

Date: 1 September, 2025

To,
SHARPASSETS CONSULTANCY
And its Sub-Brands
Through **Gaursons India Private Limited**

Subject: Grant of Permission to Use Creative Assets for Promotional Activities

Dear Sir,

I, **Nishant Kumar**, representing **SHARPASSETS CONSULTANCY**, hereby confirm that I am the rightful owner and creator of certain creative assets including but not limited to:

- Images (photographs, digital creatives, renders)
- Videos (promotional films, reels, shorts, walkthroughs)
- Banners (print and digital)
- Posters (print and digital)
- Flyers and brochures
- Maps (illustrated or graphic content)
- Written and designed content (copy, taglines, descriptions, promotional text, etc.)

With this letter, I formally grant **SHARPASSETS CONSULTANCY** and all of its sub-brands (collectively referred to as "Sharpassets.in, gauryxp.com"), represented through **Gaursons India Private Limited**, the permission to use, reproduce, modify (only for format/size optimization), publish, and distribute the above-mentioned materials strictly for **promotional, branding, and marketing purposes**.

Scope of Permission

The granted authorization includes usage of my creative assets across the following platforms and channels:


1. **Official Websites** – Any websites operated or managed by Gaursons India Pvt. Ltd. and its sub-brands.
2. **Digital Advertising** – Including but not limited to Google Ads, Meta Ads (Facebook & Instagram), LinkedIn Ads, YouTube Ads, and any other paid promotional platforms.
3. **Social Media Platforms** – Posts, reels, stories, highlights, and other forms of communication on official social media pages (Facebook, Instagram, LinkedIn, X, YouTube, etc.).
4. **Print & Digital Marketing Materials** – Brochures, flyers, posters, standees, digital banners, and other offline/online publicity materials.
5. **Third-Party Media** – Any partner platforms, affiliate sites, or digital channels used for the promotion of Gaursons projects and initiatives.

Conditions of Authorization

1. **Ownership:** The ownership and copyright of all original content shall remain with **Gaursons India Private Limited**. This authorization only grants rights of use, not ownership transfer.
2. **Exclusivity:** The authorization is **non-exclusive** and may also be extended to other parties by me, unless otherwise agreed in writing.
3. **Transferability:** The rights granted are **non-transferable** and may only be exercised by SHARPASSETS CONSULTANCY. and its sub-brands through Gaursons India Private Limited.
4. **Usage Limitations:** The content may be resized, reformatted, or adapted for campaign purposes, but it should not be altered in a way that distorts or misrepresents its originality or intent.
5. **Compliance:** The usage of my creative assets must comply with ethical advertising standards and shall not be misused in any unlawful or defamatory manner.

Acknowledgement

By accepting this letter, **SHARPASSETS CONSULTANCY**, its sub-brands, and Gaursons India Private Limited acknowledge and agree to use the creative assets solely for the purposes mentioned above, within the scope and conditions defined herein.


Authorized By:
Gaurav Bisht
Marketing Head
Gaursons India Private Limited


Accepted By:
For SHARPASSETS CONSULTANCY.
Nishant Kumar
Managing Director