

I am writing to formally confirm that Nora Group is an authorized channel partner of L&T Realty. They are granted permission to engage in both online (social media, digital marketing and others) and offline marketing activities for our projects across pan India.

By providing this authority, we trust that Nora Group will effectively represent our brand and projects in their marketing initiatives. Our approval of marketing materials signifies our confidence in their ability to promote our projects in a manner consistent with our brand image and values.

We appreciate the dedication and commitment of Nora Group to promoting our projects and look forward to a successful partnership. We will also appreciate if the channel partner complies with the "Brand guidelines for channel partners" manual given below:

## GUIDELINES

1. A Channel Partner's website/microsite URL must not contain trademarked terms L&T, L and T or L&T Realty in any combination or depicting L&T in any manner. This is also applicable to Business listing on Social Media, google and Property portal. For example, the following domains are not permitted:
  - www.Intemeraldisle.com;
  - www.Intrealtyemeraldisle.com;
  - www.emeraldisleIntrealty.com,
  - www.landrealtyemeraldisle.com etc.
2. The Channel Partner must use the Brand Logo (L&T Realty Logo) and the project logo in the same form as available in My LTR app and shall not be combined with any third-party logo / brand.

— CHANNEL PARTNER OF —



— MARKETING PARTNER OF —



3. Apart from logo, Channel Partner will use content and information's as available in MYLTR App or from project RERA site or from L&T Realty official website. Content refers to information about the project and images.
4. Channel partners from time to time must ensure compliance with applicable RERA guidelines (including on QR code, Agent registration, Project registration etc.)
5. Channel partner shall ensure reasonable security practices and follow data privacy Laws and TRAI guidelines with regard to privacy, personal sensitive data or personally identified data or pass words or OTP of any party whom so ever.
6. Failure to comply with above requirements may lead to such action as L&T may deem fit as per internal policy, which may include warning communication, blacklisting, pull down of domains, cease and desist notice, financial penalty etc based on severity.

Thanking you

Kind Regards,



Vishwanathan B  
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