

Digital Partnership Proposal for Epic Grains

A complete plan to take Epic Grains online — a brand-new website, getting your products found on Google, and the day-to-day systems that keep orders, customers and branches running smoothly.

In plain words: we build the new website and the tools behind it, get you found and ranked on Google, and hand you a simple control panel to run everything — so you can focus on your products and your customers.

Prepared for	Epic Grains
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About Bhavya Enterprises. We are a Chandigarh-based software studio (established 2021, ISO 9001:2015 certified). We design and build websites, mobile apps and business software in-house — and we already run our own products in daily use. For Epic Grains, the same in-house team handles everything in this proposal: design, the website, marketing and the back-office systems.

1. What we are doing, in simple terms

Today Epic Grains has a template website that can't really sell, physical stores, a strong product range and loyal customers. What's missing is a proper, fast, trustworthy online shop on your own web address — plus the marketing and systems that bring in orders and let your team manage them without chasing spreadsheets and WhatsApp messages.

This proposal covers all of that end-to-end. We will build a **brand-new website** for Epic Grains, put every product online and get them **published where customers actually search** (Google search, Google Shopping and your Google Business listing), run a full **SEO programme** so you rank higher over time, and set up the **back-office systems and CRM** that handle orders, deliveries, customers and franchise partners.

The four things we deliver:

- **A new website** — a fast, modern online shop on your own web address (for example epicgrains.com), built to sell.
- **Getting found** — your products listed and published across Google, plus an ongoing SEO programme to climb the rankings.
- **Helpful assistants** — a chat assistant and a phone-calling assistant that answer customers and help with orders in Hindi and English.
- **Systems to run it** — one control panel (CRM) for leads, messages, calls, sales, orders, inventory, invoicing, accounts and your team — for both the online store and internal staff — plus a franchise/dealer system to grow beyond your own branches.

2. The new website

DELIVERABLE 1

We replace the temporary demo site with a brand-new website on your own web address. It is built to be fast, to look premium, and to work perfectly on a mobile phone — because most of your customers will shop on their phones. Think of it as your best salesperson, open 24 hours a day.

What the new website includes

- **Your own web address.** We move you off the temporary address onto a proper domain (for example epicgrains.com), which builds customer trust and helps you rank on Google.
- **All your products and categories.** Every product gets its own clean page, grouped into your product categories — from everyday flours to your value packs — with a fast search bar that helps customers find things in seconds.
- **A proper shopping cart and checkout.** Customers add items, pay online (cards, UPI, net-banking, wallets) or choose Cash on Delivery, and instantly get a proper GST tax invoice.
- **Customer accounts.** Shoppers can sign in, see their past orders, save addresses, track deliveries, download invoices and request returns — all on their own.
- **Install-to-phone option.** The website can be "added to home screen" so it behaves like an app, with no app-store download needed.
- **Built for Google from day one.** The site is built so search engines can read and rank it easily (we cover this in detail in the SEO section).
- **Fast and reliable hosting.** We host the site on a high-speed global network with a free security certificate (the padlock in the browser), so pages load quickly anywhere in India and the site stays secure.

Why a new website, not a patched-up one? A slow or dated website quietly loses sales — people leave before the page even loads, and Google ranks slow sites lower. A clean, fast, mobile-first website typically converts far more visitors into buyers, and gives us a solid base to do marketing on. Everything else in this proposal plugs into this website.

3. How the website is designed — the customer journey (UI/UX)

"UI/UX" simply means how the website looks and how easy it feels to use. Before we build anything, we design the customer's journey step-by-step so that buying from Epic Grains feels effortless. We design every screen first, get your sign-off, and only then build it — so there are no surprises.

The design process

- **Step 1 — Understand.** We agree on your goals, your customers, and what a "win" looks like (more orders, more enquiries, more repeat buyers).

- **Step 2 — Design.** We create visual mockups of every important screen (home, category, product, cart, checkout, account) and walk you through them for approval before any building starts.
- **Step 3 — Build & review.** We build the approved design, showing you progress regularly so you can give feedback as we go.

The customer journey we design for

1. **Arrive.** A customer lands on the home page (from Google, an ad, or WhatsApp) and immediately sees who you are, your bestsellers and your free-shipping offer.
2. **Explore.** They browse by product type (flours, grains, porridge and snacks) or use the search bar to jump straight to what they need.
3. **Decide.** On a clear product page they see photos, benefits, price, reviews and a simple "Add to cart" button. If unsure, they can ask the chat assistant or place an order.
4. **Buy.** Checkout is short and trustworthy — pay online or Cash on Delivery, with as few steps as possible so people don't abandon the cart.
5. **Stay.** After buying, they get order updates, can track delivery, download their invoice, and easily reorder — turning a one-time buyer into a repeat customer.

Every screen is designed mobile-first, in clear Hindi/English, so it feels natural to your customers.

4. Putting your products online — and where they get published

DELIVERABLE 2 · PART A

"Product listing" is the work of getting each product properly online — with good photos, a clear name, a helpful description, the right price, the category it belongs to, and details like weight, benefits and usage. We do this carefully for your full range so every product looks its best and can be found.

The listing work we do for each product

- Clean, consistent product photos (using your existing images; professional photography can be arranged separately if you'd like).
- A clear product title and an easy-to-read description that explains the benefit, not just the ingredients.
- Correct pricing, weights/sizes, and the right wellness category so customers and Google both understand it.
- Search-friendly wording so the product shows up when people search for that concern or remedy.

Where your products get published

Listing a product isn't only about your own website. We publish your catalogue across the places customers actually look:

Where it's published	What it means for you
Your new website	Every product gets its own page and appears in the right category and in search results on your site — your main shop.
Google Search	Product pages are built so they can appear in normal Google search results when people look for that remedy or concern.
Google Shopping (Merchant Center)	We feed your catalogue into Google's shopping system, so your products can show up with photo, name and price in the shopping results and image results.
Google Business Profile	Your store locations get proper Google listings with products, so local customers searching nearby find you on Google and Maps.
Rich "card" results	We tag products with hidden information Google understands, so listings can show price, availability and ratings directly in search — which gets more clicks.

If you later want to sell on marketplaces (Amazon, Flipkart, ONDC) we can extend the same catalogue there — quoted separately when you're ready.

5. SEO — getting found, ranking higher, and showing up in AI answers

DELIVERABLE 2 · PART B

SEO ("Search Engine Optimisation") is the ongoing work of helping Epic Grains show up higher when people search — without paying for each click. It's the most valuable traffic you can get: it's free, and it compounds month after month, so the work we do in month one keeps paying off in month twelve. The world has also changed — people now search not just on Google, but inside AI assistants like ChatGPT and Google's AI answers. We cover both. Below is the **complete scope**, in plain language, so you can see exactly what you're getting.

SEO has three big parts: **on the website** (making your pages easy to understand and rank), **off the website** (building your reputation across the internet), and **local** (getting your two branches found by nearby customers). Then we layer modern **AI search** and **measurement** on top. Here is everything we do.

A. Research & strategy (the foundation)

- **Keyword research.** We find the exact words and questions your customers type — for every product you sell (immunity, joint pain, sugar, men's and women's health, weight, heart). We map high-intent buying searches ("buy barley atta online") separately from question searches ("is barley good for diabetes"), so each gets the right page.
- **Competitor study.** We look at which natural brands rank above you and why, then build a plan to close that gap.
- **Search intent mapping.** We decide which of your pages should target which searches, so you're never competing against yourself and every important search has a home on your site.
- **A documented SEO roadmap** for the months ahead, so you always know what's coming next and why.

B. On-page SEO (making each page rank)

- **Page titles & descriptions.** The headline and summary that show in Google for every page — written with your keywords to win the click.
- **Content optimisation.** We make sure each product and category page actually uses the words customers search, with clear headings, helpful descriptions and benefits — not just ingredient lists.
- **Internal linking.** We link related products and articles together so customers (and Google) flow naturally through your site, and ranking power spreads to your key pages.
- **Image optimisation.** Proper labels and compressed images so they load fast and show up in Google image search.
- **Clean, readable web addresses** for every page (for example /flours/barley-atta rather than a string of code).

C. Technical SEO (the engine under the bonnet)

- **Speed & mobile.** Google ranks fast, mobile-friendly sites higher — your new website is built and tuned for top speed scores (Core Web Vitals).
- **Sitemap & robots file.** A "map" of your site submitted to Google so every page gets discovered, plus rules telling search engines what to crawl.
- **Structured-data tagging (rich results).** Hidden tags that let Google show your **price, stock, star ratings and FAQs right inside the search result** — which dramatically increases clicks.
- **Fixing crawl errors, broken links and duplicate pages** so nothing holds your ranking back.
- **Google Search Console setup** — Google's own tool that tells us exactly which searches you appear for, so we can keep improving.

D. Local SEO — Google Business Profile ("Google My Business")

- We set up and optimise a Google listing for **each of your store locations** — so when someone nearby searches "health food store near me", you appear on Google and on Maps.
- We add products, photos, opening hours, phone and directions, and keep listings fresh with regular posts and offers.
- **Local directories & citations.** We list your business consistently across trusted Indian directories (JustDial, IndiaMART, Sulekha and similar) — consistency here directly boosts local ranking.
- **Reviews.** We help you collect more genuine reviews and respond to them — more good reviews means higher local ranking, more walk-ins and more calls.

E. Off-page SEO & backlinking (building your reputation)

A "backlink" is when another website links to yours. Google treats each quality link like a vote of confidence — the more trusted sites point to you, the more Google trusts you, and the higher you rank. We build these the safe, legitimate (white-hat) way:

- **Directory & listing links** from relevant, trustworthy Indian business and health directories.
- **Guest articles & brand mentions** on natural foods, wellness and local-news websites that link back to you.
- **Digital PR** — getting your brand and founder talked about, which earns natural links and builds authority.
- **Content promotion** — sharing your blog articles so others naturally reference and link to them.

We only use genuine, white-hat methods. We never buy spammy links, which can get a site penalised by Google.

F. Content & blogs (the engine that pulls people in)

- We publish regular, useful articles (for example "Is barley good for diabetes?", "Healthy barley breakfast recipes") that answer exactly what your customers search.
- Each article quietly links to the right products — turning readers into buyers — and gives Google more pages to rank and more reasons to send you traffic.
- We build topic "clusters" (a main guide plus supporting articles) so Google sees you as a genuine authority on each health concern.
- Good content is also what earns backlinks and gets you quoted by AI assistants (next section).

G. AI Search Optimisation (the new frontier — ChatGPT, Gemini & Google AI)

More and more customers now ask an AI assistant — ChatGPT, Google's AI Overviews, Gemini, Perplexity — instead of scrolling search results. If those AI answers don't mention Epic Grains, you're invisible to a fast-growing group of buyers. This is sometimes called **AEO/GEO** (Answer/Generative Engine Optimisation), and it's included in your programme:

- **Question-and-answer content** written the way people actually ask AI assistants, so your pages become the source those assistants quote.
- **Clear, fact-based product and concern pages** with structured data, so AI models can read, trust and cite Epic Grains as an authority.
- **Building brand presence across the web** (reviews, mentions, directories) — because AI assistants pull from many sources, the more consistently your brand appears, the more likely it is to be recommended.
- **Tracking AI mentions** — we monitor whether and how Epic Grains shows up in AI answers, and keep improving it.

H. Tracking, analytics & reporting (proof it's working)

- We wire up analytics so we can see exactly what's working — visitors, where they come from, what they buy, and which keywords bring sales.
- We set up conversion and remarketing tracking so we can measure ads and re-reach people who visited but didn't buy.
- You get a **simple monthly report** in plain language: rankings, traffic, leads, orders, what we did, and what we're doing next — no jargon, just results.

What this looks like month to month

Stage	What we focus on
Month 1 — Foundation	Keyword & competitor research, technical fixes, Google Business + Search Console setup, structured data, baseline report.
Months 2–3 — Build	On-page optimisation across all products & categories, first blog articles, local directories/citations, review drive.
Months 4–6 — Grow	Steady content + backlinks, AI-search optimisation, refining what's ranking, doubling down on what sells.
Ongoing	Fresh content, new links, AI-mention tracking, monthly reporting and strategy review.

In one line: we research the right searches, make your website easy for Google to understand (on-page + technical), get your branches found locally (Google Business + directories), earn trust from other sites (backlinks + PR), publish helpful articles that pull in searchers (content), make sure you also show up inside AI assistants (AI search), and prove it all with clear monthly reports — month after month.

6. AI assistants — chat & phone, and how we train them

DELIVERABLE 3

These are smart assistants powered by the same kind of AI behind ChatGPT — but trained specifically on Epic Grains, so they speak in your voice and only recommend your products. Below we explain, in plain terms, both what they do and **how we actually train them**, so you understand the real work involved.

A quick word on "LLM", "ML" and "training" — in plain English

An **LLM** (Large Language Model) is the AI brain that understands and writes human language. **ML** (Machine Learning) is how that brain improves from examples and data over time. **Training** simply means teaching the AI about *your* business — your products, your tone, your customers' real questions — so it stops giving generic answers and starts answering like an experienced Epic Grains staff member. It is genuine, ongoing work, not a switch we flip.

chat assistant

A smart chat helper on your website that answers customer questions in Hindi and English, suggests the right products for each concern, and guides people to buy — 24×7. When a question is too complex or sensitive, it smoothly hands over to your team on WhatsApp with the full conversation. You get a simple dashboard showing what customers ask about most — useful insight for your business too.

How we build and train the chat assistant

- **Build the knowledge base.** We feed the AI everything about Epic Grains — your full product range, their benefits, ingredients, usage, prices, your FAQs, shipping and return policies, and natural context. This becomes the assistant's "memory".
- **Connect it live to your catalogue (this is the key step).** Rather than the AI guessing, we use a method where it *looks up the real answer from your own data before replying* (technically "retrieval"). This means it gives accurate prices, stock and product facts — and never invents things.
- **Teach it intents.** We map the real ways customers ask — "barley atta hai kya?", "kaunsa flour sugar ke liye accha hai?", "where is my order?" — so it understands the goal behind the message, in Hindi, English or Hinglish.
- **Give it your tone & guardrails.** We script its personality to match Epic Grains's warm, trustworthy voice, and set clear rules — for example, it suggests products and answers honestly, never over-promises, and escalates anything it can't handle to a human.
- **Test, correct, repeat.** We run hundreds of real-style conversations, see where it gets things wrong, and refine it — this is the "machine learning" loop in practice.
- **Keep learning after launch.** Every real conversation is reviewed; we feed back the gaps so the assistant keeps getting smarter and resolves more on its own over time.

Voice calling assistant

A bilingual (Hindi/English) phone assistant that both answers incoming calls and makes outgoing calls — so no customer call goes unanswered, even after hours:

- **Incoming:** picks up the call, understands the customer's concern, suggests products and captures the order or enquiry.
- **Outgoing:** follows up after delivery to check results, reminds customers to reorder, and shares festival offers.
- Every call is logged with a written transcript, sentiment and outcome, and can be handed to a human with full context on demand.

How we train the voice assistant

- **Speech understanding.** We tune it to correctly understand Indian-accented Hindi, English and Hinglish, including your product names and product terms — so callers are understood the first time.
- **A natural Epic Grains voice.** We set up a warm, clear voice and a script that sounds human, not robotic — the same brand voice on every call.
- **Conversation flows.** We design what it says for each situation — greeting, capturing the concern, suggesting products, booking a slot, handling "I'll think about it", and handing over to a human when needed.
- **The same product brain as the chat assistant,** so phone answers and website answers stay consistent.
- **Listen, score, improve.** We review call recordings and outcomes and keep refining the scripts and understanding — so conversion and customer satisfaction climb over time.

Note: the AI providers' usage charges (for the language model and the calling/voice minutes) are pass-through costs, billed at actual usage — kept transparent and separate from our work.

7. The CRM — your complete business control panel

DELIVERABLE 4

A "CRM" (Customer Relationship Management system) is the single control panel where your whole business runs — every lead, customer, message, call, order, stock item, invoice and staff member in one place, instead of scattered across spreadsheets, notebooks and WhatsApp. This is the **brain behind the website**. It works two ways at once: it powers your **e-commerce** (online orders and customers) *and* it runs your **internal team and operations** (staff, stock, accounts). Bhavya already builds and runs its own CRM product, so this is proven ground for us, tailored to Epic Grains.

It is built as connected **modules** — here is each one, in plain language.

1 · Lead Management

Every potential customer enquiry becomes a tracked "lead" so nothing slips through the cracks.

- Captures leads automatically from your website forms, WhatsApp, phone calls, and ad campaigns (and marketplaces like JustDial/IndiaMART if you use them).
- Assigns each lead to the right staff member, with reminders to follow up so no enquiry goes cold.
- Tracks each lead's status — new → contacted → interested → converted — with full history of every conversation.

2 · WhatsApp & Email inbox (with the chatbot connected)

One shared inbox where **all customer conversations land together** — WhatsApp messages, emails and website chat — so your team never has to juggle multiple apps.

- The **chat assistant is connected directly**: it answers common questions automatically and only passes a chat to your team when a human is genuinely needed — with the full earlier conversation attached.
- Every message is linked to that customer's record, so anyone on your team can see the whole history at a glance.
- Send WhatsApp and email updates, offers and reorder reminders to customers, individually or in bulk.

3 · Inbound & outbound calls

- **Inbound**: incoming customer calls are logged against their record; the AI voice assistant can pick up, or calls route to your team — with notes and recordings saved.
- **Outbound**: staff (or the voice assistant) make follow-up and reorder calls right from the customer's record, with one-click calling and call outcomes logged.
- Every call, like every chat and email, sits on the customer's timeline — so you always know the full story of each customer.

4 · Sales pipeline

- A simple visual board showing where every deal/lead stands, moving left to right through your sales stages.
- Automatic follow-up reminders and tasks so opportunities don't go stale.

- Conversion and revenue tracking, so you can see what's working and where deals get stuck.

5 · Order & delivery management (e-commerce operations)

- One screen for all website orders, returns and customer groups.
- Order tracking through clear stages: placed → confirmed → packed → shipped → delivered.
- Connected to your logistics partner so shipping labels and live tracking update automatically — no manual data entry.

6 · Inventory management

Real-time stock control so you never oversell online or run out unexpectedly.

- **Live stock levels** that update automatically as orders come in — across your website and both branches/warehouse (multi-location).
- **Low-stock alerts** and reorder points so you restock before you run out.
- **Batch & expiry tracking** — important for natural products — so older stock is used first and nothing expires unnoticed.
- **Purchase entries** to record stock coming in from suppliers, keeping quantities and costs accurate.
- Stock is shared between the website and the internal team, so online and counter sales never clash.

7 · Invoice module

- Proper **GST-compliant tax invoices** generated automatically for every order — online and at the counter.
- Professional, branded invoices customers can download as PDF; your team can print or email them in one click.
- Handles CGST/SGST/IGST correctly, with invoice numbering maintained for you.

8 · Ledger / accounts module

- A running **ledger (account statement)** for every customer, supplier and franchise partner — what they bought, paid, and still owe.
- Tracks payments received and outstanding (pending) amounts, so you always know who owes what.
- Clear summaries of sales, dues and collections — the numbers you and your accountant actually need.

9 · Team management & internal staff tracking

The CRM isn't only customer-facing — it also runs your **internal team**.

- **Staff logins with roles** — owner, support, sales, warehouse and accounts each see only what they need.
- **Task assignment** and follow-ups, so everyone knows what to do and you can see what's done.
- **Performance & activity tracking** — who handled which leads, calls, orders and how they're performing.
- Useful for both online operations and on-ground branch staff, giving you one clear view of the whole team.

10 · Franchise / dealer module (room to grow)

Because Epic Grains already runs multiple branches, you're a natural fit for franchising. This module lets you scale cleanly:

- Onboard franchise/dealer partners and assign their territory.
- Let partners place wholesale orders through their own login portal.
- Track commissions, margins and a running account statement for each partner.

What everything connects to (integrations), in plain terms

We connect	So that...
Payment gateway (Razorpay)	Customers pay by card, UPI, net-banking and wallets, and you get the money plus a GST invoice automatically.
Logistics partner	Shipping and live tracking happen automatically — no manual data entry.
WhatsApp Business & email	All customer messages flow into one shared inbox, with the chatbot answering the easy ones.
Calling system	Inbound and outbound calls are logged and recorded against each customer.
Chat & voice AI assistants	Automated conversations and their full history live inside the CRM.
Google (Search, Shopping, Business, Analytics)	Your products get found, and you can measure what's working.

The big picture: the website brings in orders and enquiries, and the CRM is where everything is run from — leads, messages, calls, sales, stock, invoices, accounts and your team — all in one place, for both your online store and your internal operations.

8. Keeping your payments and your data safe

When customers pay you online and trust you with their details, that trust has to be protected. Here, in plain language, is exactly how we keep both the money and the information safe — for you and for your customers.

How we secure the payment flow

- **We never see or store card details.** All payments are handled by Razorpay — a regulated, RBI-authorized payment gateway that is PCI-DSS certified (the highest card-security standard, the same one banks follow). Card, UPI and wallet details are entered on their secure system, never stored on your website.
- **Everything travels encrypted.** The whole website runs on a secure (HTTPS) connection with an SSL certificate — the padlock in the browser — so no information can be read or tampered with on its way.
- **Money goes straight to your account.** Funds are settled by the gateway directly into your bank account — we never hold or touch your money.
- **Built-in fraud protection.** The gateway automatically screens transactions for fraud, and every payment is verified before an order is confirmed — so you don't ship against a failed or fake payment.
- **Tested before it goes live.** We run the full payment flow in a safe "test mode" first; real payments only switch on once everything works perfectly.
- **Clear records.** Every transaction is logged with a matching GST invoice, so your money trail is always clean and auditable.

How we secure your data in the CRM and website

- **Encrypted and securely hosted.** Customer and business data is stored on protected, reputable servers and encrypted both in transit and at rest.
- **Role-based access.** Each staff member only sees what their role needs — the owner controls who can view orders, customers, accounts or reports. No blanket access.
- **Secure logins.** Strong passwords and the option of two-step verification; no shared generic accounts that can't be traced.
- **Activity logs (audit trail).** The system records who did what and when, so any change can be traced and accountability is clear.
- **Automatic backups.** Regular backups mean your data is safe even if a device fails — nothing is lost.
- **Your data stays yours.** We never sell or share it. On full payment, all data, source code and assets belong to you in perpetuity.
- **Privacy-respecting by design.** Built to follow Indian data-protection norms, with clear Privacy and Terms pages and only the customer data you actually need being collected.

In short: sensitive card details never touch your website, the money moves straight to your bank through a bank-grade gateway, and every piece of customer data is encrypted, access-controlled, backed up and owned by you — so you and your customers can feel completely safe.

9. How we roll it out — phase by phase

We deliver in four clear phases. Each phase has a simple "done" test (acceptance criteria) so you always know what you're signing off on. Marketing and SEO begin from launch and run continuously.

Phase	Time	What you get
1. The new website	~4 weeks	Your full website live on your own web address — all products, search, cart, online payments + Cash on Delivery, GST invoices and customer accounts. <i>Done when:</i> the site is live and the first 50 customer orders have gone through.
2. chat assistant	~2 weeks	The chat helper trained on your products and FAQs, with WhatsApp hand-off. <i>Done when:</i> it handles at least 8 in 10 chats without needing a human.
3. Voice calling assistant	~3 weeks	The bilingual phone assistant for incoming and outgoing calls, with call records. <i>Done when:</i> the first 500 calls are handled with measurable order uplift.
4. CRM & operations	~3 weeks	The full control panel — leads, WhatsApp/email inbox, calls, sales pipeline, orders, inventory, invoicing, ledger, team management and the franchise module — so your team runs everything without us. <i>Done when:</i> your in-house team is self-sufficient day-to-day.

SEO, content, Google listings and marketing run alongside these phases and continue every month after launch.

10. What's included — and what's not

Included

- All design, building, copywriting and project management
- Fast, secure hosting and security certificate for the engagement period
- A database sized for your first year of orders
- Online payment setup (test + live)
- Chat and voice assistant training and tuning
- SEO, Google Business and Google Shopping setup
- 30 days of free fixes after the website goes live

Not included (paid directly by you)

- Advertising budget on Google / Meta / WhatsApp
- Payment-gateway transaction fees
- Logistics partner and Cash-on-Delivery charges
- Domain registration cost (nominal)
- Professional product photography (optional, quoted separately)
- Inventory, packing, fulfilment and customer-service operations

11. Commercials

Pricing, the payment schedule and any recurring charges will be discussed and finalised with you offline, once the scope above is signed off. Both parties will then sign a short commercial annex, which becomes part of this proposal. This keeps the commercial conversation simple and direct between us.

12. Engagement terms

1. **Engagement.** Bhavya Enterprises ("Bhavya") shall design, develop and operate the digital platform described in Phases 1–4 above for Epic Grains ("Client").
2. **Commercials.** Fees, payment schedule and recurring charges are recorded in a separate commercial annex agreed offline between the parties. Once countersigned, that annex forms part of this proposal.
3. **Acceptance.** Each phase has a stated "done" test. The Client has 5 business days to test and sign off; absent objection within that window, the phase is deemed accepted.
4. **Ownership.** On full payment of the development fee, all source code, designs and brand-specific assets transfer in perpetuity to the Client. Open-source components remain under their original licences.
5. **Confidentiality.** Both parties shall keep all non-public information about the other strictly confidential, during the engagement and for 3 years after.
6. **Support.** 30 calendar days of free fixes after the website goes live. Beyond that, support continues under the arrangement set out in the commercial annex.
7. **Pass-through costs.** Advertising spend, logistics partner fees, transactional messages, payment-gateway charges and similar third-party costs are paid by the Client directly to the vendor, or reimbursed to Bhavya at cost.
8. **Termination.** Either party may end the engagement with 30 days' written notice. Work completed up to that date is settled per the commercial annex.
9. **Limitation of liability.** Bhavya's total liability under this engagement shall not exceed the fees paid by the Client over the preceding three months.
10. **Jurisdiction.** This proposal is governed by the laws of India and subject to the exclusive jurisdiction of the courts at Chandigarh.

For Bhavya Enterprises

Authorised Signatory
Name & designation, with company seal.

For Epic Grains

Authorised Signatory
Name & designation, with company seal.

Prepared by **Bhavya Enterprises** · ref BE-EG-2026-06 · valid 30 days from 16 June 2026.
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