

## **Terms and Conditions**

### **1. Agreement Acceptance**

By choosing ReachOut Media Tech Pvt. Ltd. for advertising through the Videowala Bus Stand project, the Client agrees to all the terms and conditions.

### **2. Scope of Services**

Your 20-second ad will be showcased on digital screens at 376 bus stands across Maharashtra. Each screen will display a rotating cycle — your ad followed by real-time ETA updates, then ads from other brands — all as per a schedule we agree on together.

### **3. Campaign Guidelines**

A minimum 7-day campaign is mandatory, with a slot range from 350 (minimum) to 15,120 (maximum) per screen for 7 Days, depending on the selected duration and package.

The campaign will run in a weekly cycle — starting every Monday and ending every Sunday.

Extension of Campaign is Available only in Multiples of 7. Means One can extend their campaign week wise only.

Slot extensions must be in multiples of 350 (i.e., 350, 700, 1050, 1400, etc.).

### Sample Campaign :

- **One week Campaign(Monday-Sunday) – For One Screen**

No. Of Screens	Slots in a day [on a single screen]	Slots in a week [7 days]	Price for One Slot	Total Amount for a week
1	50	350	20 Rs.	7000[incl GST]

- **One week Campaign(Monday-Sunday) – For Multiple Screens**

No. Of Screens	Slots in a day [on a single screen]	Slots in a week [on a single screen]	Slots in a week [on all available screens]	Price for One Slot	Total Amount for a week
7	50	350	2450	20 Rs.	49000[incl GST]

#### 4. Advertisement Content Submission

Clients must submit final advertisement content at least five (5) business days before the campaign start date. All content must comply with applicable laws, advertising regulations, and the Company's internal content standards.

#### 5. Content Approval and Rejection

The Company reserves the right to reject, suspend, or request changes to any advertisement that:

- Violates legal norms or broadcasting standards,
- Contains offensive, misleading, or inappropriate material, or
- Conflicts with the brand values or public image of the Company.

## 6. Accepted Payment Methods

The Company accepts Payments via- Net Banking, Credit Card and Debit Card only.

## 7. Payment Terms

Full payment is due in advance, unless specifically agreed in writing by the Company. Failure to comply may result in suspension or cancellation of the campaign without refund.

## 8. Cancellation and Refund Policy

Once a campaign has gone live, it cannot be cancelled or refunded. Upon written request, the Company may voluntarily terminate the live campaign early, but no refund or credit will be issued.

- However, once the Payment is done, the advertisement cannot be cancelled but may be rescheduled — subject to availability of time slots at the originally selected bus stand location.
- Refunds for any non- display ads are subjected to Technical error if any, will be calculated based on the campaign performance report generated by ReachOut Media Tech Pvt. Ltd.

## 9. Technical Interruptions

The Company shall not be held liable for service interruptions due to technical failures, power outages, or natural disasters. However, reasonable efforts will be made to restore services promptly in such events.

## 10. Limitation of Liability & Indemnification

- The Company is **not responsible** for any indirect or unexpected losses from the advertising campaign.
- The Client will **protect the Company** from any legal issues or claims caused by their ad content.
- The Client agrees that ads from similar or competing businesses **may also appear** on the same screens.

## 11. Confidentiality

The Company shall maintain strict confidentiality of all proprietary and sensitive information provided by the Client, except where disclosure is mandated by law or authorized by a judicial authority.

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## **12. Governing Law and Dispute Resolution**

These terms shall be governed by the laws of the Republic of India.

Any disputes arising shall initially be addressed through mutual mediation. If unresolved, such disputes will be finally settled by binding arbitration in accordance with the Arbitration and Conciliation Act, 1996, with the venue for arbitration being Pune, Maharashtra.

## **13. Amendments and Updates**

The Company reserves the right to modify or update these Terms and Conditions at any time. Clients will be notified of any significant changes in writing or via email in advance.