

Bruchi Club - Influencer UGC Terms & Conditions

Effective Date: 1 June 2025

Applicable to: All influencers, content creators, and collaborators (barter & paid)

1. Collaboration Scope

- 1.1 Influencer agrees to create and publish original content featuring Bruchi Club products on agreed-upon social media platforms.
- 1.2 Content formats may include static images, Reels, Stories, Shorts, and testimonials.

2. Content Guidelines

- 2.1 Content must be clear, high-resolution, and product-focused, with good lighting and clean background.
- 2.2 Influencer must tag @bruchiclub and use the designated campaign hashtag (e.g., #BruchiEveryday).
- 2.3 All content should maintain brand-appropriate tone: inclusive, body-positive, stylish, and respectful.
- 2.4 Draft approval may be requested before content goes live.

3. Deliverables & Posting Timeline

- 3.1 Influencer must deliver all agreed content within 7 days of receiving the product (barter) or agreement confirmation (paid).
- 3.2 Content must remain live on influencer's profile for a minimum of 30 days.
- 3.3 Stories must be highlighted for visibility if possible.

4. Product & Compensation

For Barter Collaborations:

- 4.1 Influencer will receive product(s) in exchange for content creation.
- 4.2 No monetary compensation will be provided.
- 4.3 Barter products are non-returnable and non-refundable.

For Paid Collaborations:

- 4.4 Payment terms will be defined and agreed via email or contract.
- 4.5 Payment is processed within 7-10 business days post content approval and performance report submission.
- 4.6 Influencer must share a valid invoice (including PAN/GST if applicable).

5. Usage Rights

- 5.1 Bruchi Club retains full and perpetual rights to use, edit, repurpose, and distribute the influencer's content across all digital and print platforms including but not limited to: Social Media, Website, Advertisements, Email Marketing, Catalogues & Posters.
- 5.2 No additional payment or credit will be required for brand usage unless explicitly agreed upon.

6. Insights & Reporting

- 6.1 Influencer must share performance insights (reach, likes, shares, saves, comments) within 48 hours of posting content.
- 6.2 Bruchi Club may use this data for internal marketing analysis and performance review.

7. Exclusivity & Brand Safety

- 7.1 Influencer shall not promote any direct competitors within 7 days before and after the Bruchi Club content post date.
- 7.2 Any defamatory, misleading, or false representation of the brand or its products is strictly prohibited and may result in legal action.

8. Termination Clause

- 8.1 Bruchi Club reserves the right to cancel or terminate the collaboration at any time if the influencer fails to meet quality standards or violates any term.
- 8.2 In case of termination, any products sent must be returned (for paid collaborations only), or content rights will remain with Bruchi Club.

9. Confidentiality

- 9.1 Any campaign briefs, unreleased product information, pricing, or internal communication shared with the influencer must remain confidential.
- 9.2 Breach of confidentiality may result in immediate disqualification from future campaigns.

10. Legal Jurisdiction

- 10.1 These terms shall be governed by and construed under the laws of India.
- 10.2 Any disputes shall fall under the jurisdiction of the courts of Delhi NCR.

Agreement

By agreeing to collaborate with Bruchi Club, the influencer confirms that they have read, understood, and accepted these Terms & Conditions.