



To,

Our Esteemed Business Partners

Dated: 4th February 2025

Subject: Invitation to The Earkart Free Visit Campaign

Dear Managing Partner,

We are delighted to share and introduce you to the Earkart Limited Free Visit Campaign, specially curated for our esteemed Business Partners. After a successful pilot program where 30 of our selected business partners provided free Home/ Clinic Visits to the Earkart Limited leads, we feel proud to share this exclusive program as we are dedicated to offering you unparalleled opportunities and empowering you to achieve greater success and reach new heights through this partnership.

Since you are our registered partner, you are eligible for the Earkart Limited Free Visit Campaign, we take great pride in announcing that Earkart has experienced rapid growth, surpassed its goals and making a significant impact in the hearing aid industry. This performance was made possible solely through your collaboration and trust.

From the inception of Earkart, we recognized that our biggest challenge lies in lead conversion—specifically, persuading patients to visit our clinics. Even when appointments are booked, many patients fail to show up. Prior to launching our Free-Visit Campaign, Earkart's appointment-to-visit conversion ratio ranged from 54% to 65%.

However, in 2024, we've experienced remarkable progress, with our visit-to-adoption rate soaring to an impressive 82%. Out of 1,483 patients who visited, achieving a striking 75% for free home visits, and 716 hearing aids were sold, resulting in a 36% sales rate. The Free Visit offer, one year of free hearing aid insurance, affordable home visit options, free batteries, complimentary dehumidifier kits, upgrade/exchange offers, and exceptional customer support from Earkart.

We have also observed a shift in consumer behaviour, with patients increasingly seeking discounts, free consultations, home visits, and extended warranties. Such industry growth didn't occur overnight; it resulted from our commitment to understanding consumer behaviours and aligning our offerings accordingly. Notably, we found that 73% of patients who visit our clinics in 2024 go on to purchase a hearing aid within 90 days.



With these insights in mind, we invite you to consider one strategic offering to enhance successful visits and, in turn, drive higher sales.

We are excited to present the Free Visit Campaign—an exceptional opportunity that allows you to experience the full range of privileges Earkart offers. The terms and conditions for this campaign are detailed in the accompanying document for your review and understanding.

*.*Disclaimer: This Program is being offered for three (3) months only and may or may not be extended based on the success of the campaign and discretion of Earkart limited. The outcome of this periodic offer shall not affect your existing relationship/ Agreements with Earkart Limited. Insurance coverage include Fire, Loss and Theft subject to evidence, for more details please refer to Insurance Policy on EarKart Limited website.*

TERMS AND CONDITIONS:

1. Definition:

- a. "Business Partner" is an individual/ entity registered with Earkart hence eligible to avail the Free Visit Campaign.
- b. "Clinic Visit" shall mean the visit made by a Lead to the clinic/establishment of the Business Partner, for consultation purposes.
- c. "Home Visit" shall mean the visit made by the Business Partner/ authorized representative of the Business Partner to the Lead's establishment for consultation purposes.
- d. "Lead(s)" shall mean every customer appointment fixed and referred to the Business Partner by Earkart for consultation.
- e. "Referral Fee" means a fee of INR 300/- plus + GST of INR 54/- payable by the Business Partner to Earkart.

2. Terms:

- a. On successful acceptance and enrolment into this program, the Business Partner shall provide the Lead(s) with a free Home/ Clinic Visit consultation:
- b. For every such free Home/ Clinic Visit consultation, Earkart shall waive off the Referral Fee, payable by the Business Partner to Earkart. **[Note: The waiver is applicable on the first free Home/ Clinic**



visit, per Lead only].

Note: Be it mentioned that Earkart Limited is under NO-OBLIGATION to assure any specific count of Lead(s) to the Business Partner.

3. If any Party shall be delayed or prevented from the performance of any act required hereunder by reason of acts of God, pandemics, strikes, lockouts, labor troubles, restrictive governmental laws or regulations or other cause without fault and beyond the control of the party obligated, performance of such act shall be excused for the period of the delay and the period for the performance of any such act shall be extended/ deferred for a period equivalent to the period of such delay
4. The offers/ benefits/ privileges is at sole discretion of Earkart Limited and Earkart Limited reserves its right to modify/alter/discontinue the Program offered herein under anytime without any intimation.
5. Both parties agree to keep any confidential information shared during the course of this program private and will not disclose it to third parties without prior written consent.
6. The privileges available under this Program cannot be availed in conjunction with any other privileges or program.
7. The Business Partner represents and warrants that any customer testimonials or endorsements used in the Free Visit Campaign are genuine and accurately reflect the customers' experience. The Business Partner shall not misrepresent any aspect of the campaign or the services provided.
8. The Business Partner agrees to comply with all relevant policies and regulations of the other platform when using customer testimonials or data for the Free Visit Campaign, ensuring that such use does not violate any terms of service or privacy agreements.



9. The privileges being offered under the Program are not transferable to any other Party.
10. Term: The Program shall remain valid for three **[3] months** from the date of issuance of the Free Visit Campaign unless extended following a mutual discussion between both the Parties.
11. In addition to the terms and conditions stated herein the relationship between the Business Partner and Earkart Limited shall be governed by the terms and conditions acknowledged and accepted by the Business Partner during their registration on the Mobile Application.

Thanking You,

For Earkart Limited (*formerly known as Earkart Private Limited*)

Monika Misra


Mrs. Monika Misra
Whole Time Director

Place: Noida,

Date: 4th February 2025