

Terms and Conditions

LEAD PROCESS:

Lead Submission

1. All leads must be submitted only through the official Channel Partner Portal provided by the Developer.
2. Access credentials and portal usage details will be shared with the channel partner upon successful registration.

Accompany Process

1. The channel partner shall follow the defined accompany process while handling clients.
2. The channel partner can accompany the client to the site only after the lead is verified and approved by the Developer.
3. Proper coordination with the Developer's sales team is mandatory before any site visit.

Lead Validity

1. Once the site visit is completed with the channel partner, the lead will remain valid for a period defined by the Developer.
2. Extension of lead validity, if required, will be subject to approval from the Developer. In case the buyer is converted into a sale and during verification if the primary source is identified as another channel partner or source, the lead credit will not be given to the secondary source.
3. The channel partner must provide accurate lead source details whenever requested for verification.
4. The decision of the Developer regarding lead ownership and validation shall be final and binding. Any deviation from the process may result in termination without prior notice.

PROMOTIONAL ACTIVITIES:

1. Channel partner shall undertake promotional and marketing activities only in accordance with the guidelines approved by the Developer.
2. All marketing materials, brochures, creatives, and documents shared by the Developer are proprietary and shall not be shared with any external party.
3. The Developer's brand name, logo, or identity shall not be used without prior written approval. Only approved project-specific creatives may be used.
4. Any rendered images, visuals, or representations of the project or amenities shall not be used without written approval from the Developer. Oral approvals will not be considered valid.
5. Channel partners must ensure that all online and offline promotions display accurate and updated project information. Any deviation identified must be corrected immediately.

GENERAL T&C:

1. Channel partner shall not provide any additional, misleading, or incorrect information to customers other than what is officially provided by the Developer.
2. Channel partner shall quote only the approved pricing shared by the Developer and shall not offer unauthorized discounts or modify pricing.
3. Channel partner shall not collect any booking amount, cash, or cheque from customers under any circumstances.
4. Channel partner shall strictly follow the pricing and availability updates shared by the Developer from time to time.
5. The channel partner shall provide complete and accurate details of the project to the customer and shall not mislead or misrepresent any aspect of the offering.
6. All expenses incurred by the channel partner for marketing, client handling, or transaction facilitation shall be borne solely by the channel partner.
7. The channel partner shall maintain strict confidentiality of all customer details, project information, pricing, and business data and shall not disclose the same to any third party.
8. The channel partner shall comply with all applicable laws, including RERA regulations and guidelines.

PAYMENT AND CANCELLATION:

The channel partner shall be entitled to commission as per the agreed structure:

- 2.51% on self-generated leads
- 1.49% on company-provided leads

1. The commission shall be calculated on the basic sale value (excluding additional charges, taxes, and other applicable costs).
2. Commission will be payable only after successful registration of the property.
3. Payment will be processed within the stipulated timeline upon submission of a valid invoice by the channel partner.
4. All payments will be subject to deduction of applicable TDS as per law. GST, if applicable, must be charged by the channel partner.

In case of cancellation of booking by the customer at any stage prior to registration, no commission shall be payable.

If cancellation occurs after commission payout, the same shall be adjusted against future transactions.

No commission shall be applicable for self-bookings (including bookings made by relatives), however special pricing may be offered at the discretion of the Developer.

JURISDICTION:

1. The channel partner shall conduct business in a manner that protects the interests and reputation of the Developer and shall maintain transparency in all dealings.
2. Any breach of the above terms, misconduct, misrepresentation, or concealment of facts shall result in immediate termination of the channel partner without prior notice. The Developer reserves the right to take further legal action if required.

3. This agreement shall be governed and construed in accordance with the laws of India and shall be subject to the exclusive jurisdiction of the courts in Chennai. In case of any dispute that remains unresolved, the matter may be referred for legal resolution as per applicable laws.
4. The decision of the Developer shall be final and binding in all operational and commercial matters. The Developer reserves the right to withhold commission and terminate the channel partner registration in case of non-compliance with the above terms.