



*Ambasciata d'Italia*  
**New Delhi**

## AGREEMENT

**Subject:** Contract for the social media management for Embassy of Italy in New Delhi as per the attached quotation dated 4 October 2017, which forms an integral part of the present contract.

**Contracting Company:** Relations at Work India Advisory Pvt Ltd, Oricon House, 2nd Floor, 12, K Dubash Marg, Kala Ghoda Fort - Mumbai 400023 represented by Mr Antonio Fasano

The Embassy of Italy represented by the Ambassador Enzo Angeloni, having evaluated the suitability of your quotation dated 4 October 2017, which forms an integral part of the present contract, accepts the offer contained therein at the total cost of INR 726,500.00 + GST (INR seven hundred thousand five hundred only plus taxes).

Duration of the contract:

From October 15th to December 31st 2017 .

Subject:

- Management of official social media of the Italian Embassy in New Delhi: Facebook, Instagram, Twitter;
- Creativity realization to be used in the social channels (infographics, photos, video clips);
- Live coverage of the Embassy Events;
- ADV management on social media;
- Monthly report about the campaign performance;
- Weekly coordination on social media plan with Embassy team.

The services should be rendered as follow:

- In routine administration: 3 weekly original posts per social media channel;
- Special events: live coverage (presence of Company's staff at the event for shooting), coverage with live tweet and live post;
- Monthly report about the activity performance (with indication of sponsored content).
- Realization of 6/8 creativity contents per month, original per social channel, (no retweets, no repost).

Post description:

- Routine activity: the posts will tell the Embassy life and activity, they will follow the editorial indications given and agreed by the Embassy, they will advertise events that will happen in the next months and inform about special initiatives involving the Embassy.
- Special Events (institutional visits of Ministers and Delegations on a short notice, promotional events ie. Alitalia, Week of Italian Cuisine, Tourism, Cultural): the posts will cover live the event while happening, will reply to the comments and interactions.
- The posts will be on this format: text with hashtags, mentions, photos, images, infographics and specific creativity.

The Company has to produce an editorial calendar drawn up in accordance with the Embassy indications to plan contents and timing of the posts (social planning).



Very Important: all post must be priorly approved by the Embassy, and Embassy team reserves the right to control directly the accounts as co-administrator.

The following terms and conditions will apply:

- 1) the present contract does not result in any employment relationship between the Contractor's Relations at Work India Advisory Pvt Ltd employees and the Embassy;
- 2) The Company needs to already have all authorizations and documentations according to Indian law regarding safety and labour management .
- 3) Any disputes arising between Parties which cannot be resolved in an administrative manner as regards the interpretation, realization or resolution of the present contract, will be deferred to the judgement of three arbitrators, two of are to be nominated by the Parties and a third by common agreement.
- 4) In the event of incompetence or negligence by the Company in supplying the requested service, the Embassy will terminate the agreement and pursue action for damages against the Company, which shall pay any expenses incurred.
- 5) The Company declares to possess the technical expertise and necessary equipment for carrying out an excellent service and declares that all materials used are in accordance with law and regulations concerning social web;
- 6) During the execution of the services, the Company takes all responsibility in case of injury or damages to persons or objects (whether they belong to the Embassy or third parties) resulting from deficiency or negligence in the execution of the service.
- 7) Payment for the services will be split on a monthly base, after the invoices have been approved and it has been ascertained that the services have been rendered up to par.
- 8) The amount as stipulated in the Agreement along with the beneficiary's details will be published on the official website of the Embassy of Italy – New Delhi, in compliance with the Article 26 of Legislative Decree n. 33/2013 by the Italian Government.

Copy of the present contract shall be returned by the Company, signed and dated, by an authorised person to this Embassy as unconditional acceptance of the clauses and terms therein contained.

New Delhi,

Antonio Fasano  
Relations at Work India Advisory Pvt Ltd



Enzo Angeloni  
Ambassador

A handwritten signature in blue ink, written over the printed name of the Ambassador.

10/10/2017