

# GLITZ HOSPITALITY

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## MARKETING SERVICES AGREEMENT

This Marketing Services Agreement (hereinafter referred to as “**The Agreement**”) is entered into on **{{Date}}**, by and between:

**Glitz Hospitality**, having its registered office at **Karol Bagh, Delhi**, (hereinafter referred to as “**the Company**”)

**AND**

**{{Hotel Name}}**, a Proprietorship/Partnership/Private Limited entity, having its registered address at **{{Hotel Address}}** (hereinafter referred to as “**the Partner**”).

Official email address for notices: **{{Partner Official Email}}**

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### **1. Agreement Duration**

1.1 **Contract Period:** 12 months from the **Commencement Date**.

1.2 **Lock-in Period:** First 6 months from the **Commencement Date**.

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### **2. Scope of Services**

The Company shall provide **Hotel Sales and Marketing Services** including, but not limited to:

#### **a. Online Channel Management & Marketing**

- Creation and maintenance of OTA listings (property descriptions, market tagging, pricing, inventory updates).
- Responding to guest reviews professionally.
- Encouraging guest feedback on Go-MMT, Booking.com, Google Review, etc.

#### **b. OTA Management Clarifications**

- The Company negotiates and signs commercial contracts with OTAs.



- Glitz Hospitality is responsible for OTA commission payments.
- Partner provides Company with OTA login credentials.
- Company not liable for minimum business guarantees or review ratings.

### c. Direct Distribution Services

- Listing property on Glitz Hospitality' online and offline channels.
- Commission structure: **{{Commercial}}**% on OTA bookings, **{{Commercial}}**% on Glitz Hospitality Corporate/Offline Bookings, **0%** on walk-ins.
- Access Fee: INR **{{Access Fee}}** per month.
- One-time Registration Fee: INR **{{Registration Fee}}**.

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## 3. Termination Terms

3.1 Partner agrees to pay commissions and fees as outlined above.

3.2 Notice Period for termination: 2 months during lock-in, 1 month thereafter, or payment in lieu of notice at Rs. 50,000/-.

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## 4. Limitation of Liability

The Company shall not be liable for theft, loss, health hazards, guest inconvenience, or indirect damages.

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## 5. Operational Obligations of Partner

- Honor all bookings made before termination.
- Avoid overbooking by updating inventory daily.
- Provide check-in for all confirmed bookings from Glitz Hospitality channels.
- Penalty of Rs. 50,000/- for fraudulent booking cancellations.



## 6. Non-Disclosure & Confidentiality

6.1 Both Parties agree **not to disclose** each other's confidential information, including but not limited to:

- Guest contact details.
- Booking data.
- Pricing structures.
- Terms of this Agreement.

6.2 Confidential information shall not be used for any purpose other than fulfilling obligations under this Agreement.

6.3 Obligation of confidentiality survives termination of this Agreement.

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## 7. Force Majeure

Neither Party shall be held liable for failure to perform obligations due to events beyond their reasonable control, including acts of God, war, epidemics, or government restrictions.

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## 8. Governing Law & Dispute Resolution

This Agreement shall be governed by Indian law. Disputes shall first be resolved through mutual discussion, failing which arbitration shall be conducted in Mumbai, Maharashtra, under the Arbitration and Conciliation Act, 1996.

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## 9. Electronic Signature & Execution

This Agreement may be executed by electronic means, including digital signature, scanned copy, or e-signature platforms. Such execution shall be deemed valid and binding under the Information Technology Act, 2000, and applicable international e-sign laws.

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## 10. Payment Cycle

- **Booking Period:** All bookings made between the 1st and the last day of each calendar month (30th or 31st, as applicable) shall be included in the monthly settlement cycle.



- **Invoice Submission:** The settlement statement and corresponding invoice for the preceding month's bookings shall be generated and shared with the Client between the 1st and 5th day of each calendar month. The invoice shall be sent via WhatsApp or email, as mutually agreed.
- **Payment Release:** Payment against the submitted invoice shall be released between the 5th and 10th day of each calendar month.

## 11. Check-in Denial Clause

In the event of a **genuine check-in denial** at the Property, whereby a confirmed guest with valid booking documentation is refused entry without justifiable cause, the Service Provider shall be liable to pay a penalty equivalent to **three (3) times** the booking amount for that reservation. Such penalty shall be payable within the next settlement cycle.

### SIGNED & AGREED

#### For Glitz Hospitality

Name: Mrs. Kavya Julka

Designation: Authorised Signatory

Date: **{{Date}}**

Signature: \_\_\_\_\_ (E-sign Accepted)

#### For **{{Hotel Name}}**

Name: **{{Partner Name}}**

Designation: Owner

Mobile: **{{Mobile Number}}**

Email: **{{Email Id}}**

Address: **{{Hotel Address}}**

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

Signature: \_\_\_\_\_ (E-sign Accepted)

**Note:- A required signature and stamp must be present on every page.**

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