

KLESSA

WEB DEVELOPMENT & AI SOLUTIONS

MASTER SERVICE AGREEMENT

1. SCOPE OF SERVICES & INVESTMENT JUSTIFICATION

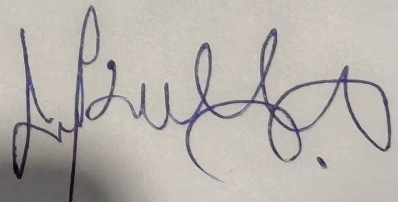
The total investment for this comprehensive digital infrastructure project is strictly set at **50,000 INR**. This premium valuation is justified by the delivery of a fully integrated, automated business ecosystem that extends far beyond standard web design. The project encompasses:

- **Advanced AI & Automation:** Deployment of custom AI agents, automated call setup, and dynamic operational workflows designed to significantly reduce manual administrative overhead.
- **Premium Web Development:** A high-performance, fully responsive website including secure domain registration (.co.in), robust hosting, scalable database architecture, and a custom backend.
- **Digital Marketing & SEO Engine:** Consistent optimization targeting 1st or 2nd position rankings on Google Maps, proactive social media management, and professional editing for up to three (3) initial marketing videos.
- **Ongoing Maintenance & Control:** Full administrative (admin) dashboard access for the Client, ten (10) complimentary website revisions, and priority bug fixing (4-5 business days resolution).

2. STAGED PAYMENT SCHEDULE

To facilitate a structured development process, the 50,000 INR investment will be distributed evenly across four (4) strategic billing stages over the course of the engagement:

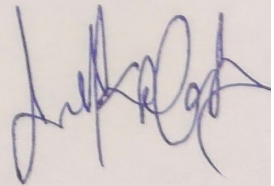
- **Stage 1 (Onboarding & Architecture): 12,500 INR** – Due immediately upon contract execution. Covers initial consulting, domain acquisition, server setup, and foundational UI/UX mapping (Non-Refundable).
- **Stage 2 (Frontend & Core Development): 12,500 INR** – Due upon final client approval of the website's visual design and core frontend deployment.



- **Stage 3 (AI Integration & Backend): 12,500 INR** – Due upon successful implementation of the database, custom backend logic, and the advanced AI agent/call automation setup.
- **Stage 4 (Marketing & Handover): 12,500 INR** – Due exactly one (1) month following the official website launch. Covers ongoing SEO, digital marketing kickoff, and final system handover.

3. CANCELLATION AND DOMAIN RETENTION POLICY

- **Non-Refundable Setup Fee:** Out of the total project cost, the initial Stage 1 payment of 12,500 INR is strictly non-refundable under any circumstances to cover consumed administrative and architectural efforts.
- **Refund Window:** The Client may request a refund for subsequent stage payments only if the contract is officially cancelled within twelve (12) days of the date this agreement is signed. Once this period expires, no refunds will be issued.
- **Domain Retention:** In the event of contract cancellation or termination by the Client, Klessa retains full ownership of any domain name(s), hosting instances, and AI agents registered for the project. These assets will not be transferred to the Client.



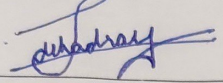
FINAL DEAL AMOUNT: 50,000 INR

This confirms the total agreed investment for the Klessa Master Service Agreement. By signing below, the Client legally agrees to the total sum of 50,000 INR, payable across the four (4) stages outlined in Section 2.

AUTHORIZATION & ACCEPTANCE

By signing below, all parties agree to the terms, deliverables, and payment schedules outlined in this legally binding document.

FOR KLESSA:

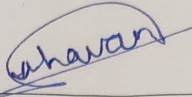


Authorized Signature

Name: Sahil Dehadray

Title: Founder

Date: 30/07/2026



Authorized Signature

Name: Vedant Chavan

Title: Co-Founder

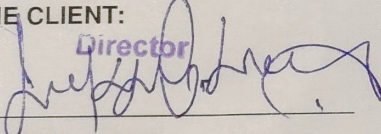
Date: 30/07/2026

Company Seal/ Stamp

Company Seal/ Stamp

New Horizons
Infrastructures And Innovations Pvt.Ltd.

FOR THE CLIENT:



Authorized Signature

Printed Name:

Ajinkya Ganeshrao Sapkal

Company/Title:

New dream Horizons Infra & Innovations Pvt. Ltd

Date:

30/07/2026

Client / (If Seal Stamp applicable)

