Guidelines governing 3rd party usage of their association with company and visits to project locations

1. 3rd party usage of their association with company
    a. 3rd party working on project means any consultant / vendor / supplier working directly on a project ("Project 3rd party").
    b. Any project 3rd party is not permitted to use their association with any project of the company prior to marketing launch of the said project.
    c. Thereafter, the project 3rd party can use approved photograph(s) and text in relation to the project on their website, in their marketing material or for any material which is solely meant for usage/circulation within their company, with prior approval of the Corp Comm cell. However, no material or proprietary technical or commercial information shall be shared on such media. Further, the right to use such name and data will cease 24 months from the date of end of construction of the project, except in case of design consultants who can use the same in perpetuity.
    d. Consultants are generally not permitted to use any content created as part of the project in any external forum eg. media releases, seminars or workshops involving external parties. Any exception shall be on recommendation of HOD and with prior approval of Corp Comm. Such exception has to justified by the recommending HOD on the basis of significant business gain to Lodha.
    e. Usage of names of any Lodha associates is not permitted in any such material. Exceptions are permitted for level C/0 only with prior approval of Corp Comm.
    f. In case 3rd party requires a reference letter, same can be issued with signature of by Level 0 of Procurement subject to the said 3rd party not being in default of its obligations and generally having completed its work in satisfactory manner update date of the issuance of such letter.
    g. These guidelines do not apply to sales brokers / consultants, who shall be permitted to use project details as per approved material released by Sales / Marketing.

2. Access to Project locations by non-project 3rd parties
    a. This applies to the project site and sales office / sample flat thereto ("project locations").
    b. Project 3rd parties are allowed access to the project location, as may be appropriate for the purposes of fulfilling their project responsibilities. However, any associates of these entities who are not directly working on the project shall be treated as "non-project 3rd parties" and follow the guidelines thereto.

c. Any non-project 3rd parties viz. individuals or entities not directly involved with the project are NOT TO BE PERMITTED to visit the project locations. Any exception is permitted only if all of the following conditions are satisfied:
    i. Approval of level 0 or higher.
    ii. The people visiting are someone we want to oblige for significant business gains OR are people who we want to expose to the company's functioning for business gains eg. students from premier institutions, representatives of financial institutions, world-class consultants who are engaging with to work on other projects of the company.
    iii. The visit is with along with a Lodha associate of Level 2 or higher.
    iv. No photographs or videography is permitted on such visits (including through cell phones).
d. Prospective customers shall have access to under construction project site as per arrangement agreed on site between Sales and Construction Management to ensure that the access is in a safe manner and serves the requirements of Sales to show the site to prospective customers.
e. These guidelines do not apply to existing customers and sales brokers/consultants, who shall have access to the sales office / sample flat as per policies off the Sales department AND shall generally not have access to under construction project site, unless such visit is approved by Level C/0 of Marketing, Sales & Customer Care or Director-Sales.
f. These guidelines do not apply to Lodha associates who can visit the project locations in course of any requirement emanating from company-related works.