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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 25 September 2026

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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 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,Video shoot, Raw Footeges 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.

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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.

Service	Scope	Investment
Social Media and Meta Ads	Monthly retainer	**₹15,000 + 18% GST**
Total		**₹17,700 /-**

5. Payment Terms

1. Invoice raised at the start of every month of 1st week; payment due within 7 days of invoice.
2. Ad budget to be loaded/topped up by the Client directly in the Meta Ads Manager
3. GST as applicable (currently 18%) will be charged extra on the management fee as shown above.(Optional) GST

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6. Client Responsibilities

1. Provide access to Meta Business Manager, ad account, Facebook Page, Instagram profile, and Pixel/domain access.
2. Provide raw footage and videos catalog/feed, high-resolution creatives, brand guidelines, and offers/promotions in advance.
3. Fund the Meta ad account directly and ensure the ad budget is available without interruption.
4. Provide timely approvals on creatives, copy, and campaign briefs to avoid delays.

7. Terms & Conditions

• This agreement covers the engagement period from 25th September 2026 to 25 November 2026

• 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.

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8. 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	For RetailPe
Authorised Signatory	Authorised Signatory
Date: _____	Date: _____