

Preferred Partner Guidelines

Introduction

As a trusted partner of Lodha, you are an integral part of how our brand and offerings are experienced. For over four decades, Lodha has been at the forefront of redefining luxury living through landmark developments that set new benchmarks in design, quality, and service. As a Preferred Partner, your role is instrumental in shaping the customer journey, and together, we aspire to deliver an experience that is world-class.

Our approach to partnership is built on transparency, collaboration, consistency, and a shared commitment to excellence. Together, we have the opportunity to not only exceed expectations, but to elevate them, strengthening the Lodha brand and our shared success.

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1. Building a strong brand together

A strong brand is built through consistency in tone, presentation, and experience. As a Preferred Partner, you are a custodian of the Lodha brand. Every interaction and asset shapes perception, builds trust, and drives preference. By upholding these standards, you protect brand integrity and strengthen your own success through greater customer confidence, higher conversions, and long-term value.

2. Usage of creative assets

Officially released creatives only

- Use only the creative assets (brochures, images, videos like walkthroughs, mood films etc.) provided officially by Lodha. If you do not have access to the required assets, please reach out to Lodha for the same.
- Any official Lodha assets should not be altered, edited, or customized in any way. *(Please refer to Annexure 1, example 1).*

Cross-project asset usage not allowed

All communication and content (copy, images, videos, etc.) must be used strictly for the specific Lodha project they were officially released for, and must not be repurposed for any other brand or project.

Any printed/physical media not allowed

CPs must refrain from creating or displaying any physical/printed promotional materials like standees, easels, flyers etc.

3. Usage of official Lodha logo and colour

Logo usage

- CPs must not use the official Lodha logo in any form.

- CPs must instead use their own company logo or the Lodha Preferred Partner logo (as provided) across all types of communications. This logo should be prominently placed and clearly visible on page/content load or email open.
- The Lodha Preferred Partner logo must be used without any modifications. CPs are not permitted to:
 - Write or design their own “Lodha Preferred Partners” version.
 - Alter the logo in any way, including its proportions.
- CPs may use the official project logo (as released by Lodha) alongside the Lodha Preferred Partner logo, provided:
 - The Lodha Preferred Partner logo appears first in order wherever used together.
 - Both logos are displayed at equal size, without any tampering.
(Please refer to Annexure1, examples 2 to 9)

Colour usage

CP cannot use the official Lodha gold color (HEX #9D7F1B or RGB 157 127 27) on their digital properties / communications in a way to make said property / communication resemble an official Lodha property.

4. Guidelines for digital platforms

Domain name

Do not use the terms ‘Lodha, Casa, Signet, Excelus, iThink, Crown or Palava’ in the name of the website before first ‘/’.

Eg. www.lodhaCP.com is not permissible.

However, www.CP.com/lodha is permissible.

Wrong

- Lodhaagroup.com
- Lodhasproperties.com/amara
- Palavaflats.com/lodhaserenity
- lodhapreferredpartners.com

Correct

- Propertygurus.com/lodhapark
- Rajendrarealestate.com/lodhabelair
- newlaunch-wakadpune.com/lodha

Social media

No use of term 'Lodha, Casa, Signet, Excelus, iThink, Crown or Palava' in name of social media identity or handle or page identifier (covers all social media including Facebook, Twitter, Instagram etc.).

YouTube

- Videos must include the **Lodha Preferred Partner logo** throughout and in the thumbnail.
- 'Lodha Preferred Partner' must be mentioned in the title of the video.
(Please refer Annexure 1, example 10)
- CPs must not use the term 'Lodha, Casa, Signet, Excelus, iThink, Crown or Palava' in the name of their company/firm.

Email

No use of term 'Lodha' in sender name or signature in case of emails, unless used in the form of 'Lodha Preferred Partner'.

Web advertising

CPs cannot run ad campaigns using Lodha / Palava / Luxury logos.

5. On-site photography or videography

- Capturing photos or videos within Lodha premises, including sales galleries, show residences, development models, or key amenities, is not allowed.

- This ensures that each visit remains a curated, guided experience. Our sales managers provide valuable insights into the design and unique features, which may be less impactful if shared online. Preserving this exclusivity helps customers fully appreciate the value of the development.

6. CP-led events

- Channel partners cannot conduct events on behalf of Lodha.
- Channel partners cannot represent Lodha in any events conducted by them or any third parties.

7. Project information & pricing

Accurate information

- All project details must be 100% accurate and updated from official Lodha sources.
- For pre-launch phases, share only official information post Lodha's official reveal.

Price communication

- Always advertise the correct price for each project. Refer to the official Lodha project website for the correct pricing.
- Advertising payment plans or discounts is strictly prohibited.
E.g. Payment plan: 25/25/25/25, special launch offers, attractive discounts, special offers on booking etc.

(Please refer to Annexure1, example 11)

8. Communication guidelines

Voice & tone

- Maintain an aspirational, elegant, and accurate tone in all communications.
- Avoid aggressive sales tactics.

Misrepresentation prohibited

- Never portray yourself as an employee of Lodha or use Lodha's name in your domain or email handle.

- It is mandatory to add the disclaimer 'This communication is from [CP Name], a Lodha Preferred Partner. It is not sent by Lodha or its affiliates.'
 - This must be in a font size at least 75% of the body text.

Do not disturb guidelines adherence

CP to respect customer requests for unsubscribing / DND and remove from their own database if so requested.

9. Guidelines for luxury projects

(All Lodha projects with pricing of 30 Cr+ fall under the luxury projects category)

- No online or social media advertising or presence to be carried out by CPs for Lodha Luxury projects.
- CPs need to submit profile details of sourced potential clients.
 - Each profile should include occupation, designation, their Lodha connection (if existing Lodha resident or Friends & Family Lodha contact); as well as the lifestyle criteria specific to the Lodha Luxury project that the profile is being sourced for.
- Lodha Sales leadership will carry out a screening of profile before having any client meeting.

Talking points

- Lodha will be providing specific talking points for each luxury project in the 'Friends & Family' phase.
- These talking points should not be considered a handout and should not be given in a written form.
- Lodha will be sharing an explanation for these points, so that CPs can convene the positioning and exclusivity of the project.

10. Do's and don'ts

Dos

- Tell the Lodha brand story with pride.
- Represent the brand with polish and professionalism.
- Speak the language of value, not price or discounts by focusing on the project's unique value propositions rather than offering discounts or negotiating price.
- Demonstrate deep knowledge of the project while communicating to a customer.
- The usage of the Lodha Preferred Partner logo is mandatory on all media sent on behalf of the CP.

Don'ts

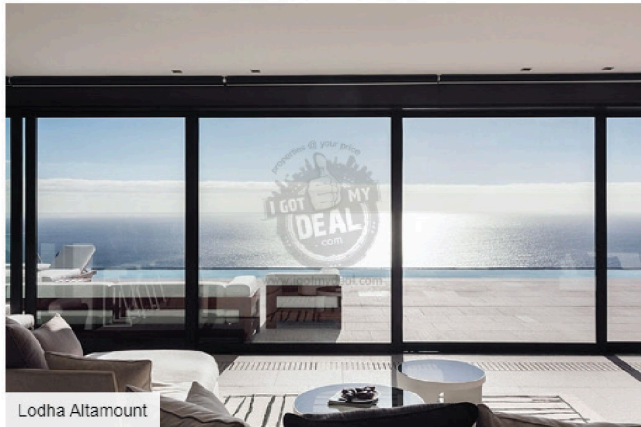






- Don't push discounts or negotiate aggressively.
- Don't oversell or make false promises.
- Don't prioritize volume over impact. It will result in more effective conversions and better customer relationships

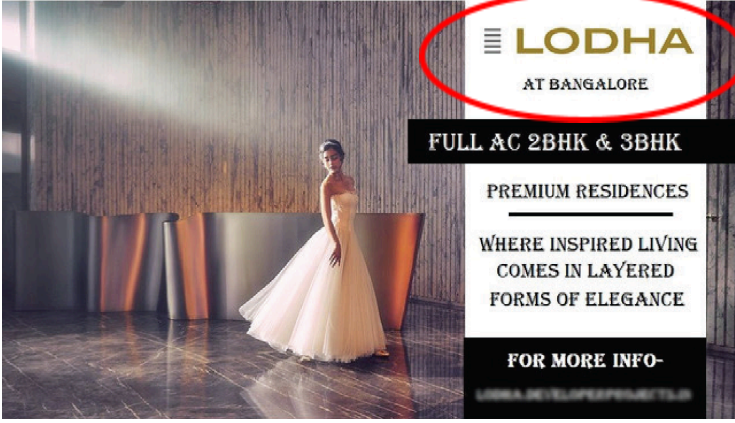
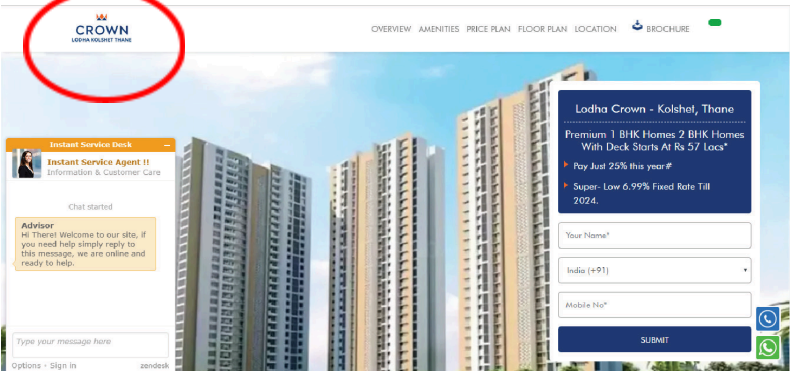
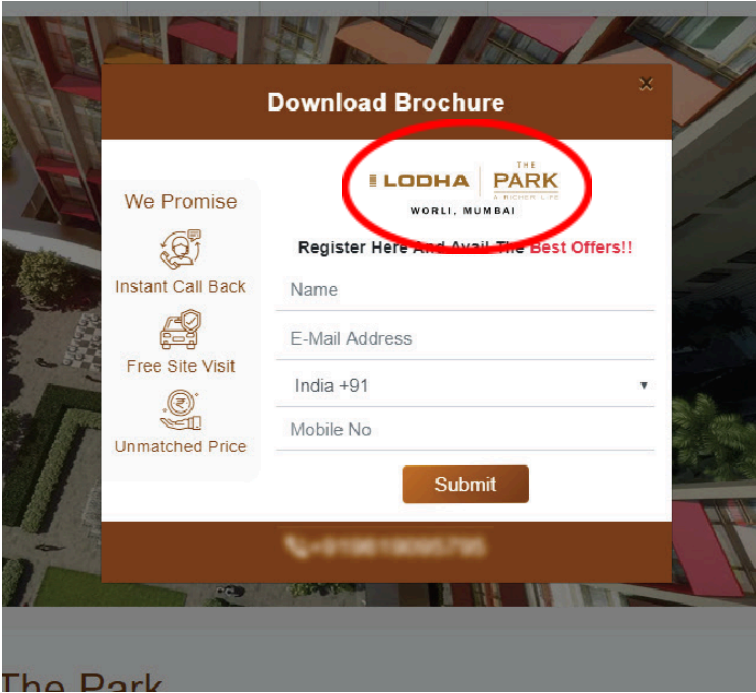
11. Issues related to non-compliance

- Any domain/account/content for promotional activities on Google or social media platforms found breaching the guidelines will be reported to the concerned platform authority.
- The action taken and the severity of the action is decided by the concerned platform authority at their own discretion. There is a possibility that your entire domain, website or social media account will be suspended. Lodha will not be able to revive your domain, website or social media account.
- In case the domain, website or social media post is not acted upon by the relevant authorities, Lodha may consider sending a legal notice to the infringer, based on the severity of the infringement.

12. Annexures

1. Examples of usage of creative assets and the official Lodha logo.

S.No.	Description	Example						
1	<p>Incorrect:</p> <p>Usage of wrong or fake image: Altamount does not have this type of sea view.</p>	<div></div> <div></div>						
2	<p>Incorrect:</p> <p>Example of wrong usage of logo: Preferred partner logo not used.</p>	<div></div> <table><tr><td>3 BHK</td><td>₹ 1.99 Cr</td></tr><tr><td>3.5 BHK</td><td>₹ 2.99 Cr</td></tr><tr><td>4 BHK Penthouse</td><td>₹ 3.99 Cr</td></tr></table> <div><div>LODHA GIARDINO</div><div>Nagar Road - 2min</div><div>World Trade Center - 5min</div><div>Nr. EON IT Park, Kharadi</div></div> <div>Download ></div>	3 BHK	₹ 1.99 Cr	3.5 BHK	₹ 2.99 Cr	4 BHK Penthouse	₹ 3.99 Cr
3 BHK	₹ 1.99 Cr							
3.5 BHK	₹ 2.99 Cr							
4 BHK Penthouse	₹ 3.99 Cr							

3	<p>Incorrect:</p> <p>Usage of Lodha's official logo.</p>	 <p>The image shows a promotional poster for 'LODHA AT BANGALORE'. It features a woman in a white dress standing in a modern interior. The Lodha logo is circled in red. Text on the poster includes 'FULL AC 2BHK & 3BHK', 'PREMIUM RESIDENCES', 'WHERE INSPIRED LIVING COMES IN LAYERED FORMS OF ELEGANCE', and 'FOR MORE INFO-'. At the bottom, it says 'LODHA DEVELOPMENTS LTD'.</p>
4	<p>Incorrect:</p> <p>Usage of the official Crown logo.</p>	 <p>The image is a screenshot of the 'Lodha Crown' website. The 'CROWN' logo is circled in red. The page includes a navigation bar with links like 'OVERVIEW', 'AMENITIES', 'PRICE PLAN', 'FLOOR PLAN', 'LOCATION', and 'BROCHURE'. A chat window is open on the left with a service agent. On the right, there's a section for 'Lodha Crown - Kolshel, Thane' with details about premium homes and a contact form.</p>
5	<p>Incorrect:</p> <p>Usage of Lodha's official logo, and usage of the official project logo without the preferred partner logo.</p>	 <p>The image shows a 'Download Brochure' form for 'THE PARK' project in Worli, Mumbai. The Lodha logo is circled in red. The form includes fields for Name, E-Mail Address, and Mobile No., along with a 'Submit' button. On the left, there are icons and text for 'We Promise' including 'Instant Call Back', 'Free Site Visit', and 'Unmatched Price'.</p>

6	Incorrect: Usage of an altered/modified preferred partner logo.	 A screenshot of a website header for 'LODHA MIRABELLE'. The logo 'LODHA' is in gold and 'MIRABELLE' is in black. Below 'LODHA' is the text 'PREFERRED PARTNER'. The entire logo is circled in red. To the right are links for 'Home' and 'Price'. Below the header is a banner for 'NEW LAUNCH LODHA MIRABELLE-PHASE 2' over an aerial view of a residential complex.
7	Correct: Usage of CP's own company logo.	 A screenshot of a website header for 'PROPTIGER'. The logo 'PROPTIGER' is in orange and black. It is circled in green. To the right is a search bar with 'Mumbai' selected. Below the header is a blue rectangular placeholder.
8	Correct: Usage of official preferred partner logo.	 The official 'LODHA PREFERRED PARTNER' logo. 'LODHA' is in gold, and 'PREFERRED PARTNER' is in black.
9	Correct: Usage of official project logo along with preferred partner logo.	 Two logos side-by-side. On the left is the 'LODHA PREFERRED PARTNER' logo. On the right is the 'LODHA ÉLANOR' logo, where 'LODHA' is in gold and 'ÉLANOR' is in black.

<p>10</p>	<p>Incorrect:</p> <p>Representation of Lodha on YouTube.</p> <p>No preferred partner logo used. No mention of Lodha Preferred Partner in the video title.</p>	 <p>Lodha preferred partner Logo to be embedded in a clearly visible size for the entire duration, including thumbnail. (Can be on either of the top corners.)</p> <p>'Lodha Preferred Partner' phrase to be mentioned here.</p>
<p>11</p>	<p>Incorrect:</p> <p>Advertising incorrect information.</p>	 <p>All project details mentioned in this video are incorrect.</p>