Influencer Contract

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

Brand

LEGAL NAME

EMAIL

PHONE

GSTIN

ADDRESS

Influencer

FULL NAME

EMAIL

PHONE

ADDRESS

Scope of work

The Influencer will create and publish the sponsored content below promoting the Brand's product or service, following the Brand's brief.

PLATFORM

HANDLE

FOLLOWERS

REELS OR VIDEOS

STATIC POSTS

STORIES

GO-LIVE DATE

BRAND USAGE RIGHTS

EXCLUSIVITY

Fees and payment

FEE (₹)

PAID

PAN

UPI ID OR BANK ACCOUNT

Specific terms

- Disclosure. Every post carries a clear label such as #ad or "Paid partnership", as the ASCI influencer guidelines require.
- Approval. The Influencer shares drafts 3 days before going live; the Brand gives feedback within 2 days.
- Keep live. Posts stay up for at least 90 days and are not archived early.
- TDS. The Brand may deduct TDS under the Income-tax Act where it applies.
- Exclusivity. During the exclusivity period the Influencer does not promote directly competing brands.

Standard terms

- Independent contractor. The Influencer is an independent contractor, not an employee, and is responsible for its own staff, taxes and statutory dues.
- Ownership. The Influencer keeps ownership of its materials and grants the Brand a non-exclusive, non-transferable licence to use the deliverables for the purpose described in this agreement.
- Confidentiality. Each party keeps the other's non-public information confidential during this agreement and for two years after it ends.
- Liability. Except for fraud, wilful misconduct or breach of confidentiality, each party's total liability is limited to the fees paid in the three months before the claim.
- Termination. Either party may end this agreement by written notice of the period chosen below, or at once if the other party commits a serious breach and does not fix it within 7 days. The Brand pays for work done up to the end date.
- Taxes. Fees exclude GST, which is added to invoices where applicable.

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.

Brand

SIGNATURE

PRINTED NAME

DATE

Influencer

SIGNATURE

PRINTED NAME

DATE