

BRAND GUIDELINES

for Channel Partners





Introduction

Welcome to the Dosti Realty Ltd. Brand Guidelines for Channel Partners. This document is designed to help you effectively promote Dosti Realty Ltd.'s projects across Mumbai and Pune while maintaining the integrity and consistency of our brand. Trust and professionalism are crucial in our industry. By following these guidelines, you ensure a unified brand presence and uphold the high standards associated with Dosti Realty Ltd.

Why Follow Guidelines?



BRAND PROTECTION

Dosti Realty Ltd. is a registered and trademarked brand. Unauthorized use or misrepresentation can lead to serious consequences.



COMPLIANCE

Adhering to these guidelines helps avoid legal issues & conflicts with regulatory authorities.



PROFESSIONALISM

Consistent branding reinforces trust & credibility with potential customers.



Logo Usage

STAND-ALONE USE



The Dosti Realty Ltd. registered logo cannot be used alone.

STANDARD LOGO



AUTHORISED CHANNEL PARTNER



Use the Dosti Realty Ltd. logo alongside the "Authorized Channel Partner" logo, ensuring a horizontal orientation. Dosti Authorised Channel Partner logo template is provided in the brand kit.

PROJECT LOGOS



AUTHORISED CHANNEL PARTNER

Use project-specific logos as provided by the brand team. These may or may not include the Dosti Realty Ltd. logo. When using project logos, include both the Dosti Realty Ltd. logo & the "Authorized Channel Partner" logo. Dosti Authorised Channel Partner logo template is provided in the brand kit.

LIGHT BACKGROUND



AUTHORISED CHANNEL PARTNER

DARK BACKGROUND

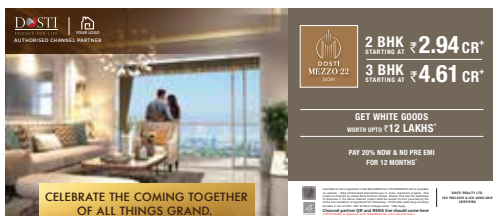


AUTHORISED CHANNEL PARTNER

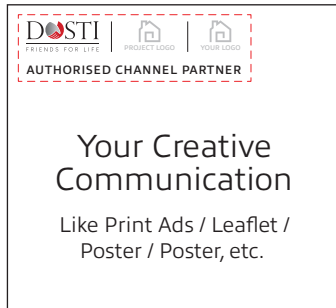
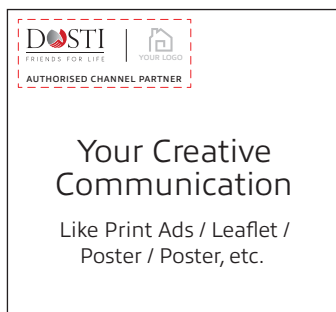
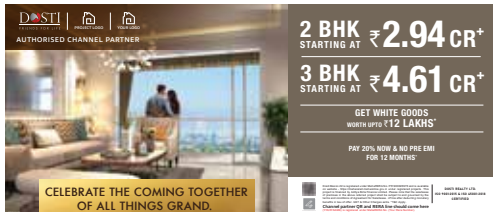
COMMUNICATION

Place the Dosti Realty Ltd. logo prominently on the top left of all communications, along with the disclaimer "Authorized Channel Partner" & your own logo.

Example



Example





Creative Design Guideline

Creating your design using logo,
DOSTI authorised image(s), Offer and RERA



Dosti Logo
& Channel
Partner's
Logo

Display approved
project details
as included in
the **brand kit**



2 BHK
STARTING AT ₹ **2.94 CR⁺**

3 BHK
STARTING AT ₹ **4.61 CR⁺**

GET WHITE GOODS
WORTH UPTO ₹12 LAKHS*

PAY 20% NOW & NO PRE EMI
FOR 12 MONTHS*

Include project's
and channel partner
RERA number
and QR code.



Dosti Mezzo 22 is registered under MahaRERA No. P51900026976 and is available on website - <https://maharera.mahareraonline.gov.in> under registered projects. This project is financed by Aditya Birla Finance Limited. Please note that the sale/lease of premises in the above referred project shall be subject to and governed by the terms and conditions of Agreement for Sale/lease. *Price after deducting monetary benefits in lieu of offer. GST & Other Charges extra. *T&C Apply.

Channel partner QR and RERA line should come here
(YOUR NAME) is registered under MahaRERA No. (Your Rera Number)

DOSTI REALTY LTD.
ISO 9001:2015 & ISO 45001:2018
CERTIFIED

Creative Design Guideline

Creating your design using only DOSTI authorised images and/or renders

Images/

Renders:

Use only approved
images or renders
included in the
brand kit

Brochures:

Only use the approved project brochure as provided by the brand.

Disclaimers:

Ensure creatives have proper disclaimers, such as “Artistic Impression” or “Actual Image,” and include the RERA number and other relevant information as provided in the **brand kit**.

DOSTI
FRIENDS FOR LIFE
AUTHORISED CHANNEL PARTNER

YOUR LOGO

LAVISH INDULGENCES FOR EVERY DAY

Artistic Impression

DOSTI GREENSCAPES

2 BHK
STARTING AT
₹ 79 LAKHS**

3 BHK
STARTING AT
₹ 1.11 CR**

4 BHK
STARTING AT
₹ 1.70 CR**

GET WHITE GOODS WORTH UP TO ₹5 LAKHS*

SMART TECH ENABLED PROJECT FEATURES

Co-Working Space in Club Bliss • Technology Efficient Conference Room in Club Bliss • Meeting Rooms • Wi-Fi Hotspots**
• Provision for Home Automation • Motion Sensor Enabled Lighting for Podium and Lobbies • RFID Based Access System For Project Security

DOSTI CLUB BLISS*

Gymnasium • Yoga & Aerobics Room • Billiards / Pool Table • Chess, Carrom Area • Mini Library • Meeting Rooms • Rooftop Seating

Artistic Impression

1.5 KMS* FROM CAMP | 2 KMS* FROM RACE COURSE | 2 KMS* BEFORE MAGARPATTA CITY

Site Address: Dosti Greenscapes, Indian Hume Pipe Compound, 2 km after Race Course, 2 km before Magarpatta City, Solapur Road, Hadapsar, Pune - 411 013.

DOSTI REALTY LTD.
ISO 9001:2015 & ISO 45001:2018
CERTIFIED



Guidelines for Offline Marketing

For any offline media promotions, such as newspaper advertisements, inserts or outdoor advertisements like hoardings, banners and pole kiosks, formal written approval from Dosti Realty Ltd. Marketing Division is mandatory. Execute the advertisement only after receiving this approval. Always incorporate your brand identity, relevant RERA number and a QR code and ensure all project-related information, including configuration typology, terminology and sizes in sq. ft. or sq. m is sourced from official Dosti Realty content.



RERA
NUMBER



QR
CODE



BRAND
GUIDELINES



OFFICIAL DOSTI
REALTY CONTENT.

Guidelines for Online Marketing



DOMAIN
NAMES

Do not use Dosti Realty Ltd. or project names in domain names.

Example

- ✓ www.channelpartnername.com/dostirealtyprojectname/.
- ✗ www.dostiprojectname.com.



QR CODE

All communications should include a valid QR code related to the project.



APPROVAL

All digital communications must be approved by the Dosti Realty Ltd. brand team.



INCOMING
CALLS

Representatives must state that they are an Authorized Sales Partner of Dosti Realty Ltd.



PRE-LAUNCH
PROJECTS

Any information about upcoming or unlaunched projects is not to be circulated to customers or marketed unless authorised by Dosti Realty Ltd in writing. In case you have already published such information remove the communication immediately.



BUSINESS/
GOOGLE
LISTING

Do not create a Dosti Realty Ltd. business listing or Google listing.

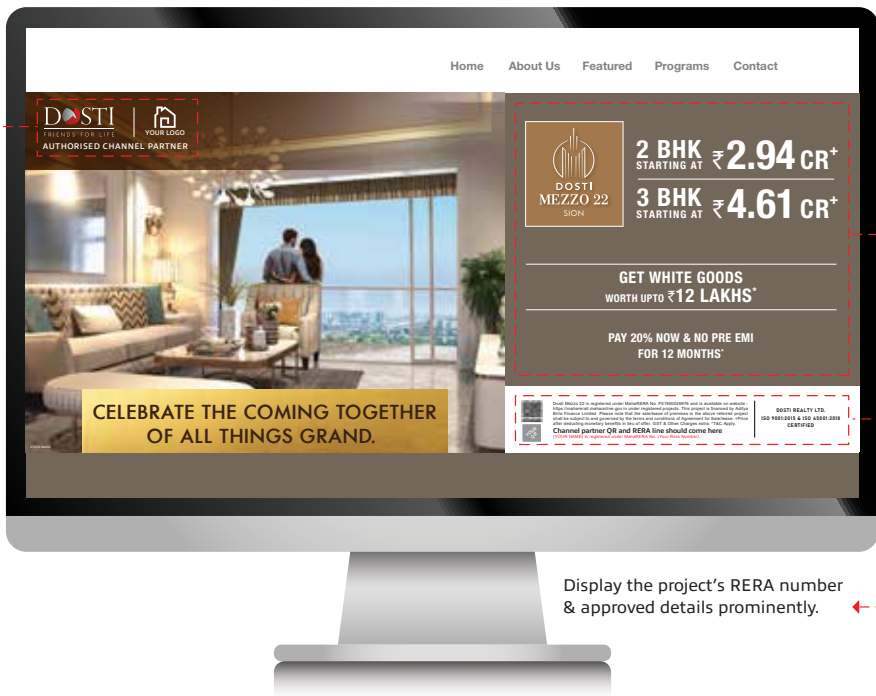


Creative Layouts

HORIZONTAL LAYOUT: (eg: website , banners, ads, etc)

Include Dosti Realty Ltd. logo and "Authorized Sales Partner" logo.

Display approved project details as included in the brand kit



Display the project's RERA number & approved details prominently.



VERTICAL LAYOUT: EG: WEBSITE, BANNERS, ADS, STANDEES ETC

Include Dosti Realty Ltd. logo and "Authorized Sales Partner" logo.

Display approved project details as included in the brand kit

Display the project's RERA number & approved details prominently.



Copy & Legal

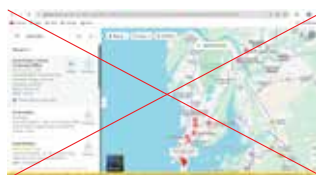
- ▶ **RERA Numbers:** Always mention both your MAHARERA number and the project's MAHARERA number along with a QR code in all marketing materials.
- ▶ **Impersonation:** Clearly state that you are an authorized channel partner, not the company itself.

E-Mail & SMS Campaign

- ▶ **Provided Material:** Use only the EDM's, SMS texts and WhatsApp ads provided by the company. For custom materials, get written approval from the CP sales head.
- ▶ **Co-ordination:** Your relationship manager will co-ordinate the creation and approval of marketing materials.

Google Listing

- ▶ **No Listings:** Do not create your own Google listing or Google Map location pins for any Dosti Realty Ltd projects. Creating duplicate location pins for our projects/properties will be considered for strict action.



Use of QR Code

- ▶ **Inclusion:** All disclaimers and creatives must include valid QR codes provided by Dosti Realty Ltd.
- ▶ **Visibility:** Ensure QR codes are visible in all marketing materials, including websites and print materials.

Examples: QR Code Placement

Site Address: Dosti Greenscapes, Indian Hume Pipe Compound, 2 km after Race Course, 2 km before Magarpatta City, Solapur Road, Hadapsar, Pune - 411 013.	
  	<p><small>Dosti Greenscapes - Phase 1 & 2 is registered under Maharashtra New - P2100049242 & P2100001041 respectively and are available on the website https://maharera.maharera.gov.in under registered projects. Please note that the sale/deed of premises in the above referred project shall be subject to and governed by the terms and conditions of Agreement for Sale/Deed. This project is funded by CFC Bank Ltd. *All inclusive price after deducting monetary benefits in lieu of offer. Limited period offer. *These amenities will be completed with phase 1. *Available at the ground floor lobby, clubhouse and select spots on the landscaped garden. *Source: Google Maps. As per current traffic conditions. *Subject to availability. *T&C Apply.</small></p> <p><small>Channel partner QR and RERA line should come here (YOUR NAME) is registered under Maharashtra No. (Your Rera Number)</small></p>
	 <p><small>DOSTI REALTY LTD. ISO 9001:2015 & ISO 45001:2018 CERTIFIED</small></p>

Certification, Registration and Authorization

- ▶ **RERA Certification:** Ensure that you or your company holds a valid RERA Competency Certificate and MahaRERA Certificate.
- ▶ **Dosti Blue Circle App:** Register your details with Dosti Realty Ltd. on the Dosti Blue Circle App.
- ▶ **Marketing Authorization:** Obtain specific marketing authorization from Dosti Realty Ltd. to promote Dosti Realty Ltd. and its projects. This authorization is necessary for official representation and promotion of our projects.



Channel Partner Brand Kit

We want to ensure our Channel Partners are enabled with the latest content required to deliver an premium experience to their customers that is aligned with the Dosti Realty Ltd vision. We have created a Channel Partner Brand Kit with the open files of latest project creatives, images, relevant logos, brochures etc

To find the latest assets use the link below

<https://drive.google.com/drive/folders/1V41vrurOmkNNCSBSKHENIady2IzJVWmK>



Thank You

Thank you for adhering to these guidelines. Your cooperation helps maintain the integrity and strength of the Dosti Realty Ltd. brand.

Strict Warning: Failure to follow these guidelines may result in legal action or disqualification. Ensure compliance to avoid any issues.

In case of non-adherence to any statutory, legal, regulatory, or governmental laws or guidelines, the Channel Partner will not remain eligible to conduct business with Dosti Realty Ltd, its subsidiaries or any of its affiliates.

For any clarifications or additional support, please reach out to your Dosti Realty Ltd Channel Partner relationship manager.



CORPORATE ADDRESS:

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