

ÿ = Yes | ÿ* = if required | - = No

Features	Basic	Classic	Premium
1. Brand Identity Design (one time)			
a. Logo/symbol	ÿ	ÿ	ÿ
b. Visiting card	ÿ	ÿ	ÿ
c. Letterhead	ÿ	ÿ	ÿ
d. Envelop	ÿ	ÿ	ÿ
2. Online publicity Design			
a. Facebook page	ÿ	ÿ	ÿ
b. Website	-	ÿ	ÿ
c. Blog	-	-	ÿ
d. Twitter*	-	ÿ*	ÿ*
e. Campaign plan for facebook*	ÿ	ÿ*	ÿ*
f. Campaign plan for Blog*	-	-	ÿ*
3. Online presence			
a. Email*	ÿ	ÿ	ÿ
b. Facebook page	ÿ	ÿ	ÿ
c. Website domain	-	ÿ	ÿ
d. Website hosting	-	ÿ	ÿ
4. Online publicity maintenance			
a. Ongoing updates – 1 times in a month	-	-	-
b. Ongoing updates – 2 times in a month	ÿ	ÿ	-
c. Ongoing updates – 4 times in a month	-	-	ÿ
One point of contact for each project. Handover of the project details to one person.			
5. Service charges			
Monthly service charges (15% rise / yr expected)	INR 1000/-	INR 1500/-	INR 2500/-
Annual renewal charge for domain and hosting is mandatory if not in our recurrent contract.	INR 1200/-	INR 1500/-	INR 2000/-



6. Add on services* chargeable
a. Designing of stationary design other than provided in this package.
b. Consultation for printing the stationary.
c. Communication management on email / facebook / twitter etc. on regular bases.
d. Creating Audio-Visual Presentation.
e. Creating Short Film for sharing information.
f. Training to manage to online presence.
g. Ecommerce facility on website (in consultation with client)
h. Bulk email / sms for publicity.
* Subject to requirement of client and clarity with the MfA project manager.
Payment for first 3 months in Advance with Minimum 2 years of agreement.
Blog to be created by MfA team and managed by clients independently.
Time form the final agreement to actual execution of the online presence is estimated three months.
Content to be provided by the client.
Any travel of the MfA team to the client base to be reimbursed as actual.
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Offer valid from 1 January 2015 till 31 March 2015, subject to change !

MfA project is an initiative of **aVni** – a social enterprise