Affiliate Marketing Agreement

This agreement is made between the Merchant and the Affiliate named below and takes effect on the date of the last signature.

Merchant

LEGAL NAME

EMAIL

PHONE

GSTIN

ADDRESS

Affiliate

LEGAL NAME

EMAIL

PHONE

GSTIN

ADDRESS

Purpose

The Merchant admits the Affiliate to its affiliate programme to promote its products using tracked links.

Programme

PAYOUT MODEL

PAYOUT RATE (₹ OR %)

COOKIE WINDOW (DAYS)

MINIMUM PAYOUT (₹)

WEBSITE OR CHANNEL

Payment

Approved commissions are paid monthly once they reach the minimum payout, after the return window closes. TDS applies.

Specific terms

- Prohibited tactics. No bidding on the Merchant's brand keywords, cookie stuffing, spam or misleading claims.
- Disclosure. The Affiliate discloses its affiliate relationship as ASCI guidelines require.
- Reversals. Commission is reversed for returned, cancelled or fraudulent orders.

Standard commercial terms

- Confidentiality. Prices, customer data and business plans shared under this agreement are kept confidential during it and for two years after.
- Liability. Neither party is liable for indirect or lost-profit losses. Each party's total liability is capped at the amount paid or payable in the 12 months before the claim, except for fraud or breach of confidentiality.
- Termination. Either party may end this agreement by written notice of the period below, or at once for a material breach not fixed within 15 days. Orders already accepted are completed.
- Force majeure. Neither party is liable for delay caused by events beyond its reasonable control, such as natural disasters, epidemics or government action.

Notice period to terminate

○ 7 days ○ 15 days ○ 30 days

Initials

General terms

- Governing law. This document is governed by the laws of India.
- Entire agreement. This document is the whole agreement between the parties on its subject and replaces earlier discussions.
- Amendments. Changes are valid only in writing signed by both parties.
- Severability. If a clause is unenforceable, the rest of the document still applies.
- Notices. Notices may be sent to the email addresses given above and take effect on delivery.
- Electronic signatures. The parties agree to sign electronically; electronic signatures and records are valid under the Information Technology Act, 2000.

Merchant

SIGNATURE

PRINTED NAME

DATE

Affiliate

SIGNATURE

PRINTED NAME

DATE