as it does not require quality audits at regular intervals. The IAF member bodies are supposed to conduct regular audits, if any organisation is participating in tender specially in government tenders or the organisation main business is into import and export then IAF-ISO is mandatorily required at the initial stage.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

Apart from ISO 9000, we also provide various other ISO certifications like Information Security Management Systems, Environmental Management, Risk Management, Energy Management, Social Responsibility, Occupational Health and Safety, Food Management Systems etc., According to your requirements you can choose from various available options.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

Name & address of the enterprises along with supporting documents i.e. Certificate of Incorporation. Scope of activities along with supporting documents i.e. MOA, AOA, LLP Deed, Partnership agreement, Purchase or Sales Invoice, utility bills i.e. electricity bill, rent agreement in case place of business has been taken on rent. ISO certification is available only for the business entities, an individual cannot get ISO certification on its name, even though the individual has its own brand name.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step is to collect all mandatory details, thereafter we provide a draft of proposed ISO to the client for review & approval. Once we receive final approval from the client after all required corrections & modifications, then the final ISO certificate will be framed and delivered to the client. Execution time required for IAF ISO is 7-10 working days and Execution time required for NON IAF ISO is 4-6 working days.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

Non IAF ISO certification included in this package if not specified by the client, In case of IAF ISO Certification, there will be a requirement of proper physical verification and audits, which will be conducted by the IAF affiliated bodies itself. This audit and physical verification requirement is not taken care of by us. These are to be handled by the client itself.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

ISO certification is mandatorily required to be renewed at regular intervals. Once your enterprise has been certified under ISO standards, that certification is valid for a fixed period of time. You are required to submit a reassessment process to renew your certification before the expiry of your ISO Certificate.

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# GST REGISTRATION

## Section-1 : Business Registration

Be a Register dealer Today to  
become trustable tomorrow

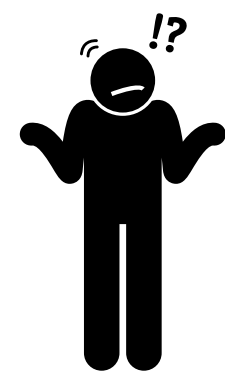


### TO GAIN COMPETITIVE ADVANTAGE OVER UNREGISTERED DEALER

Business whose turnover exceeds Rs. 40 lakhs is required to take GST registration mandatorily, and you are required to apply for GST Registration within 30 days from the date when the threshold limit of turnover is achieved. Knowing the GST number of an organization is extremely important, because every supplier of the goods or services need to quote the GSTIN in all invoices, which will lead to the right allocation of ITC. GST registration is not mandatory until you reach the threshold limit, but If you want to do business with any registered dealer, then you have to be registered under the GST regime otherwise no registered dealer will do business with you.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

With the registration under GST (Goods and service tax), we provide GST registration certificate, along with this we also provide you the login credentials which you will require at the time of accessing your GST account for filling of your GST returns or posting any request to the department with respect to your GST registration.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

It is a PAN based registration, so pan card is the first mandatory document for GST registration. In addition to this few more documents is needed i.e. KYC of all applicants, latest electricity bill of the business premises, rent agreement, in case rented business premises, details of goods and services in which applicant is doing business. Further to reduce the approval time & to avoid the physical verification, aadhar card of the applicant is also required.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

First we collect required details from the client, thereafter documents will be sent to the client for verification & signatures, after this, the application will be filed. A link will be generated for aadhaar verification by client. Once verification is done, ARN will be generated by the department. Thereafter within 3 working days of getting ARN, department either approves or raises a query on the application. Next step is to submit the reply of the query if any raised by the department. If they are satisfied by the reply then application will be approved & GST registration certificate will be issued. If aadhaar verification opted for registration, then it will take 6-7 working days and if aadhaar verification has not been opted, This whole process will take around 15-20 working days.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

GST registration includes only providing of registration certificate. Any additional services like updations in details, inclusions of new businesses, change or addition of new business places etc are excluded in GST registration, any of this will be considered as additional work.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

After GST registration it is your mandatory responsibility to inform the government about your business transaction at regular intervals, i.e monthly, quarterly, half yearly and annually as the case may be.

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# MSME REGISTRATION

## Section-1 : Business Registration

Get advantage of Central & State government schemes

**SMALL  
MEDIUM SIZED  
ENTERPRISES**

### TO SUBSIDIZE YOU EXPENSES

MSME (Micro, small and medium enterprises) is the backbone of Indian economy, and is rapidly growing with regular support from the government by various schemes, the government always tries to provide various aids, subsidies & facilities to boost the MSME sector at regular intervals. If you are a MSME registered business then you can avail benefits like Collateral free bank loans, subsidy on patent registration, overdraft interest rate exemption, industrial promotion subsidy eligibility, protection against delayed payments, fewer electricity bills. All the business should get themselves registered under MSME as earliest as possible if they want to gain these benefits.

### WHY & WHEN REQUIRED

### WE WILL PROVIDE YOU

With MSME ( Micro, small and medium enterprises) registration we provide enterprise's MSME registration certificate, and you can also get consultancy about various benefits available to an MSME registered businesses with our consultants.

### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

Before applying for an MSME registration applicant should ensure that he has various details ready with him, like aadhar card, PAN card, bank account details, complete address, business objective details, contact number, employee details like number of persons employed in the organisation etc.

### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step is to obtain all the necessary details and documents from client, thereafter filling the application with all mandatory details, once application is filled up properly, then submitting the online form to the department, after submission UDYAM number will be generated, then normally within 3-4 working days registration certificate will be delivered on registered email id.

### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

In the MSME registration process, we provide application filling services on the government portal, until the MSME registration certificate gets generated, but it does not include any visit or hearing in the department. Any additional services, like MSME loans, MSME subsidy consultations etc. are treated as separate assignments.

### RENEWAL & RECURRING

### NO NEED TO RENEW IT

When it comes to the MSME registration, users have one benefit here that there is no requirement of any kind of renewal under MSME development Act, and this saves lots of money which is generally required in other renewable registrations.

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# PF & ESI REGISTRATION

## Section-1 : Business Registration

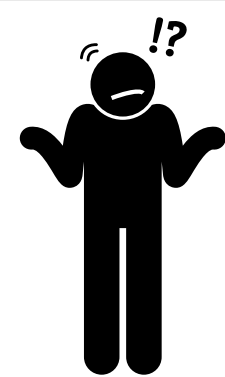
Taking care of future & safety  
of your employees

### EMPLOYEES ARE MOST VALUABLE ASSETS

EPF stands for Employee Provident Fund that is a scheme for providing a monetary benefit to all salaried individuals after their retirement. ESI is a self-financing social security and health insurance scheme for Indian workers. Both PF and ESI are for the benefit of the employees and workers during their employment and afterwards employment. Now onwards PF ESI is mandatory for every new entity but for existing entities it is still voluntary, if not crossed statutory limits. Statutory limits for EPF registration are any industry having 20 or more persons and in case of ESI it is mandatory if employees are 10 or more in a factory. The establishment must obtain the registration within 1 month of attaining the strength.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

With the registration under PF & ESI Department, we provides PF & ESI registration certificate, along with this we also provides you the login credentials which you will require at at the time of accessing your PF & ESI account for filling of your PF & ESI returns or posting any request to the department with respect to your PF & ESI registration.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

Before applying for PF & ESI registration an applicant should ensure that he has various details ready with him, like PAN card of organisation, copy of cancelled cheque, other business supporting documents i.e. partnership deed, certificate of registration, LLP agreement, GST registration certificate, list of all eligible employees with details like their date of joining, salary structure etc. In addition to this, KYC of all applicants like PAN card of directors, partners, copy of aadhaar card etc. will also be required.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards PF & ESI registration is to obtain all necessary details and documents such as checklist, specimen signatures, consent letter etc. from the client, after obtaining all required information we will prepare and file the application on the department's website and required documents will be uploaded. Once a complete application is submitted on the portal, and verification done successfully, then registration certification will be issued.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

PF & ESI registration includes, filling of registration application and taking care of application status, till the registration certificate is issued by the department. Department visits and hearings are excluded and this will be considered as the additional work. Apart from this other additional services like updations in details of employees and claims etc are also not included and will be treated as separate work.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

When it comes to the PF & ESI registration, users have one benefit here that there is no requirement of any kind of renewal under PF & ESI, however After PF & ESI registration it is your mandatory responsibility to file returns at regular interval, i.e monthly, quality, half yearly and annually as the case may be.

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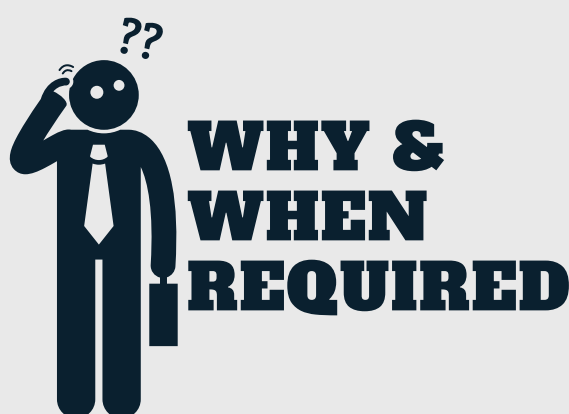
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# STARTUP RECOGNITION

## Section-2 : Startup Funding

Recognize your Idea to get funds and Tax Benefits



### GET BENEFIT OF STARTUP INDIA SCHEME

Startup India is a platform which helps new and innovative startups to have various benefits in order to achieve the target of growth of Indian Economy. Any eligible entrepreneur may register themselves as a Startup and avail the benefits of Income Tax Savings, Reduction of Patent cost, Easy to get funds, Tax Savings for investors and various more. Every entrepreneur has an urge to have successful growth in the economy and in order to build that aura every business must have to grab all the opportunities around them. Benefits under the Startup Registration are the opportunity every eligible entity must have after incorporating their business.



### WE WILL PROVIDE YOU

Under this we will file the application for your business Startup recognition certificate , we also file replies to department's objections and notices if any objection and notice served by the department. Once your business is recognised as Startup by the department, then we apply for the tax benefits also.



### WITHOUT THESE WE CANT PROCEED

First requirement to avail this scheme benefit is that the applicant must be registered as a private limited company or a LLP or as a registered partnership. Apart from this few more supporting details and documents are also required i.e. COI, MOA, AOA, your website or a brief note about your creative business. ITR, financials of your business, pitch deck etc. As we are only filling and presenting the application, hence all required inputs, detailed information, documents, data research on business ideas etc, should be provided by the client himself.



### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards applying under startup india scheme is to obtain all necessary details and documentation from the client. Then the next step is to file an online application to the department, thereafter in the next step the department will scrutinise the mandatory requirements for approval. Once the department is satisfied about the correctness and completeness of the application, then the application will be approved and a startup recognition certificate issued. Usually it takes 10 - 15 working days to get the business recognised as a startup from the department after receiving all the inputs from the client side.



### MUST BE READ THOROUGHLY AND CAREFULLY

We are only filing the application for getting the recognition of Startup under Startup India scheme, which includes submitting the online replies of departments notices and objections also, raised by the departments, if any, but departmental visit and hearing with respect to this application is not included. Department visit and hearing will be considered as a separate task which will require additional charges as and when required .



### RENEWAL OPTION NOT AVAILABLE

This is one time benefit provided to the Startup by the government which is not required to renew the regular interval therefore When it comes to the Startup Recognise, no requirement of any kind renewal under Startup India programme, and it will expire one day after receiving the benefit of this programme.

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# PITCH DECK & PROJECT REPORT

## Section-2 : Startup Funding

Present your business idea to investors and get funded



### PREPARE FOR MEETING WITH INVESTORS

Pitch deck or Project Report is a presentation or report which describes the business idea or numbers about your business growth , Business future perspective and all the necessary details and information which are required by any investor or Financial Institution at the time of seeking funding. Pitch Deck is required at the time of filing the application for Startup Tax Exemption while Project report is asked by any business investor at the time of business expansion or Bank at the time of funding.



### WE WILL PROVIDE YOU

Our project report and pitch deck will help you during any face-to-face or online meetings. For this we are providing different kinds of project report and pitch deck as per the specific requirement of your potential investors, customers, partners, and co-founders. You can also get a startup consultancy by our expert startup consultant over the call or a special meeting at our office, which will assist you to prepare for meetings with potential investors, customers, partners, and co-founders.



### WITHOUT THESE WE CAN'T PROCEED

Applicants must have existing business or future plans to be shown in the Pitch deck presentation or Project Report. you are required to provide us various necessary details and documents like business COI, Partnership deed, LLP deed, MOA AOA, a brief note about your business prospects, past experience of your businesses, financials of the business etc. Active involvement of clients i.e. meetings, discussion sessions are necessarily required, all the required inputs, detailed information's, documents, data research on business idea are required to be provided by client himself



### MORE AUTOMATED LESS HUMAN DEPENDENT

To prepare a pitch deck or project report is to obtain all necessary details and documentation from the client. Thereafter the next step is to conduct a few meeting sessions with the client over the call or at the office to understand the client's exact requirement. After understanding the expectations of the client we will prepare the index of the project report or pitch deck, then after approval of the index by the client we will prepare the draft. Once a draft is approved by the client we will make it complete in all respects. It will take 15 - 20 working days to prepare the project reports or pitch deck preparation.



### MUST BE READ THOROUGHLY AND CAREFULLY

We provide project report and pitch deck preparation services only, it does not include meeting or discussion with clients potential investors, partners, co founders etc on client behalf. Furthermore it does not include business ideas validation services. if required this will be chargeable separately.



### IT WILL CREATE RECURRING RESPONSIBILITY

Project report and pitch deck are required for face to face or online meeting and discussion with potential investors, customers and co founders, hence these are required to be changed and updated as per potential investors, customers and co founders requirements. So The project reports and pitch deck are required to be revised as per the needs of the investor.

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# STARTUP CONSULTING

## Section-2 : Startup Funding

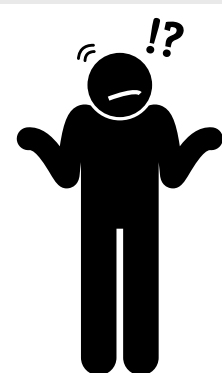
Execute your idea with fair & ethical Guidance

### CONSULT YOUR IDEA BEFORE EXECUTION



#### WHY & WHEN REQUIRED

it is not easy for a layman to understand terms and concepts unknown to them, so here comes the concept of consultancy. In Startup consultancy our expert Startup Consultant assists you to understand the various schemes available for helping Startups, they help you to validate your business idea, they assist you to develop the prototype of your idea. They will guide you to understand which registration will be beneficial according to your business plan. You can take the Startup consultancy services at every stage of business like at the point of business registration, at the time of business expansion and development, at the time of developing prototype etc.



#### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

According to your requirement we provides various consultancy sessions over the call, whatsapp and at our office premises, which includes one to one meetings and discussions with our expert Startup consultants



#### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

To make a startup consultancy beneficial to you we require an agenda of your meeting and details about your business, like what exactly your requirements are, what exactly you want to discuss, on which topic you want consultation etc.



#### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

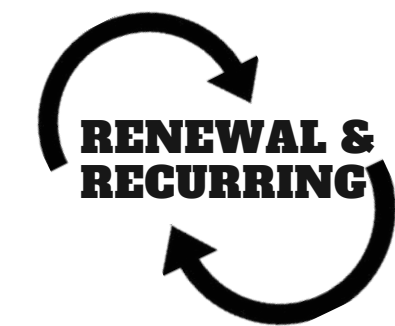
First step of Startup consultancy is to obtain an agenda of meeting a client, then to know the exact requirements of the client, thereafter we will schedule a consultancy session with our expert Startup consultant, who will discuss your agenda and assist you to achieve your goal. Usually each consultancy session is of 15 to 45 minutes.



#### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

It includes only one session of startup consultancy, that will be concluded on the same day. Any additional session or consultancy on continued to next day shall be considered as separate session which will require additional professional fee. Furthermore it does not include client premises visit for consultancy, consultancy can be scheduled over the call, whatsapp and at our office premise only.



#### RENEWAL & RECURRING

### DEPEND ON THE REQUIREMENT OF CLIENT

Objective of our Startup consultancy is to conclude the clients requirement at one session. But if the meeting agenda could not be concluded at same day or in case the client wants more discussion on the same topic at another day then he shall request for the renewal of his startup consultancy.

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# AUDITOR APPOINTMENT

## Section-3 : Startup Compliances

Review your hard work, modify your plans, Ensure the success.

### AUDITOR: WATCH DOG FOR YOUR BUSINESS

When your business is registered under the company Act, then it is a mandatory legal requirement , if not complied with then it will attract a monetary penalty. Auditors make sure that the company's financial records and accounting procedures comply with the law. Auditor also ensures compliance with established internal control procedures by examining records, reports, operating practices, and documentation. Within thirty days from the date of the registration of the Company it's Board of Directors need to appoint first auditor of the company.

### WE WILL PROVIDE YOU

Under this we provide consent of the auditor appointed in the company, Auditor appointment letter & acceptance letter. All the documents will be on the letter head of the CA Firm and it will be duly signed and stamped by the auditor. Auditor will be appointed for the next five year.

### WITHOUT THESE WE CAN'T PROCEED

To appoint an auditor your company should be registered under the Companies Act. We require CIN (Corporate Identification Number or Corporate Identity Number. Apart from this we also require a copy of the resolution from the board of directors of your company, resignation of previous auditor with NOC, if any, before starting the auditor appointment process.

### MORE AUTOMATED LESS HUMAN DEPENDENT

To appoint an auditor first we will obtain all the necessary details of the company in which the auditor is supposed to be appointed. Once we receive the details then we will obtain written consent from the proposed auditor. Thereafter we prepare the documents for auditor appointment and send it to the client for signatures and verification. After receiving a signed document from the client side we file the required documents and forms to the department. Then share the company master data with the client. Usually it takes 2 - 3 working days, after inputs received by the client side to appoint the auditor.

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide auditor appointment service under companies Act only and it does not include any additional services which is not the part of Auditor appointment. In other words It excludes filling of various forms with Registrar of companies (ROC) like annual returns, balance sheet, directors KYC and other compliances like preparation of financial statements, accounting, filing of ITR, etc.

### IT WILL CREATE RECURRING RESPONSIBILITY

Appointment of the auditor is a legal requirement which must be compiled to avoid legal and financial consequences. So it is mandatory to take care of the renewal of the auditor appointment services before the expiry of its tenure.

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# ROC COMPLIANCES

## Section-3 : Startup Compliances

Non Compliant to MCA leads to directors disqualification

### GAIN PUBLIC TRUST ON YOUR BUSINESS

ROC compliances are mandatory legal compliances for every company and LLP (Limited Liability Partnership). ROC compliances are required to represent the true and fair value of the business. In case of delay comply, it attracts the penalty up to 12 times of normal fee. Furthermore in case of consecutive 3 years non filing there are chances of strike off by ROC and Disqualification of directors. As per new rules few ROC non compliances penalties can be 100 rupees per form per day, it means overall annual penalty in case of one company can reach in lakhs. Proper compliance creates a good image in public and helps in easy approval of loans & other schemes.

### WE WILL PROVIDE YOU

Under ROC compliances we provide filing of various mandatory forms which can save the penalties of lakhs, like annual filing forms, filing of companies financial statements, filing of directors KYC forms. Preparation of companies financial statements, audit of accounts under companies act etc. In addition to this we give support, consultation in companies legal and financial matters as per the requirement of clients.

### WITHOUT THESE WE CAN'T PROCEED

To file ROC compliances we require company financial details, income and expenditure details, profit and loss details. Details about changes in board of directors. Details of changes in shareholding of members, companies board meeting and members meeting details, director report on company's overall annual business etc.

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards proper ROC compliance is to obtain all necessary inputs from the client about his company like company financial details, income and expenditure details, profit and loss details. Details about changes in board of directors. Details of changes in shareholding of members, companies board meeting and members meeting details, director report on company's overall annual business etc. Once we receive all the details then we will prepare the documents like balance sheet, annual reports, directors reports, notices etc. Once documentation is done we will share it with the client for signature and approval. Thereafter we will fill the online forms and submit it to the department within the due date .

### MUST BE READ THOROUGHLY AND CAREFULLY

Under ROC compliance we provide preparation of documents and filing of existing mandatory forms with ROC, but it does not include filing of any new forms, if any, launched by the department at a later stage. It does not include a visit to the department, if any, required with respect to ROC filing. Apart from this it does not include preparation of financial statements and payment of challans generated during filings .

### IT WILL CREATE RECURRING RESPONSIBILITY

ROC compliances are a mandatory legal requirement which has to be complied with before the due date every year to avoid penalties and legal consequences. So every company & LLP must renew their ROC compliances every year without any delay. Cost of delay in renewal can be even more than the entire annual cost of ROC filing, So it's advisable to renews your ROC compliances before anything

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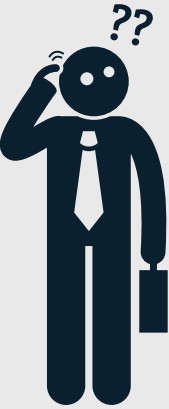
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# GST COMPLIANCES

## Section-3 : Startup Compliances

One Nation, One Tax



### WHY & WHEN REQUIRED

#### TO TAKE INPUT TAX CREDIT

It is a mandatory legal requirement. Business whose turnover exceeds threshold limit of Rupees 40 lakhs, is required to take GST registration, and GST registered business is mandatorily required to submit the GST compliance time to time to avoid penalties and legal consequences. GST compliance is supposed to be filed monthly, quarterly and annually as per the requirement. Most importantly if a business want to avail Input tax credits it has to submit the GST compliances on time.



### WHAT WILL YOU GET

#### WE WILL PROVIDE YOU

Under GST compliances we provide filing of all mandatory forms on monthly, quarterly and annual basis. Apart from this we also provide the facility to prepare the computation. For this we provide our format in which the client can fill the details of his business sale and purchase. In addition to this, as per the requirement of client we also provide consultation, in case any required



### INPUT NEEDED FROM CLIENTS

#### WITHOUT THESE WE CAN'T PROCEED

Before proceeding for GST compliance we need few inputs from client side like his business GST number, invoice details, taxable value of supplies, GST rate, amount of IGST, CGST, SGCT, details of applicability of reverse charge if any, details about availability of input tax credit to set off output taxes, summary of debit notes, and credit notes, monthly transaction details of sales & purchase, inventory details and stock details, account and ledger balances, reconciliations etc.



### PROCESS & TIMELINE

#### MORE AUTOMATED LESS HUMAN DEPENDENT

For GST compliance we need inputs like GSTIN, login credentials, details for supplies of goods & services, invoices details etc. After receiving these details we prepare the computations and share it with the client for approval. Then we create challans for tax payment. After Payment we file the returns with the DSC of the Authorized person. As GST compliance includes filing of different forms & deadlines for these forms are also different, so we take care of deadlines. Time required for execution and filing of return depends on the smooth functioning of GST portal. After receiving all the required inputs from the client side, it usually takes 3-4 working days to file the compliance, if there are no site technical glitches or issues.



### EXCLUSIONS

#### MUST BE READ THOROUGHLY AND CAREFULLY

Under GST compliance we provide service of computation and filing of existing mandatory forms with GST the department, but it does not include filing of any new forms, if any, launched by the department at a later stage. It does not include a visit to the department, if any, required with respect to GST filing. Apart from this it also does not include preparation of financial statements & Any Reply to Notice served by the department and any type of GST audit etc.



### RENEWAL & RECURRING

#### IT WILL CREATE RECURRING RESPONSIBILITY

GST compliances are a mandatory legal requirement which has to be complied with before the due date to avoid penalties and legal consequences. Even in case of only one GST registration overall annual penalty can be very high. So every GST registered business must renew their GST compliances packages every year without any delay. Cost of delay in renewal can be even more than the entire annual cost of GST filing, So it's advisable to renew your GST compliances before anything.

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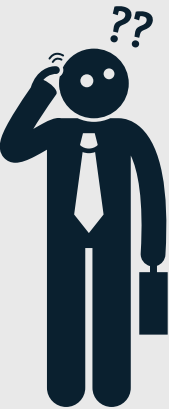
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# PF & ESI COMPLIANCES

## Section-3 : Startup Compliances

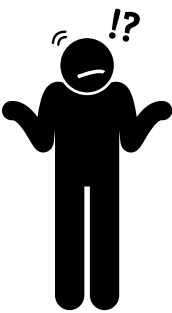
Comply with labour laws to get government contracts



### WHY & WHEN REQUIRED

#### TO WIN TRUST OF YOUR EMPLOYEES

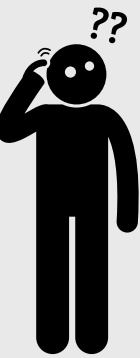
All the enterprises who have registered under PF & ESI act, are required to file the PF & ESI compliances. It is a mandatory legal requirement if not complied with then it will attract monetary penalty. During the term of employment it helps to give benefit of government facilities to the employees like help employees to overcome unforeseen circumstances including medical emergencies maternity leave or disability situations, sickness, injury related to workplace during employment & helps in saving huge amount of money in the long term.



### WHAT WILL YOU GET

#### WE WILL PROVIDE YOU

Under PF & ESI compliances we provide filling all necessary returns as prescribed under the respective laws which are in force at present and give electronic challan of Return filed or acknowledgement receipt. Apart from this as per the requirement of the client we also provide consultation as and when required with respect to the PF & ESI compliances.



### INPUT NEEDED FROM CLIENTS

#### WITHOUT THESE WE CAN'T PROCEED

To file PF & ESI compliances we require various details like enterprises name, PAN card, bank detail of the company, DSC of principal employer, state where your factory / establishment is located. login credential, list of all employees working in the establishment, employee details such as name, father's name, mobile number, date of birth, date of joining, salary details, name of the nominee, grade, identity proof such as PAN or aadhaar card, bank account number, attendance register of the employees etc.



### PROCESS & TIMELINE

#### MORE AUTOMATED LESS HUMAN DEPENDENT

To file the PF & ESI compliance we need all necessary inputs from the client like login credentials, details of enterprises and principal employer, list of employees with complete KYC details, salary details of employees etc. Once we received all the necessary details from the client then we filed returns with the respective departments we take care of deadlines and due date of filling the form. Time required for execution and filing of PF & ESI returns depends on the smooth functioning of the portal. After receiving all the required inputs from the client side, it usually takes 3-4 working days to file the compliance.



### EXCLUSIONS

#### MUST BE READ THOROUGHLY AND CAREFULLY

Under PF & ESI compliance we provide service of filing of existing mandatory forms with respective departments, but it does not include handling & taking care of employee wise accounts. Apart from this It does not include visit to the department, if any required with respect to PF & ESI filling. It also does not include filing of any reply to the notice served by the department.



### RENEWAL & RECURRING

#### IT WILL CREATE RECURRING RESPONSIBILITY

PF & ESI compliances are mandatory legal requirements which have to be complied with before the due date to avoid penalties and legal consequences. So every business which has been registered under the PF & ESI act must renew their compliances packages every year without any delay. Cost of delay in renewal can be even more than the entire annual cost of compliances.

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# INCOME TAX COMPLIANCES

## Section-3 : Startup Compliances

Essential to get loan & funding



### WHY & WHEN REQUIRED

#### TO SET OF CARRY FORWARD LOSSES

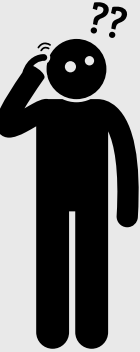
It is a mandatory legal requirement , if not complied with then it will attract monetary penalty, and most important thing about ITR is to know that without a proper ITR (Income tax return) records, you will never be able to get the loan. The income tax is levied by the government as per the rates prescribed under union budget every financial year. ITR is must if you want to take advantage of business initial losses, by proper tax planning using set off & carry forward of loss provisions of income tax act.



### WHAT WILL YOU GET

#### WE WILL PROVIDE YOU

Under Income Tax Return we provide the service of computation of tax on your income, preparation of prescribed forms and filling of respective forms with the department. In addition to this we provide ITR payment challans, returns filed acknowledgement and user id password of the assessee.



### INPUT NEEDED FROM CLIENTS

#### WITHOUT THESE WE CAN'T PROCEED

Before proceeding to file ITR (Income Tax Return) we need to check that in which head your income tax filing is to be done. For this we require few details like PAN number, aadhaar number, all the bank account details of the assessee, financial transaction details, TDS certificates (Form 16, Form 16A, Form 26AS, etc), Tax Payment Challan. Investment Proofs (Investments and deductions that can be claimed under various sections to reduce your tax liability)



### PROCESS & TIMELINE

#### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards filing the ITR (Income Tax Return) is to obtain all necessary inputs from the client like PAN number, aadhaar number, login credentials, all the bank account details, financial transaction details, TDS certificates, Tax Payment Challan. Investment Proofs, etc. Once we receive all the details then we will prepare the computation to calculate the tax liability. Thereafter we fill the details and create challans for applicable tax payment, then and after processing of challan, file the respective return with the department after affixing Digital signature or through generation of OTP. After receiving all necessary inputs from the client usually it takes 5-7 working days to complete the process.



#### MUST BE READ THOROUGHLY AND CAREFULLY

Under ITR (Income Tax Return) compliance we provide service of computation of tax liability and filling of existing mandatory forms with the department, but It does not include preparation of financial statements and visit to the department, if any required with respect to ITR filing. Apart from this it also does not include preparation of financial statements & any penalty or additional payments and any reply to notices served by the department, any type of Tax audit etc.



#### IT WILL CREATE RECURRING RESPONSIBILITY

ITR (Income Tax Return) compliances are a mandatory legal requirement which has to be complied with before the due date to avoid penalties and legal consequences. So every individual and business who are liable to file ITR must renew their compliances packages every year without any delay because the cost of delay in renewal can be more than the cost of compliances, so it's advisable to renew your ITR compliances before anything.

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# TDS COMPLIANCES

## Section-3 : Startup Compliances

Help Government to collect taxes

### RESPONSIBILITY CREATED BY THE LAW

It is a mandatory legal requirement , if not complied with then it will attract a monetary penalty. TDS compliance is required to be done by those who deduct TDS. Like employers deduct TDS of salaried person, Non salaried person or NRI. It helps the government to collect advance tax. It is compulsory for deductors to submit a TDS return on time. TDS return is supposed to be given to the department quarterly. If you fails to deduct TDS on a payment, on which you were supposed to deduct TDS then the entire payment will be added to your income while computing your taxable income.



### WE WILL PROVIDE YOU

Under TDS compliance we provide the service of TDS return filing with the department at regular intervals along with this we also provide a detailed list of rates of deduction & TDS certificates. In addition to this we give TDS return filing acknowledgement to the client.



### WITHOUT THESE WE CAN'T PROCEED

To submit TDS returns we need a few details from client side like PAN card details of deductee, amount of payment, date of payment, date of deduction, details of TDS, TDS Challan etc. Apart from this the taxpayer Must have a TAN number issued by the income tax department.



### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards filling the TDS return is to obtain all necessary inputs from the client like TAN details, PAN card details, amount of payment, date of payment, date of deduction etc. Once we receive all the details then we will arrange the documents in proper sequence as per the requirement. After that we fill the details and make the payment of fees. Thereafter we file an online return to the department. Once everything is done then we give acknowledgement to the client. After receiving all necessary inputs from the client it usually takes 4 -5 working days to complete the process.



### MUST BE READ THOROUGHLY AND CAREFULLY

Under TDS compliance we provide service of filing of existing mandatory forms with the department, but It does not include visit to the department, if any required with respect to TDS filling. Apart from this it also does not include any reply to notices served by the department etc.



### IT WILL CREATE RECURRING RESPONSIBILITY

TDS compliances are mandatory legal requirements which have to be complied with before the due date to avoid penalties and legal consequences. So every individual and business who are liable to deduct TDS must renew their TDS compliance packages every year without any delay because the cost of delay in renewal can be more than the cost of compliances.



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# DOMAIN & WEB-HOSTING

## Section-4 : Web-Presence

Smart company choose perfect online space in web-world

### FIRST STEP TO GO ONLINE

Domain name and web hosting are the first and foremost step when you develop a website for your business, to make an online presence over www (world wide web). Domain name simply represents your website address like www.abc.com, thereafter, to get a website active and live on the internet, web hosting is a must. Web hosting is basically the space that you buy on a web server to store your website files. When you buy website hosting, you basically rent space on a server where your web files will be placed. It should be taken as soon as you plan to take your business online.

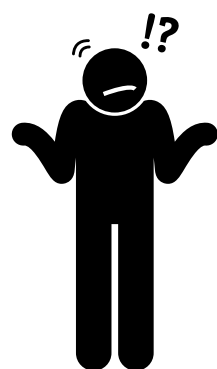
### WHY & WHEN REQUIRED



### WE WILL PROVIDE YOU

we provide your desired domain name, as per the availability. In a scenario where your desired domain name is not available then we suggest your other alternate domain names so that you can opt as per your choice from other available options. Along with this we also provide you, 2 business e-mail id and 1-year Web hosting services. These are one-time services which come for a fixed period i.e. 1-year validity. With client's approval we arrange auto renewal also.

### WHAT WILL YOU GET



### WITHOUT THESE WE CAN'T PROCEED

To provide your desired domain name and web hosting services we require your business details such as address, e-mail id, organisation name, contact details, GST If available, Apart from this to check the availability of your desired domain name we require at least 3 - 5 suggested names in order of your priority, which you want to make your domain name.

### INPUT NEEDED FROM CLIENTS



### MORE AUTOMATED LESS HUMAN DEPENDENT

In order to provide you your desired domain name and web hosting service first of all we obtain your exact requirements from you like what kind of domain name you are looking for, then as per your inputs we search the availability of your desired domain names, if it is available we use your KYC details as provided by you, then reserve that domain name for you. In case of non-availability of desired domain names, we discuss all available options with you, then after your satisfaction and approval we proceed to reserve that alternative domain name. Once all required information is provided by your side, then usually It takes 1 to 2 working days to reserve your domain name and web hosting space.

### PROCESS & TIMELINE



### MUST BE READ THOROUGHLY AND CAREFULLY

Under domain name and web hosting we will provide the desired domain name and web hosting service only. But it does not include providing shared web hosting. If you want to host multiple domain names on your web server then you must buy a shared web hosting service and you need to inform us for this separately.

### EXCLUSIONS



### IT WILL CREATE RECURRING RESPONSIBILITY

Domain name and web hosting services come with limited periods, it must be renewed every year to keep it active continuously. If it is not renewed on time, then your website and domain name will not be available to be accessed on the world wide web (www). To avoid this scenario, you can also take our auto renewal service.

### RENEWAL & RECURRING



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# WEBSITE DEVELOPMENT

## Section-4 : Web-Presence

We make your business Creative,  
innovative, Engaging & Unique.

### INTRODUCE YOUR IDEA TO ONLINE WORLD

Website is an important tool to promote and sell your products and services. It keeps you connected with new customers and gives your customers a base to reach you at any time, no matter if you are active or not, but your website takes care of your customers 24/7. If you want to grow your business beyond local territories, if you want to build your business credibility, if you want to compete with big brands, if you want to showcase your business idea, and most importantly if you want to go for digital marketing then website is the first thing you must have. The sooner you develop your website, sooner your business will grow fast.

### WE WILL PROVIDE YOU

Under website development we prepare website wireframe for client understanding, then on that wireframe we develop website which would be optimised for (search engine optimisation) SEO point of view. In addition to this our development process includes a mobile friendly version of the website for better utility.

### WITHOUT THESE WE CAN'T PROCEED

To develop your dream website we need to know what exactly your requirement is, what functions you want on your website, which tools you need for your services, what is your purpose from your website i.e. informatic website, lead generation website, e-commerce website etc, static or dynamic website etc. In addition to this basic information we also require your active involvement during the entire process of website development, so that we can manage stage wise progress and approval from your side.

### MORE AUTOMATED LESS HUMAN DEPENDENT

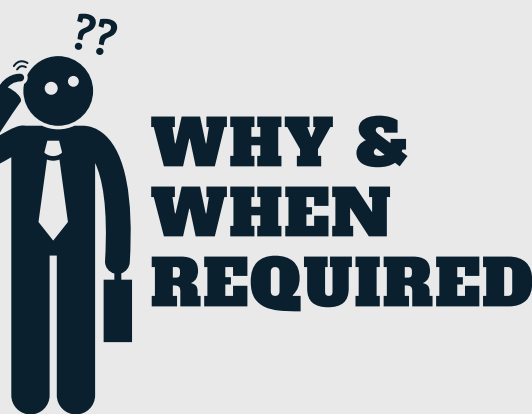
Once we come to know your exact requirement then we require all necessary details and information from the client in one file or e-mail. Here you need to take care that all requirements should be provided by you at once, because any other requirement at a later stage will be considered as a new task, which will require additional cost. Once we get all required things from client side then we will prepare and share the website wireframe with client, after his approval we will develop the website as per approved wireframe. After receiving all necessary requirements from the client side, it usually takes 10 - 15 days to develop an informative static website and 15 - 30 days for a dynamic website.

### MUST BE READ THOROUGHLY AND CAREFULLY

Under website development we will provide the website with sample data only, as per your approved wireframe. But it does not include providing any unique data, contents, images, videos, animation, payment gateways etc. Providing unique data, contents, images, videos, animation etc will be considered as additional work which will require additional charges as per your requirements. Apart from these, domain hosting and website maintenance are also not included in this.

### IT WILL CREATE RECURRING RESPONSIBILITY

Website development is a continuous process, and it requires updation at regular intervals. It also includes renewal of domain name and maintenance of the website.

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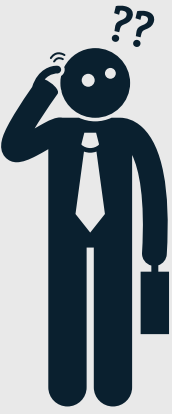
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# MOBILE APP DEVELOPMENT

## Section-4 : Web-Presence

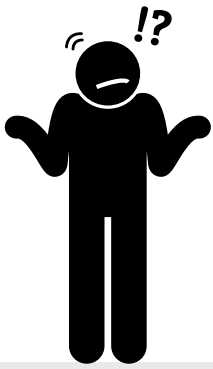
Improvise your customer interface



### WHY & WHEN REQUIRED

#### MAKE YOUR BUSINESS REACH IN EVERY HAND

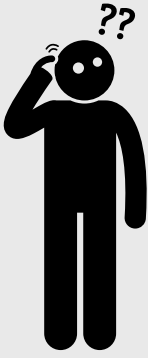
In this digital world If you want to take your business to everyone's hand then mobile apps should be your priority. A well-designed mobile app improves your brand goodwill and results in an increased number of customers. It creates a direct marketing channel for your business and customers can avail your service or product any time anywhere with the help of your mobile app. One of the biggest benefits of having a mobile app is that all the information you would like to provide to your customers, like special sales and promotions etc. will be right at their fingertips in seconds.



### WHAT WILL YOU GET

#### WE WILL PROVIDE YOU

Under this we provide you a user-friendly mobile app wireframe. This will be an android based mobile app. With this we also provide a free backend support up to 3 months. After completion of your mobile app we provide a demo and training about the functionality of your mobile app. Apart from developing your mobile app, we help you in registering your mobile app (APK file) at play store also.



### INPUT NEEDED FROM CLIENTS

#### WITHOUT THESE WE CAN'T PROCEED

To develop a unique mobile app for your business we require all the details of your business like your business structure, business model, details of goods or services in which your business deals in, technical functions which you want on your app etc. Apart from this your active involvement will also be required during the entire process of mobile app development, so that we can manage stage wise progress and approval from your side. Most importantly we need each information to start a mobile app development process at once, all the information and requirements should be given over mail only.



### PROCESS & TIMELINE

#### MORE AUTOMATED LESS HUMAN DEPENDENT

To understand your requirements our team will conduct a detailed discussion through various meetings, where you need to provide us all the necessary inputs about your mobile app expectations. All requirements should be provided by you at once because any other requirement at a later stage will be considered as a new task, which will require additional cost. After that we will develop the mobile app wireframe. Then the wireframe is shared with the client for discussion and corrections. After client confirmation and approval, we will develop the mobile app as per approved wireframe. Thereafter APK file of final approved mobile app is provided to the client. After receiving all necessary inputs from the client side usually it takes 2 - 3 months to develop a mobile app.



### EXCLUSIONS

#### MUST BE READ THOROUGHLY AND CAREFULLY

In mobile app development we will provide the APK file with sample data only, as per your approved wireframe. But it does not include providing any unique data, contents, images, videos, animation, payment gateways etc. Providing unique data, contents, images, videos, animation etc, will be considered as additional work which will require additional charges, as per your requirements. Backend support and maintenance after the initial 3-month free period is not included in this.



### RENEWAL & RECURRING

#### IT WILL CREATE RECURRING RESPONSIBILITY

As per always changing demand and requirement of customers and market, mobile apps are supposed to be updated time to time. This is a continuous process which should be one at regular intervals. Apart from this having your mobile app also requires regular backend support and maintenance. Hence you must renew your mobile app maintenance service and backend support service.

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# CRM DEVELOPMENT

## Section-4 : Web-Presence

Streamline your processes to automate your business.

### TO CONVERT YOUR DATA INTO REPORTS

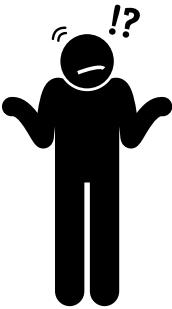
CRM helps a business in data management and data analysis, help to recognize the value of its customers and to capitalize on improved customer relations. The better you understand your customers, the more useful you can be to their needs. CRM provides sales and marketing teams with a set of tools to manage the entire sales and marketing funnel, from lead qualification to opportunity management, forecasting, and deal closure. It enables customer service teams to manage customer requests and automate service operations by following predefined processes for customer care excellence. You must develop your CRM when you want to manage database of a large customer base and streamline your different business processes through automations.



### WHY & WHEN REQUIRED

### WE WILL PROVIDE YOU

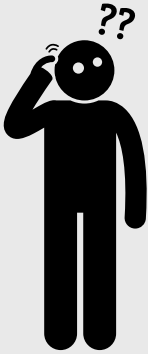
Under CRM development we provide a customised CRM software according to the specific business activity of the client. Along with CRM software we also provide proper training sessions to understand the functions of CRM at the time of final delivery.



### WHAT WILL YOU GET

### WITHOUT THESE WE CAN'T PROCEED

There are certain inputs that we require to develop the CRM Software like Client business activity, working culture of organization and Objective to prepare CRM. To develop the customised CRM as per clients specific requirement we need his objectives, It includes a detailed information about their customer base, details about product or services in which they deals in, internal structure of the organisation, details about those process and departments which required to be automated, for example sales, finance, marketing, operation, human resource etc.



### INPUT NEEDED FROM CLIENTS

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards developing CRM is to do research on client's business and understand their exact requirements. Various meetings are conducted with clients to obtain all required details and information. After this we plan effective strategies for favourable outcomes. The next step is to Create wireframe and design a CRM. Once the wireframe is created, we share it with clients for discussion and approval. When the wireframe is approved then we prepare the CRM based on this approved wireframe. Once CRM is finalised, we test this CRM software to identify any deficiency and at last we provide it to clients. After receiving all necessary requirements from client side usually it takes 2 - 3 months to develop customised CRM.



### PROCESS & TIMELINE

### MUST BE READ THOROUGHLY AND CAREFULLY

In CRM development we provide only a customised CRM software according to client's specific need, but it does not include any kind of backend support and maintenance of this software after initial 3-month free period. Backend support and maintenance of software is considered as a separate task which requires additional charges.



### EXCLUSIONS

### IT WILL CREATE RECURRING RESPONSIBILITY

CRM software is like a complete tool to manage and analyse large amounts of data, which require updation and maintenance at regular intervals. Because its management is a continuous process so its management and back end support services must be renewed every year, so that it can work continuously and effectively.



### RENEWAL & RECURRING

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# GRAPHIC DESIGNING

## Section-4 : Web-Presence

Attract more customers with creative designing

### DESIGNING FUTURE FOR BUSINESS

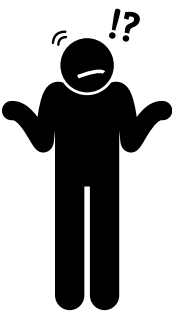
It is a tool to enhance how you communicate with other people. It serves to convey your ideas in a way that is effective. Graphic design communicates ideas or messages in a visual way. It is an art and practice of planning or projecting ideas & experiences with the help of visual and textual content. These visuals can be a business logo, or page layouts on a website etc. Graphic design is the process of visual communication using typography, photography, iconography, and illustration. Graphic design is required for the growth and improvement of the business, to reach a niche audience, to create awareness of the brand, to give the information to the public about your brand in a creative way.



### WHY & WHEN REQUIRED

### WE WILL PROVIDE YOU

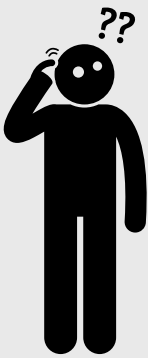
It includes various creatives like logo, brochures, images, charts, graphs, booklets, pamphlets, magazines, web layouts etc. Apart from this, there is a long list of miscellaneous deliverables which we provide as per the client requirement which includes everything which can be presented in a graphical way.



### WHAT WILL YOU GET

### WITHOUT THESE WE CAN'T PROCEED

For creating a unique graphic as per the requirement of the client we need to know what exactly your requirement is, what blueprint you have in your mind, what is your purpose from graphics, what message you want to convey from the graphic. a detailed Idea about the creativity you want in your graphic like description of font, colour, and typography etc. so that we can execute our innovation in it. In addition to the information we also require your active involvement during the process of graphic development, as and when required, so that we can give you the best result.



### INPUT NEEDED FROM CLIENTS

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards developing unique graphics is to understand the exact requirements and for this we will be sending the form to be filled by the client, and if required our team obtain all required details and information from client through meetings over the call or at our office premises. Once we get all required things from client side then we will prepare and share draft of graphics with client for his approval and discussion. Thereafter his approval we will develop the graphics as per approved draft. Once final draft is ready then it will be given to client for his comments, correction, updation, if any. After receiving all necessary requirements from client side usually it takes 3 - 5 working days to create a unique graphic as per requirement.



### PROCESS & TIMELINE

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we create and provide a defect less graphics according to the specific requirement of the client which can be used by client without any restriction, but it does not include the benefits of copyright. If a client wants the graphic to be protected, then he needs to inform us separately for this and it shall be considered as a separate task which will require additional cost.



### EXCLUSIONS

### IT WILL CREATE RECURRING RESPONSIBILITY

Human perception to see the world always changes, so our graphics should also be capable of representing our message in that way which is useful to the market and customer at present. Hence as per always changing demand and requirement of customers and market, graphics is supposed to be updated time to time and it is a continuous process which should be done at regular intervals. So, you must renew your graphics support service on time to keep it effective continuously.



### RENEWAL & RECURRING

☐

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# CONTENT & BLOG WRITING

## Section-4 : Web-Presence

You Can't imagine online presence without unique content

### NO MAGIC HAPPEN WITHOUT CREATIVE CONTENT

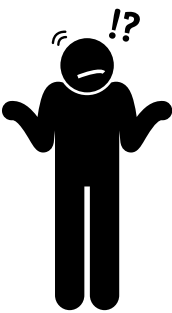
If you have website, mobile app, social media profiles etc, then you always need to have unique content for existing and proposed audiences. For example, if you want to make your YouTube video viral then its script must be unique and creative, and here creative content writing plays an important role. Apart from this, blog & contents writing attract more traffic towards your website, increase SEO/SERP, establish brand as an industry leader, create awareness regarding your business and organisation, give more leads, etc. and this all ultimately results in increased sales. Whenever an organisation wants to attract more and more audience, customer, and relevant traffic in his website, then they must have a unique and SEO oriented content and blog writing at regular intervals.



### WHY & WHEN REQUIRED

### WE WILL PROVIDE YOU

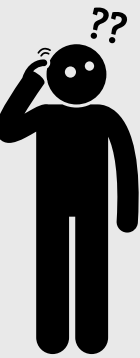
According to client specific requirements we provide good quality and unique contents on the subject matter for your website, mobile app, social media profiles, video or for content marketing. Apart from good quality and uniqueness. our content and blog writing service also has copy pass and SEO oriented quality.



### WHAT WILL YOU GET

### WITHOUT THESE WE CAN'T PROCEED

To deliver you unique and copy pass content according to your specific requirement we need few basic information about your expectation like overview of your business, your purpose of content and blogs, details about your audience category, your customer base details, details about the platform where you want to post these blogs, contents & video like your website, social media, mobile application, YouTube etc.



### INPUT NEEDED FROM CLIENTS

### MORE AUTOMATED LESS HUMAN DEPENDENT

To prepare a unique and copy pass SEO oriented content and blog as per your requirement, firstly we will do research on your business, customer base, audience category etc. Then we write the blogs, contents & video script. After writing we conduct a proper check to make sure contents are copy pass. Once we are sure that contents are unique, we deliver it to the client. Depending upon the uniqueness and quantity of contents usually it takes 3 - 5 working days to deliver proper content.



### PROCESS & TIMELINE

### MUST BE READ THOROUGHLY AND CAREFULLY

Under content, blog & video script writing we provide unique and good quality content only, but it does not include any contents in the form of legal or professional comments or conclusions. Our blog and content writing does not include more than one revision.



### EXCLUSIONS

### IT WILL CREATE RECURRING RESPONSIBILITY

We are living in a time where the world faces so many changes with each new day, so our contents and blogs should also be renewed according to new updates of the world. Each day there are new announcement on existing things daily, technology updates on a very short interval, so if you want to keep your audience attracted, if you continuously want more and more traffic then you must post renewed and updated contents and blogs at regular intervals, and for this you should renew your blog writing contract on time.



### RENEWAL & RECURRING

☐

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# CORPORATE PROFILE

## Section-4 : Web Presence

Showcase your strength to the world.



### INTRODUCE YOURSELF

Corporate Profile creates an impressive image in the eyes of target customers. You can see your company profile as the Curriculum Vitae of your business. Just like a Curriculum Vitae gives a brief account of a person's education, qualifications etc, so your company profile informs the reader of your business's history, the resources, service offering, expertise and location. Corporate profiling is a process that delivers an in-depth blueprint of the organizational structure, its technology, people, processes. You can show it to potential investors or clients because it can be a great tool to introduce your company.

### WE WILL PROVIDE YOU

Under this, as per specific requirements of the client, we provide the proper corporate profile over the mail in pdf format. which can be used to attract potential customers and investors and to train your team. In addition to this we also provide a source file so that you can edit it yourself, if needed.

### WITHOUT THESE WE CAN'T PROCEED

To know the exact requirement of client we need few information like, Brief introduction of Company, Website URL, Mission statement and vision statement, Products or services offered, Contact Details including email id, address of business locations, phone number, expertise, in-depth blueprint of the organizational structure, its technology, people, processes, established date, timeline or synopsis of your company's history etc. Apart from this we need pictures of your team, process, premises, if any you want us to use it in your profile. You can also give us references of your like profiles for guiding us more.

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards drafting the required "Corporate Profile" is to obtains all mandatory inputs from the clients. Once we receive the required inputs from client then we prepare the draft of the "Corporate Profile". After completion of the draft we share it with the client for his approval and suggestion. Then we make the updation in the draft , if any updation or correction is requested by the client. Thereafter we again share the updated drafts with client for his approval. Once we receive the final approval then we prepare the final "Corporate Profile" and share it with the client over the mail. After receiving the all required inputs usually it takes 3 - 5 working days time to deliver the final "Corporate Profile".

### MUST BE READ THOROUGHLY AND CAREFULLY

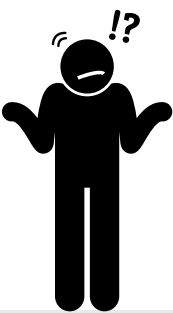
Under this we provide the "Corporate Profile" as per the requirement of the client, but it does not include any revisions or changes after the delivery of final "Corporate Profile"

### IT WILL CREATE RECURRING RESPONSIBILITY

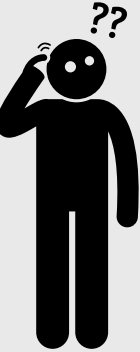
Organisation's "Corporate Profile" is supposed to be changed as per the requirement of industry and time. These are the part of regular requirement of any organization, so It is advisable to renew your "Corporate Profile" on time to keep it up to date continuously.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET



### INPUT NEEDED FROM CLIENTS



### PROCESS & TIMELINE



### EXCLUSIONS



### RENEWAL & RECURRING

☐

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# VIDEO PRODUCTION

## Section-4 : Web-Presence

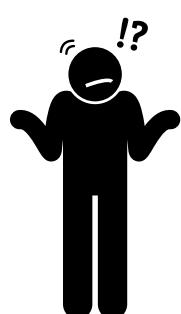
People would read or not but they will definitely watch



### WHY & WHEN REQUIRED

#### TO CATCH MORE ATTENTION

If you want to capture the market, video is one of the best ways to convey your message. In this digital world where everything becomes viral within few hours, video is the best marketing weapon that helps in Brand building, customer awareness, lead generation, passive income generation, attract the clients, customer connect etc. Video helps to promote your business over the social media, i.e. YouTube, Facebook, Instagram, twitter etc, and creates awareness about your business establishment. Sooner you start digital marketing via video sooner your brand reaches a larger audience.



### WHAT WILL YOU GET

#### WE WILL PROVIDE YOU

With video production we provide high quality video on the subject matter as requested by the clients. We also provide teasers or short trailer of video to attract more coverage. Additionally, on clients request we also provide subtitles and voiceover of video. In this we also provide you our studio access for video shoot.



### INPUT NEEDED FROM CLIENTS

#### WITHOUT THESE WE CAN'T PROCEED

In order to deliver a good quality video, we need your exact expectation like duration of video, quality standard (HD, 3D, animation etc.), complete and raw script in the same language in which you want to create video etc,



### PROCESS & TIMELINE

#### MORE AUTOMATED LESS HUMAN DEPENDENT

First step for preparation of video is to obtain all necessary information from the client. Thereafter we will schedule a meeting to explain to you the process of video shoot. Thereafter you need to visit our studio on the given date for video shoot. Our team will assist you to prepare yourself for the shoot, once you are ready, then we will shoot the video on you. After the shoot is successfully done our editing team will check the quality of the video, if they find it perfect then this raw video will be sent for editing. Once editing is done, we will deliver the final video to the client. Depending upon the client's requirement 5 - 10 minutes duration video takes 10 - 15 working days to shoot, edit and complete.



### EXCLUSIONS

#### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide a good quality video as per requirement of client, which includes access to our studio for video shoot, editing of video, voiceover, subtitles, and a CD consisting of original video only. But it does not include script writing, training of acting, model for shoot and attires. If clients want these additional services like script writing, training of acting, attire and model for shoot, then it should be informed to us separately and this additional service requires additional charges as per the requirements.



### RENEWAL & RECURRING

#### IT WILL CREATE RECURRING RESPONSIBILITY

In case client want video service second time or If want any changes in video after final delivery, then he can renew his package so that all required changes can be discussed and video can be shoot again or updated as per latest requirements.

☐

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# E-COMMERCE PRODUCT LISTING

## Section-5 : Digital marketing

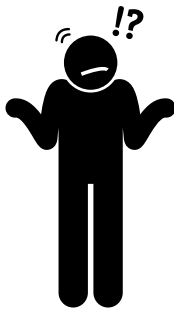
instant reach to the large number of  
prospect buyers

### USE THE POWER OF READYMADE MARKETPLACE

Nowadays customer preferences change from offline to online because of convenience. But it's a lengthy process to develop and market your own website for selling your products or service. Alternatively you have the opportunity to showcase your products to crores of customers & businesses - 24 hours a day on the big e-commerce websites like Amazon, flipKart, GeM (Government E Market) and many more. These E-commerce websites are indisputably the most important marketplace as far as online sellers are concerned. If you want to improve your online sales and business over these e-commerce platforms then e-commerce product upload services or simply product listing is the most essential service for you.



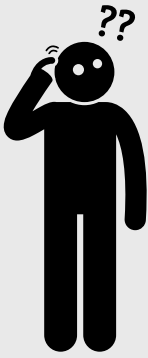
### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

Under this we will provide your seller account and access of your desired e-commerce portal. Apart from this we will work on listing of your desired products with due approval from the portals. We list your products, categorize them, help in writing effective product descriptions, add Meta titles, boost your product images etc. In short, we do everything to categorize, place and optimize your product listings.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

For product listing on any e-commerce Platform we need various details like all product details which includes product categories, Product specification, Product Images, Product description, manufacturer name, Brand Name, quality details, quantity details etc. Apart from this we also require all the legal documents of your business like business registration certificates which includes GST details, Trade mark details etc.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

The product listing process involves one time activation of seller account, if not having the one already, then getting product information in the prescribed formats from you along with product images, size chart etc. Then classify your product on a website, adding descriptive details of your product, decoding the error codes to get it fixed and finally getting it approved from the e-commerce portal. If all inputs are complete and correct then it usually takes 3 - 4 working days to list a product. However execution time depends on the quantity of the products to be listed as each single product listing requires its own time.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

It does not include listing of certain categories which are prohibited and restricted by some e-commerce portal or by any laws, if any, Also, it does not include advertising of any product on E-commerce with sponsored products.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

Listing a new product on any e-commerce website is an ongoing and continuous process. E-commerce portals require modification in product detail time to time as per their offers and schemes that you will need to apply frequently. So you need to keep your product listing upto date.

☐

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# PAID CAMPAIGN

## Section-5 : Digital marketing

Help to engage your target audience



CREATIVE CAMPAIGNS

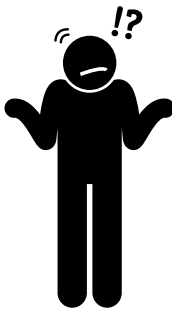
### BOOST YOUR LEAD GENERATION PROCESS



#### WHY & WHEN REQUIRED

Paid google and social media ad campaigns, Retargeting & remarketing is one of the best ways to bring in customers, get leads and increase brand awareness. If you need fast and immediate results and that too in a short span of time, you can rely upon these marketing strategies. These are very specific form of the online marketing & it works like a digital reminder to customers, hopefully encouraging them to come back to seal the deal and increase your target achievement from conversions. BY these marketing methods you can your use search ads, social media ads and display ads to target your audience on different search engines and social media platforms.

### WE WILL PROVIDE YOU



#### WHAT WILL YOU GET

Under this we provide you the campaign, marketing strategies which help in lead generation by targeting the audience at every platform on which the paid campaign is running which thereby increase the sale of your products. We will help in improving to convert browsers into your real buyer in such a way that it can drastically bring down your costs on paid campaigns and other marketing campaigns. We also give an insight of outcomes of the campaign being run and optimise

### WITHOUT THESE WE CAN'T PROCEED



#### INPUT NEEDED FROM CLIENTS

Every campaign & strategies are planned with some definite goal and for specific audience. We need your input to understand campaign objectives, target audience, target geography's, raw & brief content, keywords related to product or campaign, website/ mobile app landing pages, offer to be given, call to action, budget to be spent and period for which ad to be run etc. To run these campaigns we need to maintain the advance credit balance in our account, so it requires your Payment details like credit card details etc.

### MORE AUTOMATED LESS HUMAN DEPENDENT



#### PROCESS & TIMELINE

First we get all required inputs from the client. Thereafter we work on setting up strategies, google add or social media ad manager account, keyword analysis & planning, keyword match style, set up the lending pages, write/edit your ad content, setting up the ad campaign, connect to google analytics etc. After completing all these we get final approval from the client and then launch the campaign. Usually the entire process takes up to 7-10 working days for a single campaign.



#### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide paid campaigns, retargeting & remarketing strategies etc. but it does not include other supporting services like creation of displays & graphics, creation and optimization of landing pages etc. It also does not include providing payment aids, the client has to use his own credit cards or other payment option to maintain his campaign advance credit balance in his account.

### IT WILL CREATE RECURRING RESPONSIBILITY



#### RENEWAL & RECURRING

These are the ongoing processes which change rapidly with customers' needs and market demands like countering competitive strategy, product life cycle or launch of a new product etc. Seeing the same advertisement over and over again leads to brand blindness and your campaign performance also remarkably reduces. These factors always force you to change your marketing strategy and campaign accordingly time to time. Hence, you need to renew your campaign as and when required to make it effective continuously.

☐

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# ON PAGE & OFF PAGE SEO

## Section-5 : Digital marketing

Reputation of your brand is largely depend on your SEO effort



### TO GENERATE QUALITY TRAFFIC



#### WHY & WHEN REQUIRED

Search engine optimization strategy (SEO), Keyword Research, Competitor Analysis these are the factors which can not be ignored when you are expecting your website to give the best result. On-page SEO, off-page SEO, Keyword Research & Competitor Analysis work together to improve your search engine rankings. It can be divided into two different categories: on-page SEO and off-page SEO. On-page SEO focuses on optimizing parts of your website, while off-page SEO focuses on increasing the authority of your domain through content creation and earning backlinks. So if you must go for it because it makes your website more visible, and that means more traffic and more opportunities to convert prospects into customers.

### WE WILL PROVIDE YOU

Under this we provide on page & off page SEO which will help in Lead Generation & reaching targeting audience. We also provide high quality backlinks, keyword research according to your business and industry, Creative unique and engaging content, improved Website speed, Contextual High Domain Authority Links with improved traffic of customer.

### WITHOUT THESE WE CAN'T PROCEED

To conduct a proper SEO, keyword research & competitor analysis we need few details from the client which includes client website link, competitor website link, details about the business, details of customer base. Apart from this the most crucial elements of SEO and its content because this is what brings traffic to your site. Therefore to perform keyword search, competitor analysis and SEO we require unique contents also.

### MORE AUTOMATED LESS HUMAN DEPENDENT

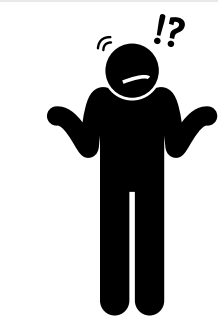
First step is to conduct a proper SEO, keyword research & competitor analysis to get all mandatory inputs from the client, like his website link, his competitor website link, details about the client business etc. Once we receive all inputs, then we check the current situation of the site and conduct an analysis of competitors online business to identify our client business status in comparison to his competitor. Thereafter we perform the keyword research and create a list of keywords. Then analyzing google's first page & creating something different or better by the help of many things like by adding a hook, by optimization of page SEO, by optimize for search Intent, by building links to your Pages etc. SEO is a trial and error process. Sometimes the rankings may improve in 2-3 months, sometimes it can take upto a year.

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide SEO (Search engine optimization), Keyword Research and Competitor Analysis services, but it does not include other supporting services like required content writing for SEO, creation or upadation of landing pages, maintenance of your website and optimisation of your website. Further it also does not include searching of Root keywords or Master keywords etc. These Root keywords, Master keywords and base contents are required to be provided by the client himself.

### IT WILL CREATE RECURRING RESPONSIBILITY

Business SEO, keyword research & competitor analysis are subject to change as per the business and industry from time to time. Hence Business SEO, keyword research & competitor analysis are continuous process and it should be taken care of regularly. So you need to renew your package for these services on time to make it effective continuously.



#### WHAT WILL YOU GET



#### INPUT NEEDED FROM CLIENTS



#### PROCESS & TIMELINE



#### EXCLUSIONS



#### RENEWAL & RECURRING

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# SOCIAL MEDIA OPTIMISATION

## Section-5 : Digital marketing

Make your SMO so creative, people will pay for it.

### SOCIAL MEDIA IS JUST A BUZZWORD UNTIL YOU COME UP WITH A PLAN

Social media optimization (SMO) is the use of social media networks to manage and grow an organization's message and online presence. By the help of SMO you can ensure a strong web presence for the business and establish the internet authority of the brand. SMO helps to Increase the reach to drive more relevant traffic, also help in better lead generation & Improving Search Engine Ranking, branding, improving brand visibility etc. SMO provides the opportunity to reach out to niche audiences by increasing awareness of new products and services and by more connection with customers.



### WHY & WHEN REQUIRED

### WE WILL PROVIDE YOU

Under this we set up your account on various social media platforms as per your requirements. Further we also manage your overall presence on the desired social media platform. We help in improving more followers for better SMO. Over all we provide help to build your brand more stronger so that it can generate more leads, increase your customer base, getting more business



### WHAT WILL YOU GET

### WITHOUT THESE WE CAN'T PROCEED

To start managing SMO (Social Media Optimization) we need a few mandatory inputs which includes your website URL, Creative Contents and graphics, relevant blogs on related topics, articles etc. Apart from this we also need your company information, customer base details.



### INPUT NEEDED FROM CLIENTS

### MORE AUTOMATED LESS HUMAN DEPENDENT

Firstly we optimize your social media profiles. Starting by listing your site URL in the "about" section of your social media profile. Also, we verify your profile to make it look more authentic and real. We fill all the sections of your profile with accurate information and add a relevant, high quality description that gives a clear idea about your company. Right from creating different ad copies to testing unique images, we take steps to test various elements which makes your ad profitable. It is an ongoing process, we work on it until the customer has achieved the desired results. Social media marketing strategies tend to take about 6 months to see any pay off.



### PROCESS & TIMELINE

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide only SMO (Social Media Optimisation) services, but it does not include other supporting services like content creation, blog writing, providing graphics, working on creatives etc. We can optimize these inputs for better SMO, but these inputs are required to be provided by the client itself.



### EXCLUSIONS

### IT WILL CREATE RECURRING RESPONSIBILITY

SMO (Social Media Optimisation) is a continuous process. Each day lots of changes and updates take place in the world of social media, So it demands regular changes in your SMO strategies as per the need of potential customers and your industry. Hence SMO processes should be taken care of regularly.



### RENEWAL & RECURRING

☐

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# REVIEW MANAGEMENT

## Section-5 : Digital marketing

### Reviews Are Increasingly Essential to Decision Making



#### A CLEAR IMPACT ON SALES

Review management is an important marketing strategy for any business to improve its online image because it has a direct impact on your business reputation and revenue. According to an online survey 72 % customers will not take action before they read reviews & 94 % customer say a negative review has convinced them to avoid a business. If you want to build a positive & impressive online image then you must work on managing business reviews over various platforms like google, Facebook, Instagram, Just Dial, Sulekha etc. This list long list which consist of many more online platforms but google ranks first on this list, so first you need to list your business over Google Maps. It is an digitalised tool which helps a business to make presence across Google. By this anyone can know the location of your business by just entering the business name on google.



#### WE WILL PROVIDE YOU

Under this we will provide the consulting & strategy for maintaining reviews of your business. This will help your business to reach more people. Because your ranking on the search engine results page is influenced by your online review management & ratings on Google. Apart from review management consultancy we also provide dedicated support in maintaining the reviews in a good & positive way by informing you time to time about any adverse reviews so that it can be taken care of timely by your team. In addition to this we will list your business address and presence over Google Maps.



#### WITHOUT THESE WE CAN'T PROCEED

In order to develop strategy and to manage your business online reviews we require the log in credentials of your business all online accounts like Facebook, Instagram, google accounts etc. Apart from this we require various other details also which includes your business basic details like business name, address, e-mail Id etc. In addition to this you need to provide us a dedicated manpower support who can assist us in managing your all reviews. Further to list your business presence over Google Maps and to manage the reviews on google we need your business Google Account details.



#### MORE AUTOMATED LESS HUMAN DEPENDENT

To develop strategy and to manage reviews of your business over required online platforms we first obtain all mandatory information about your business including all log in credentials. Thereafter we conduct the scrutiny to identify the existing online review status of your business. After this we prepare a proper strategy according to your business & industry. According to this strategy we inform your dedicated manpower about the required steps to be taken for managing the reviews time to time. After receiving all mandatory inputs from client usually it usually takes minimum 20 - 30 working days' time to see the difference.



#### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide only consultancy services for your business review management and listing of business address over google map, but it does not include managing or arranging of fake reviews. Apart from this we give suggestion & consultation to the dedicated manpower only who has been assigned to us by you, and it does not include contacting to your customers for managing reviews, this is required to be done by your manpower.



#### IT WILL CREATE RECURRING RESPONSIBILITY

Your business online image or review is subject to continuous change as per the customer feedback. Hence review management is a continuous and recurring process which should be taken care of regularly time to time as and when required to keep it effective continuously.



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# EMPLOYEE CONTRACT

## Section-6 : Legal Drafting

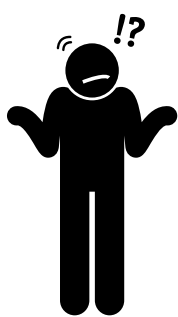
To win in the marketplace you must first win in the workplace

### PEOPLE WILL FORGET IF YOU SAY BUT THEY WILL NOT IF YOU WRITE

It is the type of contract between employer and employee which specifies the employment terms and conditions and reduces chances of future disputes. Employee contracts are required at various points of time. like when an employee joins the organisation, at the time of change in terms and conditions, at the time of promotions of an employee. Apart from this, these contracts are also required whenever any changes made by the organisation. It is advisable for all employers to have employee contracts for avoiding future contingencies.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

Under this, as per specific requirement of the client, we provide the soft copy of the required contracts over the mail. In addition to this we also provide templates free of cost, if they do not want any customization.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

To draft the employee contract we need few information about the requirements of the particular contract which includes details of the organisation, KYC details of the subject employee like his name, father's name, full address, designation etc. In addition to this we also require passport size photograph of employee & brief about Specific terms and condition of contracts or agreement etc.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards drafting the required employee contracts is to obtain all mandatory inputs from the clients. Once we receive the required inputs from the client then we prepare the draft of the employees contracts. After completion of the draft we share it with the client for his approval and suggestion. Then we make the updation in the draft , if any updation or correction is requested by the client. Thereafter we again share the updated drafts with the client for his approval. Once we receive the final approval then we prepare the final employees contracts and share it with client over the mail. After receiving the all required inputs usually it takes 3 - 5 working days time to deliver the final employees contracts.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide the employees contract as per the requirement of the client, but it does not include any revision after final approval received from the client. Apart from this it also does not include the stamp papers which are required while preparing the employees contracts. We provide only preparation of the employees contracts but registration of these employees agreement is excluded.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

Employees contracts are the part of regular requirements of any organization, hence it requires updation and modification time to time. It is advisable to renew your employees contracts on time to keep it effective continuously.

☐

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# VENDOR AGREEMENT

## Section-6 : Legal Drafting

You only exist because of the agreements you made with the others

### ABSENCE OF AGREEMENTS IS REALIZED WHEN DISPUTES ARISE

Vendor Agreement is a legal document which stipulates the provisions regarding the work performed by the vendors, freelancers and other service providers. Vendor Agreement can be made for many purposes like, freelancer works, office supplies, consultant, technology, services etc. It is needed when Business owner hires a person who provide specific service or goods as per the requirement. So whenever you are hiring any vendor then you need a proper vendor agreement to reduce any future disputes. It should be executed before hiring any vendor.

### WE WILL PROVIDE YOU

Under this, as per specific requirement of the client, we provide the soft copy of the required contracts over the mail. In addition to this we also provide templates free of cost, if they do not want any customization.

### WITHOUT THESE WE CAN'T PROCEED

To draft a proper vendor agreement we need few information from the client with respect to his expectations from this vendor. Apart from this other mandatory input like KYC details of the vendor which includes his business registration certificate, in case the vendor is individual then his name, father's name, full address etc. Details of goods or services which the vendor will be providing. In addition to this we also require briefs about terms and conditions, quotation, timeline, quality measures, payment terms etc.

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards drafting the required Vendor Agreement is to obtain all mandatory inputs from the clients. Once we receive the required inputs from the client then we prepare the draft of the Vendor Agreement. After completion of the draft we share it with the client for his approval and suggestion. Then we make the updation in the draft , if any updation or correction is requested by the client. Thereafter we again share the updated drafts with the client for his approval. Once we receive the final approval then we prepare the final Vendor Agreement and share it with the client over the mail. After receiving the all required inputs usually it takes 3 - 5 working days time to deliver the final Vendor Agreement.

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide the vendor agreement as per the requirement of the client, but it does not include any revision after final approval received from the client. Apart from this it also does not include the stamp papers which are required while preparing the vendor agreement. We provide only preparation of vendor agreement but registration of these vendor agreement is excluded.

### IT WILL CREATE RECURRING RESPONSIBILITY

Every time whenever you are buying goods or services from any vendors then there is the requirement of a vendors agreement. Hence these are the part of regular requirements of any organization, So It is advisable to renew your vendors agreement on time to keep it effective continuously.

☐

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# PRIVACY POLICY

## Section-6 : Legal Drafting

Show your commitment to safeguard the data

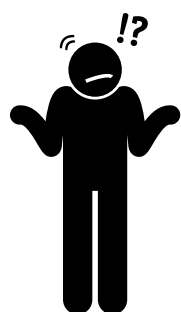
POLICY

### BECAUSE PRIVACY MATTERS THE MOST IN ONLINE WORLD

In basic terms, a privacy policy is a legal statement stating what type of information to be gathered from the client, how & where this information will be used and how will you keep it safe. The privacy policy helps to protect the misuse of private & personal information of the client. If your business gathers such information from the customers or if you create a new website, then you should have a privacy policy to protect the visitors from any misuse of their personal information.



### WHY & WHEN REQUIRED



### WHAT WILL YOU GET

### WE WILL PROVIDE YOU

Under this, as per specific requirement of the client, we provide the soft copy of the required contracts over the mail. In addition to this we also provide templates free of cost, if they do not want any customization.



### INPUT NEEDED FROM CLIENTS

### WITHOUT THESE WE CAN'T PROCEED

To draft a proper privacy policy as per the exact requirement of the client we need few information like Link of the website, Objects, Purpose of creating the privacy policy, details about how the cookies of the website will be used, details about the exact information to be gathered from the visitor of website. For having a Privacy policy, applicant shall have an active website or Webpage or Any Application. In addition to this we also require brief terms and conditions, if any client wants to include in his privacy policy.



### PROCESS & TIMELINE

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards drafting the required Privacy Policy is to obtain all mandatory inputs from the clients. Once we receive the required inputs from the client then we prepare the draft of the Privacy Policy. After completion of the draft we share it with the client for his approval and suggestion. Then we make the updation in the draft , if any updation or correction is requested by the client. Thereafter we again share the updated drafts with the client for his approval. Once we receive the final approval then we prepare the final Privacy Policy and share it with the client over the mail. After receiving the all required inputs usually it takes 3 - 5 working days time to deliver the final Privacy Policy.



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide the privacy policy as per the requirement of the client, but it does not include any revision or changes after the delivery of the final privacy policy.



### RENEWAL & RECURRING

### IT WILL CREATE RECURRING RESPONSIBILITY

Organisation's privacy policy is supposed to be changed as per the requirement of industry and time. These are the part of regular requirements of any organization, so It is advisable to renew your "privacy policy" on time to keep it up to date continuously.

☐

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# TERMS OF SERVICE

## Section-6 : Legal Drafting

Safeguard from consequences of misuse, using your service or product



### DEFINE THE RULES OF USES

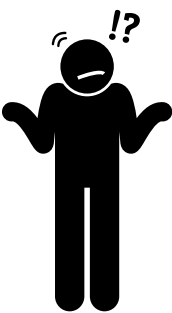
Terms of service define the rules for availing the services being provided by any goods or service provider. It protects goods or service providers from any future contingencies and legal complexities. Whenever you start any new business and enter into any service agreement with the client you should first prepare the "Terms of service" to avoid any future contingencies. Terms of service are aimed at protecting your business. They give business owners the opportunity to set their rules (within applicable law) of how their service or product will be used.



### WHY & WHEN REQUIRED

### WE WILL PROVIDE YOU

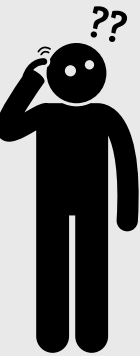
Under this, as per specific requirement of the client, we provide the soft copy of the required contracts over the mail. In addition to this we also provide templates free of cost, if they do not want any customization.



### WHAT WILL YOU GET

### WITHOUT THESE WE CAN'T PROCEED

To draft a proper privacy policy as per the exact requirement of the client we need few information like, how information will be gathered from the client, how & where this information will be used and how will you keep it safe, Objects & Purpose of creating the privacy policy, in addition to this we also require brief about terms and condition, if any client wants to include in his privacy policy.



### INPUT NEEDED FROM CLIENTS

### MORE AUTOMATED LESS HUMAN DEPENDENT

First step towards drafting the required "Terms of Service" is to obtain all mandatory inputs from the clients. Once we receive the required inputs from the client then we prepare the draft of the "Terms of Service". After completion of the draft we share it with the client for his approval and suggestion. Then we make the updation in the draft , if any updation or correction is requested by the client. Thereafter we again share the updated drafts with the client for his approval. Once we receive the final approval then we prepare the final "Terms of Service" and share it with the client over the mail. After receiving the all required inputs usually it takes 3 - 5 working days time to deliver the final "Terms of Service".



### PROCESS & TIMELINE



### EXCLUSIONS

### MUST BE READ THOROUGHLY AND CAREFULLY

Under this we provide the "Terms of Service" as per the requirement of the client, but it does not include any revision or changes after the delivery of final "Terms of Service"

### IT WILL CREATE RECURRING RESPONSIBILITY

Organisation's "Terms of Service" is supposed to be changed as per the requirement of industry and time. These are the part of regular requirements of any organization, so It is advisable to renew your "Terms of Service" writing services on time to keep it up to date continuously.



### RENEWAL & RECURRING

☐

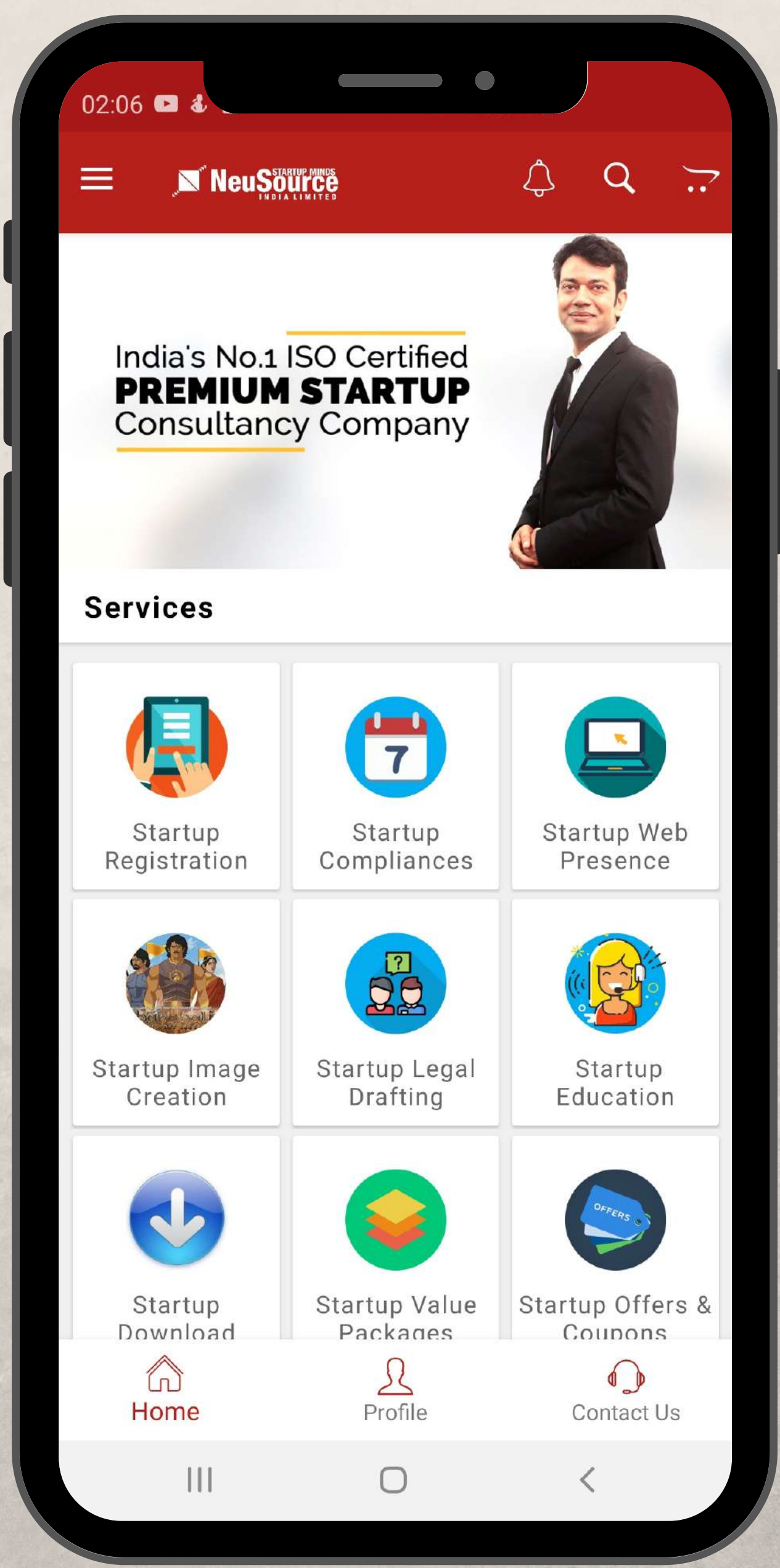
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NEUSOURCE MEANS ANYWHERE ANYTIME



DOWNLOAD THE RESEARCH MATERIAL FOR  
STARTUP



GET ALL KIND OF  
RELEVANT NOTIFICATION

ACCESS TO EXPERT  
ADVISE ABSOLUTELY FREE



# OUR PUBLICATION FOR STARTUP

## HOW TO VALIDATE ANY BUSINESS IDEA



**Validate Your Idea by Creating "Prototype" of your Business Model.**

"Validation reduces the risk, speeds up the delivery of a value-creating service in the market, and minimizes the costs"



**We Help Startups..... to Start**

## HOW TO ATTRACT INVESTORS



**"Business is not about how much you get, it's about how much you invest!"**

Investment is the main requirement for starting any business!



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## HOW TO TRAIN YOUR SALES PEOPLE



**Make A Sales Person, Not A Sale!**

"If You Are Not Taking Care Of Your Sales Team, Your Competitor Will"



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## HOW TO USE SOCIAL MEDIA FOR BUSINESS



**"Social media is just a buzzword until you come up with a plan"**

"Social media is More about sociology and psychology than technology."



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## HOW TO TURN BUSINESS IDEA INTO PRODUCT



**Turning Your Great Idea Into Marketable Product "The Next Big Thing"**

"If you are convinced that your idea has commercial value or it will meet the social impact goals then move on"



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## HOW TO IMPROVE CUSTOMER SATISFACTION



**Satisfied Customer is the Best Source of Advertisement**

**"Make a customer, not a sale."**



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## HIRING YOUR EMPLOYEE - (TIPS FOR A SUCCESSFUL CANDIDATE INTERVIEW)



**Choosing the Right Candidate. "Great vision without great people is irrelevant."**

"Human Resources isn't a thing we do. It's the thing that runs our business."



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## HOW TO SETUP ACCOUNTING SYSTEM



**"Life is like accounting, everything must be balanced."**

"The word accounting comes from the word accountability. If you are going to be rich, you need to be accountable for your money"



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**NEVER START A  
BUSINESS JUST TO MAKE  
MONEY START A BUSINESS TO  
MAKE A DIFFERENCE**



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