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Strategic Marketing Partnership Enlistment

Date / November 16, 2026

Company / Palki Motors

Prepared specifically for authorised review by Palki Motors

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Palki Motors
Dhaka, Bangladesh

Date of Issue: November 16, 2026
Reference: VM/PALKI/2026/1116

Dear Palki Motors Management, Following our independent review of Palki Motors' public marketing presence and vehicle portfolio, we are pleased to submit this proposal for vendor enlistment and an Integrated Marketing, Brand and Growth partnership.

Our proposed model is designed to support Palki Motors not as an isolated external agency, but as an extension of the company's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Palki Motors' marketing activities, improve visibility across digital and search channels, and better connect the company's technical capabilities with customer and public communication.

Palki Motors retains final authority over vehicle information, sensitive communication, customer matters, major brand decisions and public statements. Vynzo Media would coordinate agreed planning and execution within an approved framework, with documented responsibilities and review requirements.

Our role is not to remove Palki Motors' control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/PALKI/2026/1116

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas proposed engagement with Palki Motors. All services, working arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth partnership for Palki Motors that connects strategy, content, production, social media, search visibility, performance marketing, communications, PR and ground execution. This document requests vendor consideration and describes a proposed operating model. It does not imply an existing appointment, approved team or awarded assignment. Palki Motors would retain final authority over vehicle specifications, availability, sensitive communication, major brand decisions and approved resources. Vynzo Media would coordinate the agreed scope through documented planning, review and execution.

What this changes

- Marketing activity will be guided by business priorities and buyer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist could act as the primary POC for Palki and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month could include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Palki priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Palki approval.

2. Our Understanding of the Requirement

Palki Motors needs clear links between brand recognition, practical vehicle education and a suitable next action. Proposed support covers social content, search, performance media, PR, ATL and BTL coordination, authorised activations and reporting. Each assignment would follow approved availability, claims and operational readiness.

Palki Motors combines a local engineering and assembly story with vehicles at different stages. Cityboy V2 is presented as delivering in Dhaka. X27 test drives are announced for December 2026. ReVolt V2 remains under development. The opportunity is to build recognition through accurate product education, practical ownership evidence and a clear next step for each audience.

Operating principle

Vynzo Media proposes the coordination, specialist inputs and execution process required for a mutually agreed scope, subject to vendor review and actual resource availability.

Primary objectives

- Build a consistent and current content system around Palki Motors services, vehicles and customer needs.
- Improve the connection between awareness, search, consideration, vehicle discovery, booking intent and ongoing brand trust.
- Build an agreed and consistent communication rhythm across key digital and social channels.
- Improve service and vehicle discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Palki Motors does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Palki Motors access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Proposed Mobilisation and Readiness Period

Following appointment, the parties would agree a mobilisation schedule before recurring operations begin. This preparation period establishes responsibilities, verified information and access requirements.

The objective is to prepare the proposed working team specifically for Palki Motors so that activity begins with vehicle knowledge, clear priorities and an agreed evidence baseline.

Mobilisation Area	Planned Work
Team workshops	Workshops on Palki Motors vehicles, brand context, approved claims and operating expectations for the proposed working team.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Buyer journey review	Review visible touchpoints from discovery and consideration through vehicle search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Vehicle and audience mapping	Map priority vehicles, audiences, campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant technical, brand, resources and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media would complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Model visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Customer discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Approval speed, asset availability and production access

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Initial production capture
An initial agreed session could capture vehicles, workshop activity and approved interviews. The plan would distinguish Cityboy V2 photography, X27 renders and ReVolt V2 development imagery, creating a current visual library for Palki Motors.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where customer attention appears to be changing and where Palki Motors should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, vehicles, campaigns or customer segments should receive greater focus next?
Identify friction	Where is the customer journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require management, technical or resource approval before the next cycle begins?

Monthly operating cycle
Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The proposed structure brings relevant specialist functions together for an integrated automotive marketing scope. Roles represent responsibilities rather than a committed staffing roster. Palki Motors and Vynzo Media would confirm the actual personnel, available resources, escalation routes and scope before work begins. Changes would require mutual agreement.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, vehicle talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, vehicle videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Vehicle and workshop photography, video capture, team portraits and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, vehicle discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
A nominated Brand and Growth Strategist could act as the primary contact, subject to appointment. Ground Level POC and Local Representation may support authorised meetings, production and activation coordination where resources are available. Local presence, visits, frequency and responsibilities would be agreed for each assignment. No Bangladesh office, dedicated local employee or recurring visit schedule is represented as confirmed.

Content mix

- Palki Motors may add an ongoing specialist where the need is recurring and strategically important.
- Palki Motors may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the scope and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Scope Dependent Capability
Social content	Planned social assets aligned with approved priorities and available creative resources
Additional design	Design requests assessed against the agreed brief, schedule and creative availability
Video production	Vehicle and educational capture as agreed
Photography	Vehicle and workshop photography as agreed

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Reactive production	Responsive capture assessed against access, safety, approvals and team availability
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may include vehicle education, founder communication, workshop stories, driver economics, family use cases, corporate announcements and trust building material. The mix would follow approved priorities and verified vehicle status. Platform adaptations would be planned together. Production scope, formats and scheduling would be agreed for each assignment without predetermined output commitments.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, vehicle announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity
Production may support vehicle explainers, founder interviews, engineering stories, campaign films and approved demonstration coverage. Photography may capture vehicles, workshop processes, team portraits and corporate imagery. Each production brief would confirm access, consent, claim validation, safety arrangements, equipment and the required adaptations. Work remains subject to mutually agreed project requirements and actual resources.

Creative execution would follow the approved brief and asset requirements. Vehicle photography, video, motion graphics and campaign adaptations would be coordinated within the agreed schedule. Reactive requests would be reviewed for feasibility and their effect on planned work. Any change in scope, production requirements or delivery schedule would be discussed and approved before implementation.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Vehicle discoverability
- Model search content
- On page recommendations
- Content SEO
- Technical issue coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Vehicle communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor, television, radio and transit campaign coordination
- Vendor sourcing and coordination
- Showroom visits and material movement
- Campus, corporate and community activation coordination
- Supervised vehicle demonstration and booth logistics
- Promoter and authorised field coordination
- Shoot logistics and location permissions
- Field visits and reporting
- Approved supplier coordination and quality review

External activity would require an agreed brief, supplier checks, client authorisation and a clear responsibility matrix. No activation would imply vehicle availability, road approval or regional service coverage beyond what Palki Motors has confirmed.

9. Production Equipment and Vendor Management

For agreed production, Vynzo Media would coordinate the camera, lens, lighting, audio and stabilisation requirements identified in the approved brief. Palki Motors would provide authorised access to the relevant vehicle, workshop, team member or location. Specialist equipment, talent, crews, permits and sets would be assessed separately for suitability, safety, availability and client authorisation before any commitment.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Scope review	Supplier suitability and responsibilities are reviewed.
Approval	Palki Motors authorises the supplier and agreed requirements.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Palki Motors.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Palki Motors may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a specialist role where it is no longer required and confirm the revised responsibilities and working scope.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Define a major campaign, launch, activation, film or technical assignment through a separate scope.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, vehicle production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, vehicle media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, EV awareness activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New service launch, new facility launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work would require a documented brief, confirmed resources, an agreed schedule and client authorisation before implementation.

11. Performance Marketing and Paid Media

Performance marketing support could cover planning, audience strategy, campaign readiness, tracking review and performance oversight. Actual responsibilities would be agreed for each assignment. Measurement would distinguish message clicks, qualified enquiries, attended test drives and confirmed bookings rather than treating all contact actions as completed sales outcomes.

Campaign Readiness Area	Required Review
Objective and audience	Approved purpose and vehicle suitability
Creative and claims	Technical validation and availability
Landing experience	Clear next action and accurate information
Measurement	Verified events and documented definitions
Reporting and optimisation	Source, qualification and outcome review aligned with client records

Campaign readiness would include account permissions, approved creative, landing page checks, consent requirements and event validation. Existing tracking would be reviewed before deployment.

Paid media principle

All campaigns require Palki Motors authorisation. Clicks and platform events would be reported separately from qualified enquiries, completed appointments and confirmed commercial outcomes.

12. Governance, Approval and Performance Principles

Palki Motors approval retained

- Vehicle specifications
- Safety and regulatory communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- External suppliers and resources
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Palki Motors responsibilities

- Timely approvals
- Accurate service information
- Technical validation
- Relevant vehicle and team availability
- Facility access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved external resourcess

Where a required Palki Motors dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media would seek the strongest reasonable outcome within the approved resources and agreed scope. Results depend on market demand, competition, platform changes, vehicle availability, approval status, website experience, response times and client decisions. Reporting would disclose the evidence source, attribution limits and difference between public observations and private account analytics.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, customers, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Palki Motors information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Customer journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Palki Motors specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Palki Motors confidential competitive strategy.
- Palki Motors data and custom audiences will not be reused for another client.
- Palki Motors confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Automotive communication discipline

Palki Motors retains technical authority over vehicle information. Scripts, campaigns and content would use approved specifications and evidence. Battery, range, charging, safety, warranty, environmental and ownership claims require appropriate technical and legal review before publication. Company reports, simulated ranges, verified achievements and future milestones must be clearly distinguished.

Customer related content would require suitable consent and approval. Vehicle demonstrations would follow authorised safety arrangements. Development imagery and renders would be labelled, and no campaign would imply unconfirmed road approval, delivery capability or nationwide service coverage.

Confidentiality principle

Palki Motors intelligence stays client specific

14. Separate Technology Support

Where Palki Motors requires software, applications, web platforms or digital infrastructure, these services would remain outside the marketing scope. They may be considered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, subject to a separate technical brief, suitability review, agreed responsibilities and authorisation.

Potential areas of support

Capability	Automotive Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Customer facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Customer portals, internal tools, dashboards and workflow systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Palki Motors is coordinated communication between marketing and technology while maintaining clear strategic, operational and approval separation.

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15. Vendor Enlistment and Partnership Review

Integrated Marketing, Brand and Growth Partnership
Request for vendor consideration

This document introduces a proposed working approach for Palki Motors. It is intended for management, marketing and procurement review rather than confirmation of an appointment. Actual scope, personnel, access, production arrangements and responsibilities would be agreed after the appropriate qualification process.

Areas for capability review

- Configurable specialist responsibilities subject to confirmation
- Brand strategy and a nominated primary point of contact
- Platform strategy based on audience and available evidence
- Social content planning aligned with vehicle availability
- Design support assessed against approved requirements
- Video production planned through an agreed creative brief
- Vehicle and workshop photography subject to access
- Reactive requests reviewed for feasibility and approvals
- Creative direction, motion and production coordination
- SEO and search content support
- Performance marketing readiness and measurement review
- PR and corporate communication support
- Ground activity and authorised supplier coordination
- Audit, reporting and ongoing priority review

Assignment requirements to confirm

- Responsible marketing and procurement contacts
- Vendor registration or qualification procedure
- Agency credentials and corporate documentation
- Scope of the relevant assignment
- Vehicle status and approved product information
- Technical review and claim approval owners
- Creative brief and communication objectives
- Target audience and geographic suitability
- Production access and location permissions
- Customer consent and image usage rights
- Supplier authorisation and quality standards
- Activation safety and supervision requirements
- Equipment and specialist resource availability
- Approval deadlines and escalation procedure
- Reporting access and measurement definitions
- Data handling and confidentiality arrangements
- Separate technology scope where relevant
- Handover and ongoing collaboration responsibilities

Final working agreement

Any appointment should confirm scope, actual resources, confidentiality, privacy and data access, intellectual property, supplier responsibilities, approval authority, client dependencies, scope changes, platform access, reporting, reasonable liability provisions, termination and handover. No vendor approval or contract award is assumed in this proposal.

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16. Commencement

Operations would begin only after appointment, an agreed mobilisation schedule, required platform access, availability of relevant Palki Motors representatives, confirmation of priority vehicles and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the proposed team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Palki Motors' priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended strategic and operational approach for Palki Motors, based on public research and the proposed scope described here. It requests vendor consideration and does not claim an existing appointment. Refinements to roles, service mix, production requirements, reporting and implementation responsibilities would be incorporated into a mutually agreed working arrangement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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