

# Clicks & Sales Pvt Ltd

Proposal for Lead Generation Services

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**Proposal ID: CSKR-60784**

**Proposal Date: 13th August 2021**

**Client Name: Naman Finlease Private Limited**

**Dear Kulmehar Singh,**

Clicks & Sales is pleased to submit this proposal to support your lead generation requirement. This proposal provides an extremely comprehensive response to all the requirements outlined as per our discussions till now.

As a lead generation agency we are working towards empowering our clients by leveraging our existing web properties and generating leads for them.

We hope you will find this proposal in line with your requirements. Do not hesitate to get back to us if you have any questions.

Sincerely,

**For Clicks & Sales Pvt Ltd**

Mr. Mandeep Tamang  
Sales Manager  
Mobile # +91- 9310222482

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Clicks & Sales Pvt Ltd  
Registered Office Address: C-510, 5thFloor, Sangeet Lok Darshan, CHS Ltd, Military Road,  
Marol Andheri East Mumbai- 400059  
CIN No.- U52609MH2020PTC338170  
EMail: ask@clicksandsales.com



## How we work -->

→ **Approach:** Clicks & Sales will generate and manually validate the leads and shall share the leads to Naman Finlease Private Limited through the leads panel of Clicks & Sales. Leads validation will be done through emails, voice calls, Whatsapp messages or SMS. It shall be Naman Finlease Private Limited authorised representative to take up the leads from the panel and further initiate discussion with the leads. It is important to note here that Clicks & Sales is not responsible for the conversion of these leads and this shall be completely Naman Finlease Private Limited's responsibility.

Clicks & Sales owns and manages many business portals, information portals and web directories through which the leads are generated. Clicks & Sales also has a team of market research, specialised calling and aggressive sales officers to tap on the requirements beneath the surface. Clicks & Sales may purchase advertising space on digital properties for this lead generation campaign.

→ **What will be called as Leads?** When a person/company/institute shows interest in a particular product or service of Naman Finlease Private Limited and shares their respective contact information will be considered lead for the purpose of this document.

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## Lead Qualification Criteria -->

- 1 Lead Generation Service For: Personal Loan
- 2 Target Location: Delhi NCR
- 3 Target Audience: Salaried person with 25k salary per month
- 4 Lead Type: Q3
- 5 Lead Delivery Mode: Through Clicks & Sales's CIFA Panel

## Timelines/ETA -->

### **Task Process Timeline**

Order Set Up and Initiation 2 Working Days

Initial Campaign Set-up Time 5-7 Working Days

The timeline will be active for a period of three months (90 working days) from the date of receipt of payment. However, in some campaigns, Clicks & Sales may require more time to complete lead generation for which Clicks & Sales shall notify in advance. In case the lead does not meet the qualification criteria as laid out in this document, Naman Finlease Private Limited can place/ask for a replacement through the leads panel. Any communication pertaining to lead delivery, replacement will only be entertained at the Clicks & Sales lead panel. Clicks & Sales will, however, complete the project within three months from the date of receipt of payment for the stipulated minimum quantity of leads. In case Clicks & Sales is unable to generate the contracted number leads within the given time period mentioned above, Clicks & Sales may provide pro-rata refund of the balance/pending leads.

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## Pricing Grid -->

### **1) Cost Per Lead (CPL) For Q3 Leads**

Rs 399 + GST for MLQ 50 for Q3 Leads for Personal Loan lead  
One time setup Fee (Non-Refundable)Rs. 2499+ GST

## Payment Terms:

- Payment can be made to Clicks & Sales online through credit card, debit card, net banking or through cheque. Cash payments are not accepted.
- Clicks & Sales will invoice Naman Finlease Private Limited for an advance of 100% amount in the quote above to deliver MLQ lead for this service. After the MLQ number of leads are delivered, Naman Finlease Private Limited will need to make another payment in prepaid mode to Clicks & Sales in order to continue delivering the leads
- After delivery of leads as per the stated MLQ, Clicks & Sales will seek confirmation from Naman Finlease Private Limited to continue generating leads or not. Naman Finlease Private Limited will be required to recharge their leads wallet for Clicks & Sales to continue with lead generation. If Naman Finlease Private Limited is unable to recharge the leads wallet at CIFA Panel within seven working days, the lead generation campaign may be paused and price per lead may change at the discretion of Clicks & Sales.

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## Terms & Conditions:

- The price for per lead quoted above is valid for thirty days from the date of proposal unless extended by Clicks & Sales India Pvt Ltd in writing. After the expiry of this offer, prices & specifications are subject to change without prior notice.
- The client is requested to take up the leads within 24 hours from the time they are added in the leads panel and update to Clicks & Sales. The replacement option is valid only for 24 hours on the Lead Panel. After 24 hours no replacement shall be accepted.
- Clicks & Sales will require initial 7-10 days to start delivering leads from the date of project initiation.
- Once Clicks & Sales begins the campaign, Clicks & Sales cannot put a stop to it, as Clicks & Sales buy ad placements and schedule all such placements which work on prepaid mode. As such, Clicks & Sales will be unable to offer the flexibility of starting and stopping the leads.
- By accepting this agreement, you agree that the foregoing as well as any dispute raised regarding this service offer or Clicks & Sales India Pvt Ltd is subject to the laws of the Republic of India and the High Court of Mumbai at Mumbai, India shall have the exclusive jurisdiction over any dispute that may arise out of the use of this service.
- Naman Finlease Private Limited will be required to sign the contract and pay initial advance for the minimum lead quantity (MLQ), in order to start the contract.
- Payment can be made through online link, Bank transfer. GST additional at the rate of 18% shall be charged extra on the above mentioned prices.

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Signature:

- Please read the entire proposal to make sure you understand all the details involved with us working together. Clicks & Sales believes in transparency from the beginning so that we lay a solid foundation for a great working relationship.
- If you have any questions on this proposal, feel free to contact us at your convenience by email at [ask@clicksandsales.com](mailto:ask@clicksandsales.com).
- Once you feel confident about everything and are ready to move forward, please send the confirmation email to the concerned person.
- Once we receive notification of your acceptance, we'll contact you shortly to discuss the next step and get the project started.

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**Mr. Mandeep Tamang**  
From Clicks & Sales

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**Kulmehar Singh**  
Naman Finlease Pvt Ltd.

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