



KALPATARU®



Brand Guide for Channel Partners

Kalpataru Ltd.

Table of contents

Welcome	3
Logo	4
Logos and Text	5
RERA ID	6
Copy and Legal	7
Use of Domain	8
Images and Renders	9
CP Representation	10

Introduction

Founded in 1969, Kalpataru Limited is one of India's leading real estate companies. A recipient of several global awards in design and quality, Kalpataru has created defining landmarks that have set new standards in real estate development for close to half a century.

Built on the strong values of ethics, quality, prudence, humility, respect, and transparency, the company's projects that extend across multiple locations in 9 cities have redefined the skylines of the cities which they proudly adorn. Kalpataru Limited is part of the Kalpataru Group, one of India's leading conglomerates with interests spanning Real Estate, Power Transmission and Distribution, Civil Infrastructure and Logistics.



Welcome

Welcome to the Brand Guide for Kalpataru Channel Partners

The purpose of this document is to help you accurately and consistently leverage the strength and recognition of the Kalpataru Brand in your own marketing materials.

Trust is the cornerstone of our industry. As our partner in providing high-quality products to our consumers, it's just as essential that your customers trust your brand and expertise as it is for you to rely on ours.

One of the best ways to achieve this is to maintain strong, consistent branding and messaging across all of your communications channels. Use this guide to help you in that process.

Contact

Questions regarding these guidelines can be directed to your dedicated Kalpataru Representative

Stand alone use of the official Kalpataru Registered Logo is NOT permitted

We encourage our channel partners to leverage the strength and recognition of our brand. Please do not use any of the following logos with the registered trademark sign as a stand alone without your own logo.

1. Standard logos of Kalpataru to be used along with the CP's own logo.

These are available in full color, and text in black and reverse (white), in horizontal orientation only .

All communication to have Kalpataru logo placed distinctly on top right along with the Channel Partner's own logo.

Logo - Full color- Black font- DO NOT USE AS STAND-ALONE



Logo - Full color- White font- DO NOT USE AS STAND-ALONE



Under no circumstances the Kalpataru logo mnemonic (tree) should be changed or the logo be broken up in two parts

2. Product-specific logos

For pieces that only feature one particular product, you may also use a product-specific logo. The project logos may or may not have the brand logo as a part of the same. You should not use Kalpataru® registered trademark, unless Kalpataru name forms the part of the project logo. Kindly use the project logo as is (as given by the brand).

Project logo- Eg 1



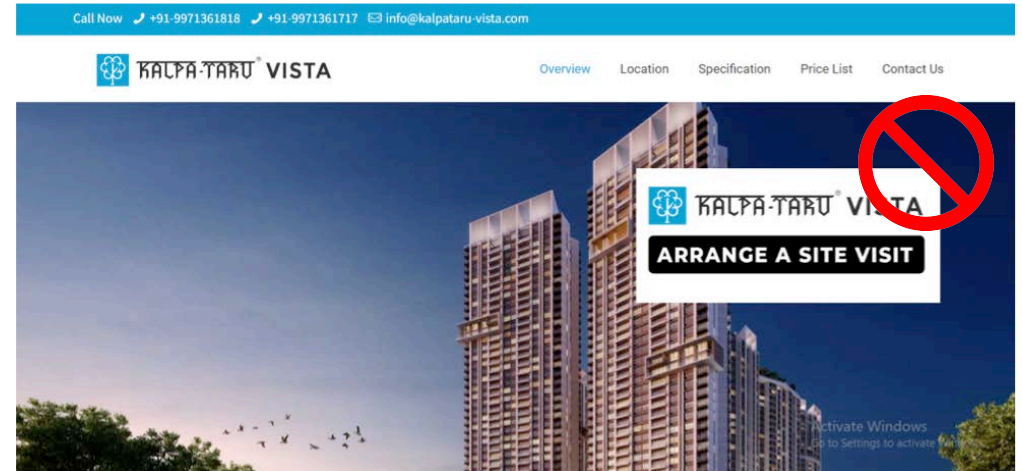
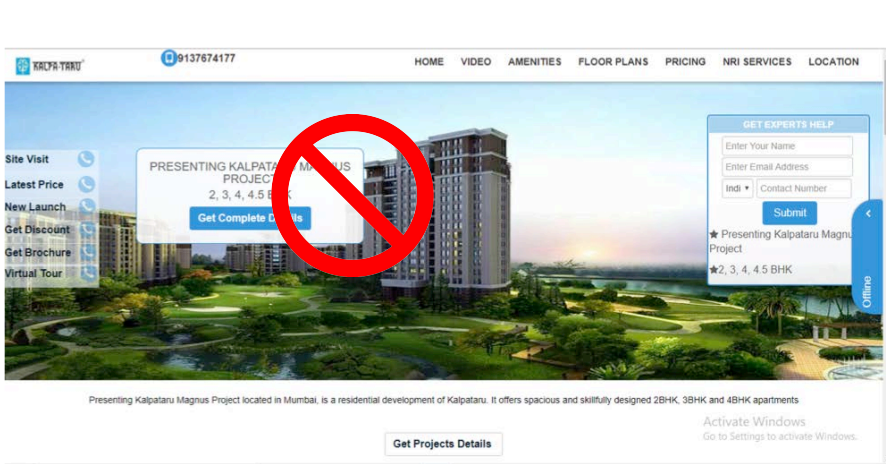
Project logo- Eg 2



LOGOS AND TEXT

Do not change the logo or use it over the image!

The following variations are examples of logos that are not acceptable for use under any circumstances. We must make sure that the project images provided must not be cut with the logo or any other text over the image.



Disclose channel partner name upfront

Clearly depict Channel partner's company name/logo on top of website.

The channel partner's own logo should be in the first scroll of the website and in content so the user has clarity that it's not Kalpataru's website. The website or any communication by the channel partner must not be represented or mimic the brand's official outlook.

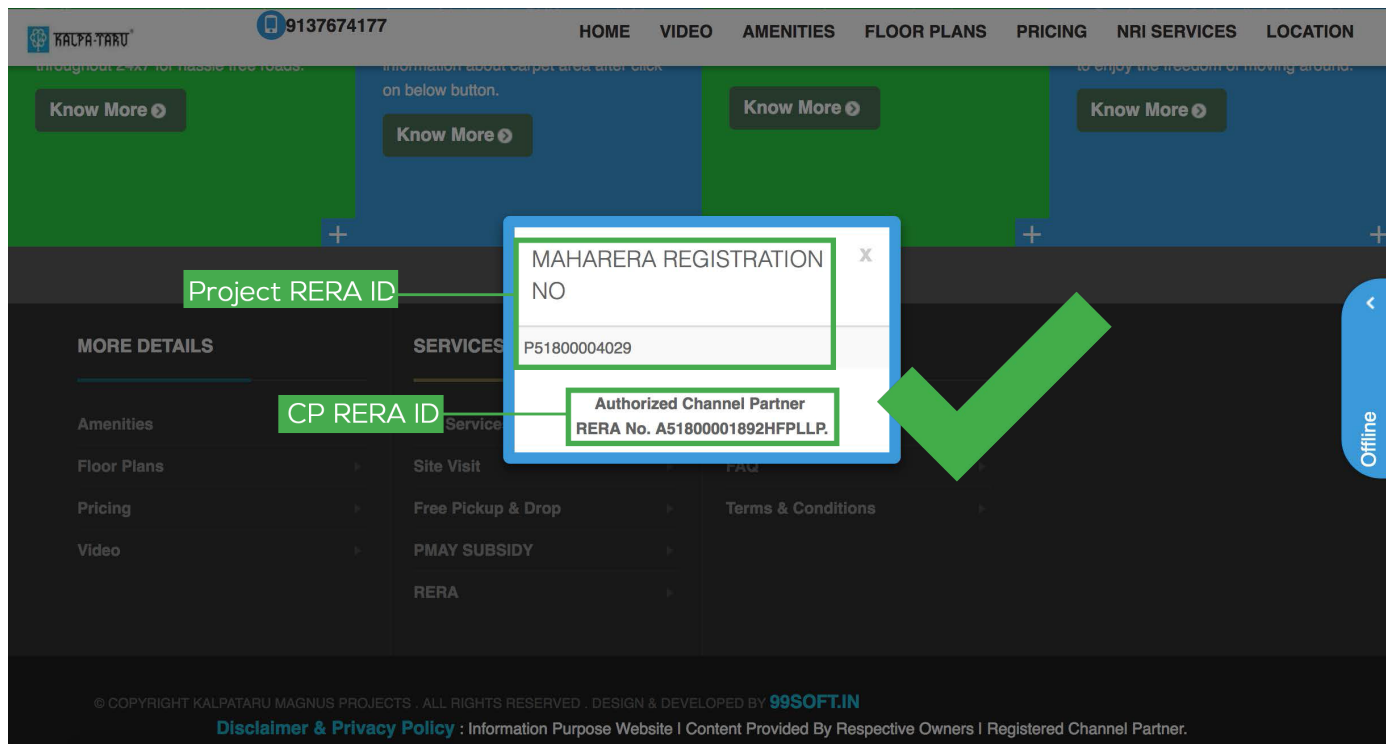
The Channel Partner must impart the correct/right information about the project (provided by the brand) to the customer.

RERA ID

Always ensure that the rera id of the particular project provided by the brand is mentioned along with the RERA id of the channel partner itself.

The RERA ID must always be correct and necessarily mentioned on the website where it is clearly visible, to be taken note of by the audience.

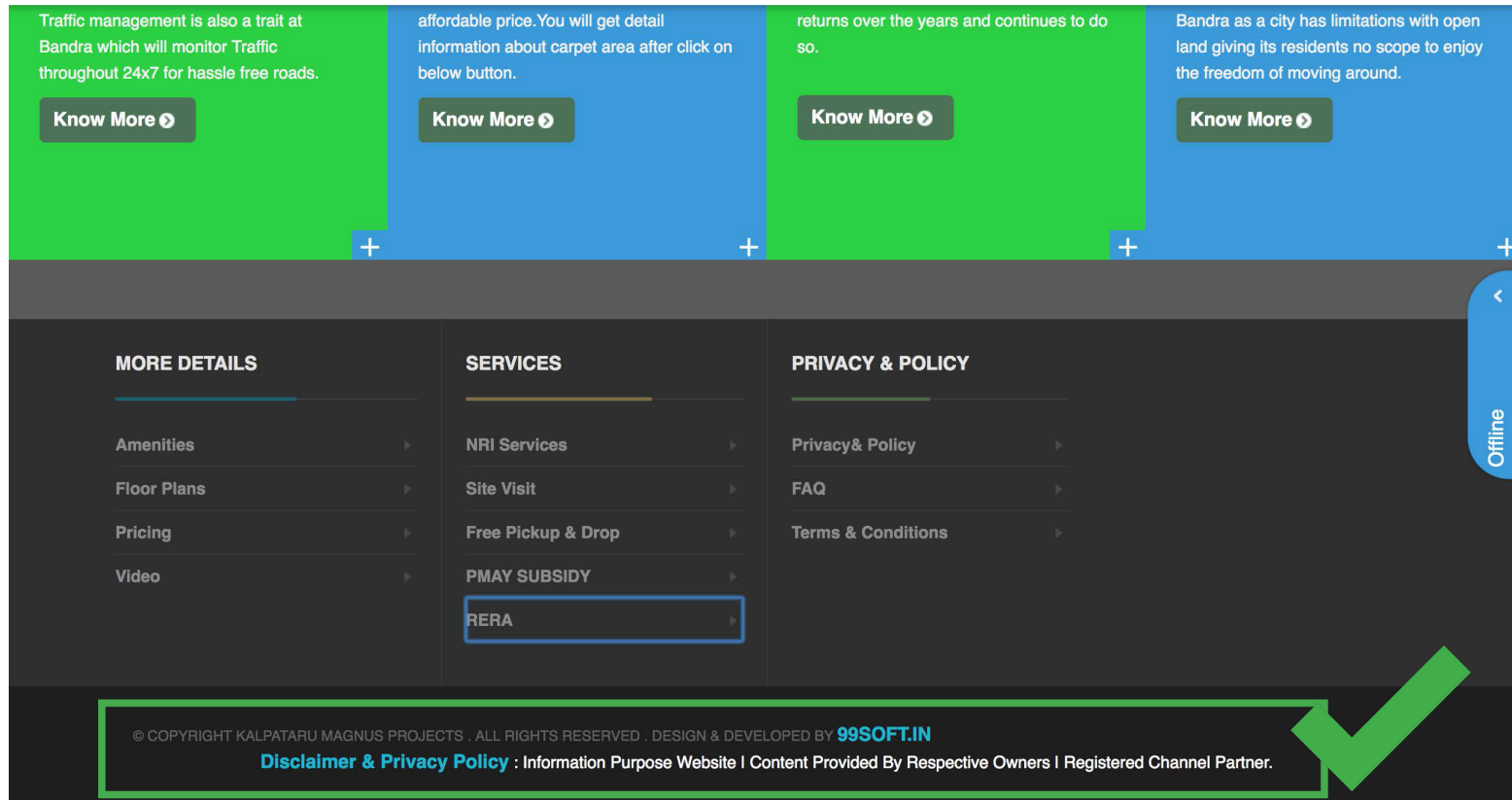
The channel partner must incorporate the RERA disclosure and RERA line on all communications (print and digital).



COPY AND LEGAL

The channel partner must be mentioned if they are an **official registered partner** with Kalpataru and all pricing of the project mentioned on the website must be the one given by Kalpataru.

All official copy (information i.e., amenities, area, location, floor plans etc) about the projects must be the ones that are provided by Kalpataru.



Incorrect details / Pricing on the channel partner's websites is strictly prohibited.

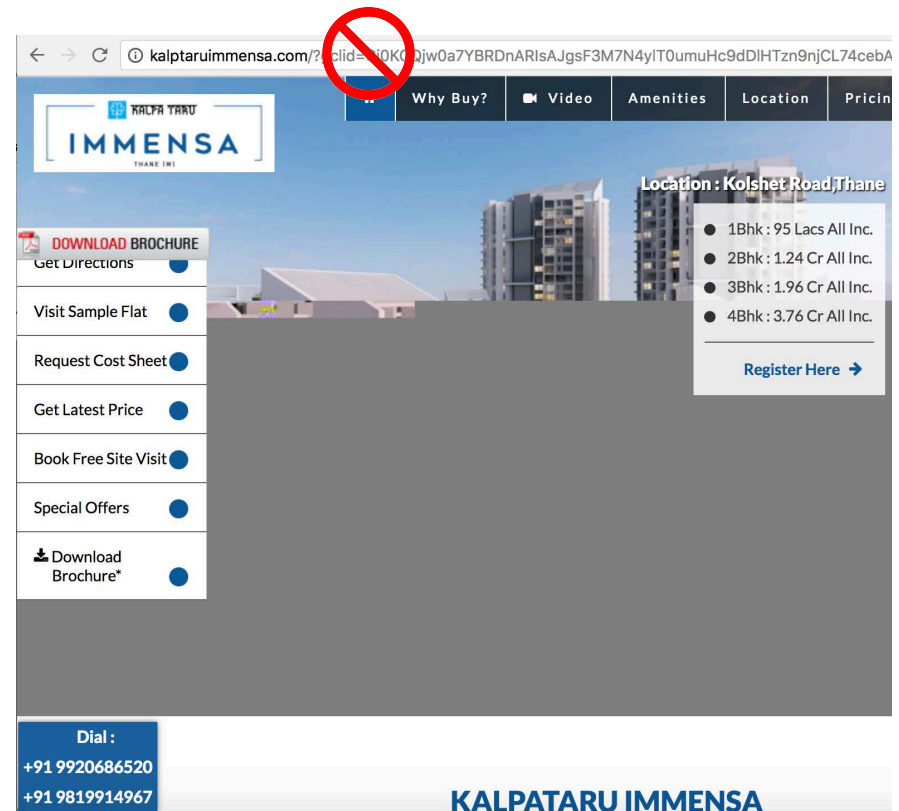
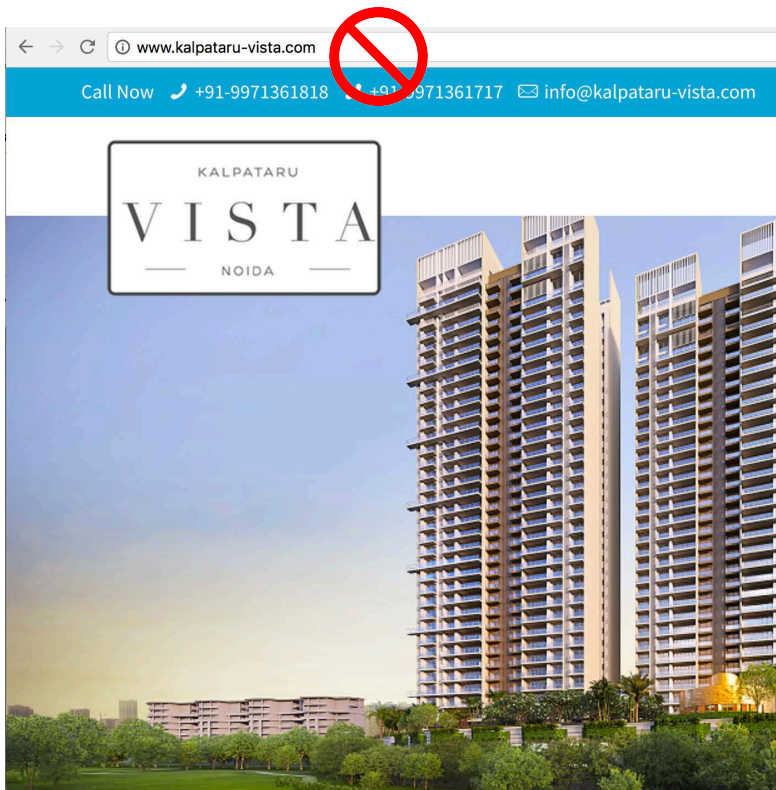
The channel partner must always have a disclaimer *"Prices are subject to change without prior notice and the above is indicative pricing only"* at all communication mediums to the customer.

USE OF DOMAIN

The channel partners must not use domain names that mention the brand name & project names in their domain's addresses. A channel partner's domain name should not conflict with Kalpataru Limited's project trademark and copyrights.

E.g. – these are names that cannot be used :

www.kalpatarunoida.co.in
www.kalpatarusector150noida.upcomingestate.com/
www.kalpatarubuilders.in/noida/kalpataru-vista/
www.kalpataruvista.ind.in/
www.kalpataruvistaproject.in
www.kalpataru-vista.com



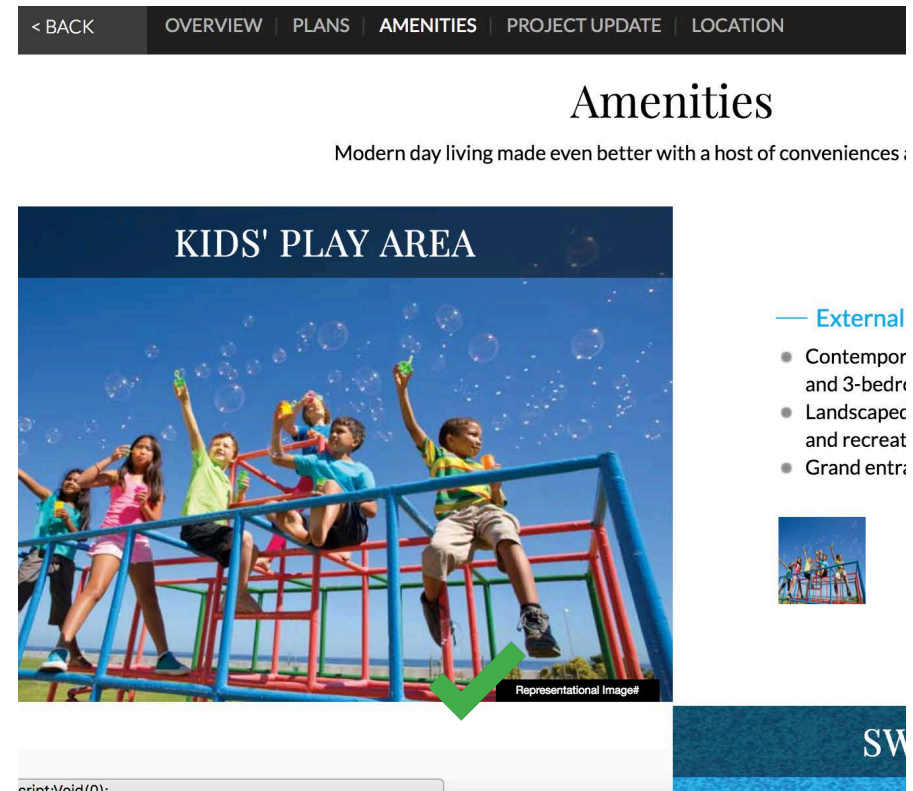
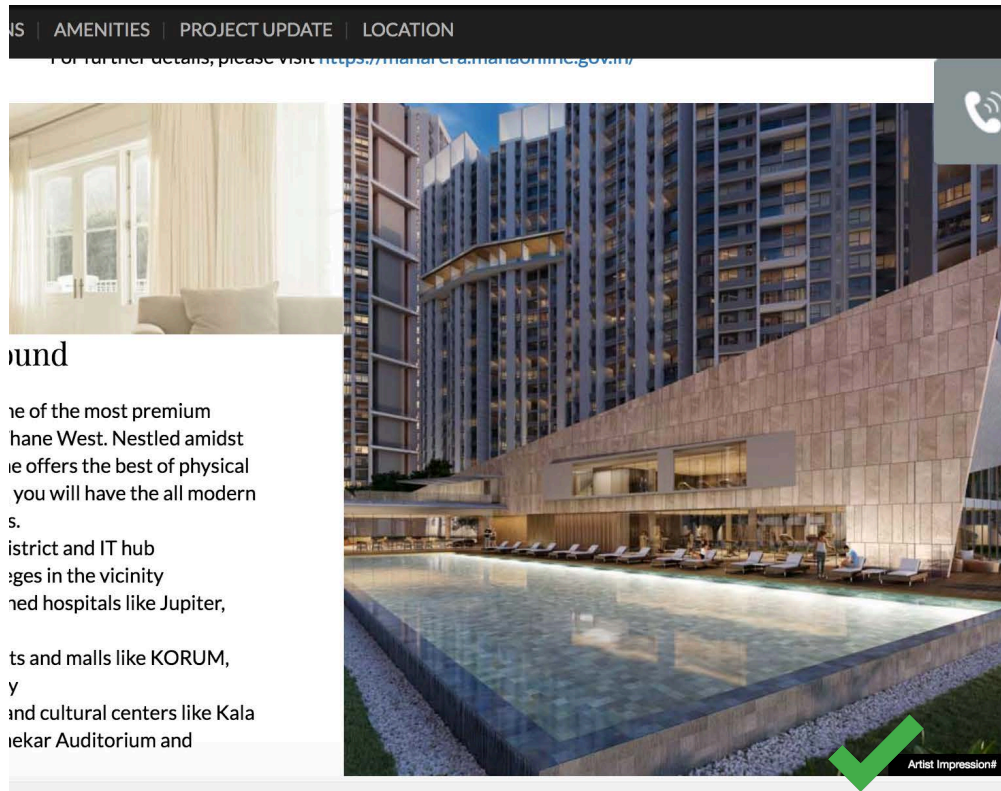
The channel partner website template should be different from the Kalpataru Limited corporate website.

IMAGES AND RENDERS

Use approved images / renders only as shared in the channel partner kit.

While using images, the following disclosure needs to be incorporated on the bottom right of the image and their corresponding disclosures needs to be used.

- o Lifestyle image – Representational Image
- o Render – Artist's Impression



Only use the approved project brochure as provided by the brand in the channel partner kit for all communication.

CHANNEL PARTNER REPRESENTATION

Other Mediums like Email / SMS/calling etc:

The channel partner need to represent themselves as 'Official Channel Partners' during all interaction and communication with the customer and **not** misrepresent themselves as a Kalpataru brand official.

Example:

WRONG

- I am XYZ calling from Kalpataru
- I am XYZ calling on behalf of KALPATARU

RIGHT

- I am XYZ calling, the authorized channel partner or I am XYZ, the authorized partner.

Channel Partners must only share marketing materials approved by Kalpataru and not make any commitment on behalf of KALPATARU without prior written approval of the authorized personnel of KALPATARU

Incorrect details / pricing Strictly not permitted

Site Visit:

Broker accompanying the customer is mandatory and need to sign the CIF form in person



KALPA-TARU[®]

Corporate Headquarters.
Kalpataru Ltd.
101, Kalpataru Synergy,
Opp. Grand Hyatt, Santacruz (E),
Mumbai, India 400 055

Phone: +91 - 22 - 3064 5000
Fax: +91 - 22 - 3064 3131