**Policy wrt Brand / Signage Placement of Occupiers (Owners / Leasees) of Office Premises**

1. Policy wrt Façade Signage
    a. Façade signage opportunities shall only be provided to the major occupants of a wing / building.
    b. Following will be the criteria to be fulfilled in order to qualify to obtain a façade signage opportunity:

| **Brand** | **Min. % of Total leaseable area occupied in the concerned wing / building** | **Max. no. of Façade signage opportunities in a given wing / building** |
|---|---|---|
| Excelus | 25% | 3 |
| Supremus | 50% | 1 |
| iThink | 50% | 2 |

    c. The location, dimensions (L x W x H), colour restrictions and type (backlit, Neon, non-lit) etc. of the permissible façade signage shall be decided solely by Lodha (Design) and informed to Sales at the time of launch of booking. No changes in the same shall be permitted under any circumstances whatsoever.
    d. All works related to the façade signage fabrication & installation shall be done by Lodha (CM).
    e. All works related to the electrification of the signage (if any) shall be done by Lodha (CM).
    f. In case of any damage / repairs to the signage, post installation, such works shall be carried out by Lodha (FM).
    g. In case of all expenses related to d-f, Lodha shall charge the Occupier at Cost + 25% - charges related to d and e shall have to be paid by the Occupier, at least 6 months prior to possession. All such charges shall be collected by Customer Care (head to be decided by Customer Care).
    h. All works related to the maintenance / electric consumption (if any) of the signage during operation phase shall be done by Lodha (FM) and charged as a separate monthly fee to those having the Façade signage. The said monthly fee shall be decided by FM from time to time on cost + margin basis.
    i. In case a building is entirely occupied by a single occupier, the entire signage space available (in terms of the numbers given above), shall be made available to the said tenant, who can put up one sign of any size which fits within the said available area.

2. Policy wrt Open Signage

    a. Open Signage (poles etc.) shall be installed only in case of large campuses, where several occupiers have their own individual buildings.
    b. In such cases, Signage Pole shall be installed at prominent location at entrance of the campus and each full building/wing occupier (or occupier

occupying at least 50% of an individual building / wing) shall be entitled to one signage on the same. The maximum no. of available slots shall be '**no. of wings planned on campus* 1.5**'.

c. The location, dimensions (L x W x H), colour restrictions and type (backlit, Neon, non-lit) etc. of the façade signage shall be decided solely by Lodha (Design) and informed to Sales at the time of launch of booking. No changes in the same shall be permitted under any circumstances whatsoever.
d. All works related to the façade signage fabrication & installation, shall be done by Lodha (CM).
e. All works related to the electrification of the signage (if any) shall be done by Lodha (CM).
f. In case of any damage / repairs to the signage, post installation, such works shall be carried out by Lodha (FM).
g. In case of all expenses related to d-f, Lodha shall charge the Occupier at Cost + 25% - costs related to d and e shall have to paid by the Occupier, atleast 6 months prior to possession. All such charges shall be collected by Customer Care (head to be decided by Customer Care).
h. All works related to the maintenance / electric consumption (if any) of the signage during operation phase shall be done by Lodha (FM) and charged as a separate monthly fee to those having the Open signage. The said monthly fee shall be decided by FM from time to time on cost + margin basis.

3. <u>Policy wrt Signage in Building Lobby</u>

a. Each occupier (irrespective of area occupied) of a building / wing shall be entitled to one signage per floor (or part thereof) occupied by them, displaying its name / logo on the name list in the lobby of the building / wing.
b. The name list shall be prepared floor wise, with space for name / logo plates to be slid in / out. The x-dimension (horizontal) length of the name board shall be such that name / logo plates can be put in for the maximum planned no. of occupiers on that floor.
c. The occupier shall be required to provide its name / logo to be installed in the name list in electronic format at time of registration of agreement. Customer care shall collect the same for all customers and forward to Project Architect three months before date of scheduled possession.
d. The size, type, material etc. of the name list and name / logo plates shall be decided solely by Lodha (Design).
e. This policy shall not apply in the case of those buildings where it is known (atleast 3 months before possession) that it is a single occupier building, in which case no name list shall be put in the lobby.

In all other areas, policy guidelines as applicable for residential building signage shall be followed.