

**BLUE WAVES MEDIA** | *Digital Marketing Agency*

## SCOPE OF WORK & SERVICE AGREEMENT

*Social Media Marketing & Meta Ads Management*

**Prepared For** RetailPe (retailpe.in)

**Prepared By** Blue Waves Media

**Engagement Period** 1 September 2026 – 30 November 2026

**Document Date** 31 August 2026

## 1. Overview

This document defines the Scope of Work and the commercial/service terms agreed between Blue Waves Media ("Agency") and RetailPe ("Client", [retailpe.in](https://retailpe.in) Mr.Kousik) for Social Media Marketing and Meta Ads management services for the engagement period 3 months 2026.

RetailPe is a Kolkata-based digital lending and credit infrastructure platform serving retail shop owners, wholesalers, and distributors across India. The engagement is designed to build brand visibility for RetailPe's platform and generate qualified leads from retailers and distributors through organic social content and paid Meta advertising.

## 2. Scope of Work

### 2.1 Social Media Marketing

Ongoing management of RetailPe's Instagram and Facebook business pages, including content calendar planning, creative production, copywriting, scheduling/publishing, community management (comments and DMs relating to content), and monthly performance reporting.

Monthly organic content deliverables:

| Deliverable                           | Monthly Quantity | Platform(s)         |
|---------------------------------------|------------------|---------------------|
| Reels (short-form video content)      | 10 / month       | Instagram, Facebook |
| Static Creatives (single-image posts) | 6 / month        | Instagram, Facebook |
| Carousel Posts                        | 4 / month        | Instagram, Facebook |

All creative concepts will be shared with the Client for approval prior to publishing. Raw inputs (product shots, brand assets, testimonials, offers, etc.) are to be provided by the Client.

### 2.2 Meta Ads Management

Setup, execution, optimisation, and monthly reporting of Meta (Facebook & Instagram) ad campaigns, including audience research and targeting, ad creative adaptation for paid placements, A/B testing, bid and budget management, pixel/conversion tracking setup, and ongoing performance optimisation.

Two parallel campaign types will be run:

- Lead Generation Campaign — focused on capturing qualified retailer/distributor leads for RetailPe's lending platform (via lead forms / landing page conversions).
- Brand Awareness Campaign — focused on reach, impressions, and visibility of the RetailPe brand among the target retail/distributor audience.

### 3. Meta Ads Budget

The Meta advertising budget is funded directly by the Client (paid to Meta) and is separate from the Agency's management fee below.

| Campaign Type               | Daily Ad Spend (Client-Funded) | Objective          |
|-----------------------------|--------------------------------|--------------------|
| Lead Generation Ad Campaign | ₹800 – ₹1,000 / day            | Lead capture       |
| Brand Awareness Campaign    | ₹300 – ₹500 / day              | Reach & visibility |

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*Note: Ad budgets may be reallocated between the two campaign types within the stated ranges based on performance, subject to the Client's prior approval for any change beyond the ranges shown above.*

### 4. Commercials

The Agency's management fee for the Scope of Work covers Social Media Marketing and Meta Ads management as detailed in Section 2. This fee is exclusive of the Meta ad spend budget in Section 3, which is funded directly by the Client.

| Period                               | Agency Management Fee | Total (incl. 18% GST) |
|--------------------------------------|-----------------------|-----------------------|
| 1 September 2026 – 30 September 2026 | ₹15,000 / month       | ₹17,700 / month       |
| 1 October 2026 – 30 November 2026    | ₹18,000 / month       | ₹21,240 / month       |

*Rate note: The fee of ₹15,000 + 18% GST/month applies for the September–October period (i.e., the month of September), and revises to ₹18,000 + 18% GST/month from October onward (i.e., October and November), as discussed and agreed with the Client.*

### 5. Payment Terms

Payment for the first month (September 2026) of ₹17,700 (₹15,000 + 18% GST) will be made in two instalments as follows:

- 50% advance (₹8,850) payable on or before 1 September 2026.
- 50% balance (₹8,850) payable on or before 22 September 2026.

*Standard Agency policy requires payment in a single upfront instalment; the two-part schedule above has been approved as a one-time exception at the Client's specific request for the first month of this engagement. From October 2026 onward, monthly fees are payable in full, in advance, on or before the 1st of each respective month.*

All payments are to be made via bank transfer/NEFT/RTGS or UPI to the Agency's designated account. A GST compliant invoice will be raised for each payment.

## 6. Terms & Conditions

- This agreement covers the engagement period from 1 September 2026 to 30 November 2026 and may be renewed or revised by mutual written consent of both parties.
- The Meta advertising budget (Section 3) is billed directly by Meta to the Client's ad account and is not collected or held by the Agency.
- Content deliverable counts (Section 2.1) refer to finished, published pieces per calendar month; unused deliverables do not carry forward to the following month unless otherwise agreed in writing. • Turnaround time for creative revisions is up to 2 rounds per deliverable; additional rounds may attract extra charges.
- The Client agrees to provide timely approvals, brand inputs, and access to relevant ad accounts/business manager to avoid delays in campaign execution.
- Either party may terminate this engagement with 30 days' written notice; fees for work completed and ad spend already committed up to the termination date remain payable.

## 7. Acceptance

### **BLUE WAVES MEDIA** / *Digital Marketing Agency*

By signing below, both parties confirm their acceptance of the Scope of Work and commercial terms detailed in this document.

#### **For Blue Waves Media**

Authorised Signatory

Date: \_\_\_\_\_

#### **For RetailPe**

Authorised Signatory

Date: \_\_\_\_\_