



Sustainable
Living



Beautiful
Homes



Stronger
Communities

HOMEHOP

Affiliate Program & Influencer Collaboration Policy

Detailed terms for affiliates, influencers, creators and YouTubers

Smart
Lighting
for a Greener
Tomorrow 

Light Up
A Brighter
Tomorrow



Solar
Brighter
Together 



Program Highlights

Earn • Share • Grow

- ✓ Earn **up to 10% affiliate commission** on eligible Homehop sales
- ✓ Direct **bank payouts** on approved commissions
- ✓ **Track** clicks, orders and commissions in your dashboard
- ✓ Build your **team network** and earn additional commission opportunities where applicable
- ✓ **Free to join** — no minimum followers required for affiliate signup
- ✓ Creator collaboration program includes **product gifting opportunities** for eligible influencers



What this document covers

Clear Terms. A Stronger Partnership.

- 1 Affiliate eligibility, enrollment and account rules
- 2 Referral tracking, commission calculation and payout conditions
- 3 Promotion guidelines, restricted practices and compliance requirements
- 4 Influencer gifting slabs, collaboration deliverables and approval criteria
- 5 Content usage rights, disclosures, termination rights and support



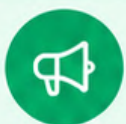
Fair
Transparent
Trusted



Important Notice

This document is intended to define the commercial terms, operating rules and participation standards for Homehop affiliates and creator collaborators. Participation in the program implies acceptance of the latest version of these terms. Homehop may update, revise or withdraw any offer, rate, program rule or campaign requirement at its discretion.

Built for
a Brighter
Tomorrow 



Recommended Program Positioning

Create content. Share Homehop. Earn commissions. Unlock bigger rewards as your performance grows.



1. Affiliate Program Terms — Eligibility, Enrollment & Accounts

These terms apply to affiliates, referral partners, publishers, creators and promoters participating in the Homehop affiliate program.



A. Eligibility

- ✓ Participation is open to individuals, sole proprietors, agencies, creators, influencers, website owners and businesses with lawful promotional channels.
- ✓ Applicants must be at least 18 years old and legally capable of entering into a binding agreement.
- ✓ Homehop may approve or reject any application at its sole discretion based on brand fit, traffic quality, content quality and compliance risk.
- ✓ Employees, internal contractors or related parties may participate only if expressly approved by Homehop in writing.



B. Enrollment & Account Setup

- ✓ Participants must provide accurate registration details, including legal name, valid email address, mobile number and payout information.
- ✓ One primary account is permitted per individual or business unless Homehop provides written approval for additional accounts.
- ✓ False identities, duplicate accounts, fake profiles or misleading application details are prohibited.
- ✓ Participants are responsible for maintaining the confidentiality and security of their login credentials.



C. Approved Promotional Channels

- ✓ Affiliates may promote through websites, blogs, YouTube, Instagram, Facebook, short-form video platforms, WhatsApp, email lists with proper consent and other approved digital channels.
- ✓ Offline promotion, paid media or bulk-messaging campaigns may be used only where such use is lawful and does not violate platform or anti-spam rules.
- ✓ Use of Homehop logos, product visuals and brand copy must remain accurate and must not misrepresent product features, pricing or official offers.



D. Referral Tracking & Account Responsibilities

- ✓ Referral activity is tracked through affiliate links, promotional codes, tracking tools and platform integrations made available in the dashboard.
- ✓ Unless otherwise stated in a campaign, attribution is generally based on the last valid tracked referral before the purchase.
- ✓ Homehop may apply a standard tracking window of up to 30 days, subject to campaign-level rules and technical tracking conditions.
- ✓ Affiliates must monitor their dashboard and promptly notify Homehop of suspected tracking or reporting issues.
- ✓ Affiliates are solely responsible for the content they publish, the claims they make and compliance with applicable laws and platform policies.

*Light Up
A Brighter
Tomorrow*



*Solar
Brighter
Together* 



Clean Energy
Brighter
Communities 



Quick Notes

- ✓ Accurate information required
- ✓ One genuine account per participant
- ✓ Use only lawful and brand-safe channels

*Earn Responsibly.
Grow Together.* 

*Light Up Homes.
Earn Together.*



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Living



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Tomorrow



Solar
Brighter
Together

Earn.
Share.
Grow
Together.

2. Commission, Payouts & Team Network Conditions

Commission is payable only on valid, completed and eligible sales that are successfully tracked and approved by Homehop.



A. Standard Affiliate Commission

- ✓ Affiliates may earn **up to 10% commission** on eligible net sales of Homehop products, subject to the active campaign, product category or program notice.
- ✓ Commission rates may vary by product, collection, season, promotion, marketplace restrictions or special campaign rules.
- ✓ Homehop reserves the right to revise commission rates, pause categories or update promotional offers at any time.



B. Eligible vs. Ineligible Orders



Eligible

- ✓ Completed customer orders successfully tracked through the program
- ✓ Orders not cancelled, returned, refunded or marked as payment failure
- ✓ Sales that comply with all Homehop policies and anti-fraud checks



Ineligible

- ✗ Self-purchases unless specifically approved by Homehop
- ✗ Orders generated through fraud, spam, fake leads or deceptive promotion
- ✗ Cancelled, returned, refunded, duplicate or test orders
- ✗ Orders in breach of coupon, pricing or channel rules



C. Payout Terms

- ✓ Approved commissions are normally paid through bank transfer to the payout account registered by the participant.
- ✓ Payouts are processed after validation and any applicable return or reconciliation period.
- ✓ Homehop may process payouts on a monthly cycle or another operational cycle communicated through the dashboard or program communication.
- ✓ A minimum payable threshold of **₹500** may apply unless otherwise specified.
- ✓ Taxes, banking requirements and documentation obligations remain the responsibility of the participant unless otherwise stated by law.



D. Adjustment, Reversal & Hold Rights

- ✓ Homehop may reverse or adjust commission for refunded, cancelled, duplicate or invalid transactions.
- ✓ Commissions may be placed on hold where suspicious traffic, unusual order patterns or policy violations are detected.
- ✓ Homehop records and dashboard reporting will be treated as the primary basis for commission calculation, subject to correction of technical errors.



E. Team Network & Additional Earning Opportunities

- ✓ Where the program supports team or multi-level network participation, additional commission opportunities may be made available for valid downstream referrals or approved collaborator activity.
- ✓ Applicable levels, percentages and qualification rules may vary and will be governed by the dashboard, campaign notice or separate written communication.
- ✓ Network-based earnings do **not** override Homehop's right to reject invalid orders or remove ineligible activity.



Payout Summary

Key details at a glance.



Commission:
up to **10%** on
eligible net sales



Payout mode:
direct bank
transfer



Threshold:
from **₹500**
unless otherwise notified



Validation:
subject to approval,
returns and fraud checks

3. Promotion Rules, Compliance, Suspension & Liability

All participants must promote Homehop in a fair, lawful and transparent manner that protects customers, the brand and platform integrity.



A. Disclosure & Transparency

A

- ✓ Affiliates and creators must clearly disclose their commercial relationship with Homehop where required by law or platform rules.
- ✓ Examples of acceptable disclosures include #ad, #affiliate, #gifted or platform-based paid partnership tools, as applicable.
- ✓ Disclosures must be visible, understandable and not hidden in long captions or unclear language.



B. Restricted Promotional Practices

B

- ✓ No spam, unsolicited bulk messaging, fake engagement, cookie stuffing, malware, forced clicks or misleading redirects.
- ✓ No false product claims, fake reviews, fake testimonials, misleading guarantees or unapproved medical, safety or performance statements.
- ✓ No bidding on restricted brand keywords, impersonating Homehop or creating pages that appear to be official Homehop-owned properties without permission.
- ✓ No use of illegal, hateful, adult, infringing or otherwise unsafe content environments.



C. Use of Brand Assets

C

- ✓ Only approved or publicly supplied Homehop brand assets, product visuals and messaging may be used.
- ✓ Participants must not alter logos or create misleading offer claims, fake discount banners or expired coupon messages.
- ✓ Where product specifications or pricing change, participants must update their content within a reasonable time.



D. Suspension & Termination

D

- ✓ Homehop may suspend, reject, limit or terminate any participant account for fraud, abuse, low-quality traffic, policy violations or reputational risk.
- ✓ Homehop may also pause an account that remains inactive for a prolonged period or fails to respond to compliance queries.
- ✓ Termination may result in withholding, reversing or cancelling unpaid commission arising from invalid or non-compliant activity.



E. Confidentiality, Data & Privacy

E

- ✓ Participants must protect confidential information, pricing details, customer data and non-public program information.
- ✓ Customer information obtained through the program must not be copied, sold, misused or retained beyond permitted use.
- ✓ Participants remain responsible for complying with applicable privacy and data-protection laws.



F. Limitation of Liability & Governing Principles

F

- ✓ Homehop does not guarantee uninterrupted platform availability, tracking continuity or any minimum level of sales or earnings.
- ✓ To the maximum extent permitted by law, Homehop will not be liable for indirect, consequential or incidental losses arising from program participation.
- ✓ These terms are governed by the applicable laws of India unless a separate written agreement states otherwise.
- ✓ Homehop may amend these terms at any time, and the latest version will supersede earlier informal understandings.



Non-Negotiable Compliance Standards

Do It Right. Keep It Bright.

- ✓ Always disclose
- ✓ Never mislead
- ✓ Promote only in brand-safe channels
- ✓ Fraud or abuse may lead to immediate suspension

Fair Partners Brighter Together

4. Influencer / Creator Collaboration Offers

Homehop may offer product gifting opportunities to eligible creators based on niche fit, content quality, average views, engagement quality and audience relevance.

Creator Size	Suggested Free Product Value	Typical Deliverable	Notes
1K–3K followers	Up to ₹500	1 story or 1 UGC clip	Strong niche fit preferred
3K–5K followers	Up to ₹750	1 Reel/Short or 1 feed post + tag	Good for nano creators
5K–10K followers	Up to ₹1,000	1 Reel/Short + 1 story	Basic product demonstration expected
10K–25K followers	Up to ₹1,500	1 Reel/Short + 2 stories	Better engagement preferred
25K–50K followers	Up to ₹2,500	1 quality Reel + story set	Suitable for micro creators
50K–100K followers	Up to ₹4,000	1 Reel or YouTube integration + stories	Higher production quality expected
100K+ followers	Custom offer	Negotiated deliverables	May include performance bonus or paid add-on



YouTube-Focused Creators

- ✓ YouTube creators may be offered higher-value product seeding depending on average views, video quality, niche relevance and depth of product integration.
- ✓ Dedicated reviews, detailed demonstrations and evergreen tutorial videos may qualify for upgraded collaboration offers.

Create Inspire Grow



How Homehop evaluates creator applications

- ✓ **Niche fit:** home decor, outdoor living, garden, solar products, DIY, home improvement or lifestyle
- ✓ Audience quality and engagement authenticity
- ✓ Average views and recent content performance
- ✓ Visual quality, storytelling and brand safety
- ✓ Audience geography and relevance to Homehop customers



Important

These slabs are recommended operating offers and not guaranteed entitlements. Homehop may revise gifting values, combine products, request custom deliverables or decline a collaboration request based on stock availability, brand fit or campaign priorities.

Same Brighter Possibilities



Solar Street Lights
Brighter Pathways
Greener Tomorrows



Solar Flood Lights
Powerful Lighting
For Safer Homes



Decorative Solar Lights
Beautiful Spaces
Happier Moments

Light Up Homes. Earn Together.

5. Influencer Collaboration Conditions, Content Rights & Support

All creator collaborations, gifting campaigns and influencer seeding arrangements are subject to the following operating conditions.

A Approval & Product Seeding



- ✓ All collaborations are subject to prior approval by Homehop and may depend on stock availability, product suitability and campaign needs.
- ✓ Gifted products are typically provided as barter or creator-seeding support and do not automatically constitute a paid sponsorship unless separately agreed in writing.
- ✓ Homehop may decide the final product combination, variant, quantity and dispatch schedule.

B Deliverables & Timelines



- ✓ Creators are expected to publish the agreed deliverables within the mutually confirmed campaign window, typically within 7 to 21 days after receiving the product unless otherwise agreed.
- ✓ Deliverables may include reels, shorts, stories, static posts, unboxing videos, tutorials, reviews or long-form integrations depending on the approved collaboration.
- ✓ Homehop may request reasonable factual corrections where product details, pricing statements or disclosures are inaccurate.

C Mandatory Disclosures & Content Standards



- ✓ Creators must disclose commercial arrangements in a clear manner using #gifted, #ad, #affiliate, platform disclosure tools or other required labels, as applicable.
- ✓ Content must honestly depict the product and must not include false claims, unsafe demonstrations or misleading before-and-after statements.
- ✓ Content should be brand-safe, respectful and suitable for Homehop's family-friendly home and garden positioning.

D Usage Rights



- ✓ Unless otherwise agreed in writing, by participating in a gifting collaboration the creator grants Homehop a non-exclusive, royalty-free right to repost, share and use the approved content on Homehop's website, social media, marketplaces, email, digital ads and promotional material with reasonable edits for formatting.
- ✓ Where paid-media whitelisting, exclusivity or extended licensing is required, such terms may be separately negotiated.
- ✓ Creators retain ownership of their original content except to the extent licensed to Homehop under the collaboration terms.

E Returns, Issues & Cancellation



- ✓ Any damaged, defective or incomplete shipment should be reported promptly, preferably within 48 hours of delivery.
- ✓ Homehop may cancel or postpone a collaboration due to stock constraints, compliance concerns, campaign changes or force majeure situations.
- ✓ Creators may be removed from future gifting rounds where agreed deliverables are not completed or where major policy violations occur.

F Contact, Support & Acceptance



- ✓ For campaign coordination, clarification or support, creators and affiliates should contact the Homehop team through the approved program communication channel or affiliate dashboard support route.
- ✓ Continued participation in the affiliate or creator collaboration program constitutes acceptance of the latest applicable terms, policies, offer slabs and campaign requirements.

★ Best-Practice Reminder

- ✓ Share honestly
- ✓ Disclose clearly
- ✓ Publish on time
- ✓ Use accurate product information
- ✓ Help build brighter homes and greener tomorrows



Light Up Homes. Together.