

## SHORT FORM AGREEMENT

This **SHORT FORM AGREEMENT** (“SFA”) is made and entered into the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_ (“Effective Day”) in Mumbai, Maharashtra.

### BY AND BETWEEN

FASHION TV INDIA PRIVATE LIMITED (CIN: U92490MH2019PTC335250), a company duly registered and incorporated under the Companies Act, 2013, having its registered office at Level 7, G Block, BKC, Bandra East, Mumbai – 400051; hereinafter referred to as the “LICENSOR / FTV” (which expression shall, unless repugnant to the context, mean and include its successors and assigns) of the FIRST PART;

### AND

\_\_\_\_\_, an Indian Inhabitant, aged about \_\_\_\_\_ years, having permanent address at \_\_\_\_\_ bearing PAN No.: \_\_\_\_\_ and AADHAR CARD No.: \_\_\_\_\_; hereinafter referred to as the “LICENSEE” (which expression shall, unless repugnant to the context, include its heirs, administrators, and executors) of the SECOND PART.

In this Agreement, the Licensor and Licensee shall individually be referred to as “Party” and collectively as “Parties” as the context may so require.

### WHEREAS:

A. The Licensor is a respected entity in the corporate media landscape and is an active member of the Indian Broadcasting Federation, with operations licensed by the Ministry of Information and Broadcasting (MIB). The Licensor collaborates with entrepreneurs to launch multiple businesses in events, media, and licensing, either directly or through authorized city partners (“Licensed Business”).

B. The Licensee wishes to avail the license to use the F Pageants by FTV brand and related intellectual property for conducting pageants under the F License by FTV program in the city/territory specified below (“Licensed Territory”), for organizing pageants and related activities, and possesses the financial capacity and knowledge to execute the Licensed Business.

C. The Licensee shall obtain the Licensor’s support for selecting locations/venues for pageants and shall ensure all event setups, branding, and operations adhere to the Licensor’s standards and SOPs.

D. Relying on the Licensee’s representations, the Licensor hereby grants a limited license to use its logos/trademarks/copyrights under the Brand Usage Fee and terms contained herein.

NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS SET FORTH HEREIN, AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, THE RECEIPT AND SUFFICIENCY OF WHICH ARE HEREBY ACKNOWLEDGED BY THE PARTIES, THE PARTIES, INTENDING TO BE LEGALLY BOUND, HEREBY AGREE AS FOLLOWS:

**PROPOSAL TERMS**

Sr. No.	Headings	Particulars
1.	Parties	Licensor: Fashion TV India Pvt. Ltd.  Licensee:
2.	Object	The Licensee desires to organize, promote, and conduct F Pageants by FTV including all 14 titles in the Licensed Territory, and the Licensor hereby grants limited rights to develop, license, market, and operate the Licensed Business in accordance with this SFA and subsequent Long Form Agreement (“LFA”) under the F License by FTV program.
3.	Business Model	Licensee-operated pageants under F Pageants by FTV branding.

4.	Vertical	F Pageants by FTV including all 14 titles (Miss FTV, Mr FTV, Mrs FTV, Mr FTV Right, Miss FTV Teen, Mr FTV Teen, FTV Princess, FTV Prince, Miss Toddler, Mr Toddler, Miss FTV 40, Mr FTV 40, Miss FTV Senior, Mr FTV Senior) within the Licensed Territory.
5.	Services	<p>Licensee may conduct:</p> <ul style="list-style-type: none"> <li>i. Pageant Events (all age groups)</li> <li>ii. Grooming &amp; Personality Workshops</li> <li>iii. Talent Development Sessions</li> <li>iv. Mentorship Programs</li> <li>v. Media &amp; PR Activities related to pageants</li> </ul>
6.	Validity	This SFA shall remain valid for 30 days to confirm licensing terms and execute the LFA. The LFA will have an initial term of 5 years with a renewal option of 5 years at 50% of the License Fee, subject to compliance.

7.	Commercial Terms	<p>A. One-time License Fee: Rs. _____/- plus GST @18%.</p> <p>B. Brand Usage Fee: Minimum Guarantee of Rs. _____/- OR ___% of Net Pageant Revenue (whichever is higher), payable monthly.</p> <p>C. Security Deposit as per LFA..</p>
8.	Payments	<p>All payments to be made to:  Name: Fashion TV India Pvt. Ltd.  Bank: _____  Account No.: _____  IFSC: _____</p>
9.	Licensed Territory	<p>Licensee is granted rights in _____  (Non-Exclusive / Exclusive as specified).</p>
10.	Approval of Venue	<p>All venues for F Pageants by FTV require Licensor's prior approval.</p>
11.	Launch of Events	<p>Licensee agrees to conduct first F Pageants by FTV event within 150 days of LFA execution, unless extended by Licensor.</p>
12.	Lock-in Period	<p>3 years from first royalty/payment under the License</p>
13.	Licensor's Obligations	<p>Provide branding, logos, guidance, and mentorship materials; approve venues and event concepts; share social media handles and marketing templates..</p>

14.	Licensee's Obligations	Obtain all local permits and licenses; adhere to SOPs; ensure proper event management, staff training, payments; provide monthly reports and financial statements; follow social media and brand guidelines; ensure all events uphold F Pageants by FTV reputation.
15.	Access	Licensor shall have access to event premises, financial records, POS, digital platforms, and social media handles for audit and compliance purposes.
16.	Approvals	Any promotional material, press release, or event announcement must be approved in writing by Licensor.
17.	Undertaking	Licensee shall provide all required documentation (KYC, PAN, GST, incorporation papers, investor ITRs, venue approvals, etc.) prior to executing the LFA and before conducting events.

18.	Auditing	Licensor has the right to appoint auditors; Licensee to provide monthly financial and operational reports.
19.	Communication	Notices to be sent via email/registered post to Licensor at: legal@ftv.ind.in, accounts@ftv.ind.in.
20.	Confidentiality	Licensee shall maintain confidentiality of Licensor's IPR, trade secrets, processes, and operational knowledge
21.	Intellectual Property	Licensor retains exclusive ownership of all F Pageants by FTV trademarks, logos, and IP. Licensee shall not claim ownership or register any IP
22.	Marketing / AMP	All social media and marketing activities using F Pageants by FTV IP require Licensor's prior written approval
23.	Assignment	Licensee cannot assign or sublicense license without Licensor's written approval.

24.	Penalties	Penalties for breach/misuse of IP, operations, or brand reputation as agreed in LFA.
25.	Termination	Licensor may terminate the SFA/LFA for breach, non-compliance, or failure to conduct events within timelines. Licensee cannot terminate the SFA unilaterally.
26.	Indemnification	Licensee agrees to indemnify Licensor for losses, damages, legal costs, or claims arising from breach or misuse of license.
27.	Governing Law	Indian laws; disputes resolved by courts in Mumbai, with arbitration under Arbitration and Conciliation Act, 1996.
28.	Time is of Essence	Licensee acknowledges that timely compliance is critical.
29.	Relationship	Parties are independent; Licensee is not an agent of Licensor.
30.	Zero Tolerance	Licensee shall ensure no unethical, illegal, or immoral activities at F Pageants by FTV events.
31.	Best Efforts / Good Faith	Licensee shall act in good faith, comply with all terms, and avoid claims against Licensor staff or representatives.

32.	Annexures	All required documents, licenses, and approvals attached as Annexure I & II.
-----	-----------	--

**AFFIRMATION**

The Franchisee confirms having read all the terms and conditions of the SFA and is fully aware of its obligations, and agrees to abide by the same.

I, \_\_\_\_\_, the proposed Licensee, hereby affirm to provide all necessary documents, comply with operational, legal, financial, and branding requirements at the time of executing the SFA, LFA, and opening of F Pageants by FTV events.

ACCEPTED AND AGREED TO:

LICENSOR  
 FASHION TV INDIA PVT. LTD.  
 Authorized Signatory

LICENSEE  
 Authorized Signatory

Witness:

1. \_\_\_\_\_
2. \_\_\_\_\_

## **ANNEXURE – SFA / LFA / Pre-Event Stage Documents**

1. KYC of Licensee / Partners / Directors
2. PAN, Aadhaar, Passport & Residence Proof
3. Investor ITR & CIBIL
4. Venue Approval / Lease / L&L Agreement
5. Operational Licenses & Local Permits
6. Event Plans, SOPs, Marketing & Branding Materials
7. Bank Account & Escrow Details
8. Audit Reports & Financial Statements

