

IMPORTANT NOTICE TO ALL AFFILIATES

PHYGICART BRAND & PROMOTIONAL CREATIVE GUIDELINES

Dear Team,

The Management has observed instances of **AI-generated images, modified product visuals and promotional creatives being created and circulated using the Phygicart name, products, logos or brand identity without prior approval.**

All affiliates are hereby instructed to ensure that **every creative, whether created manually or using AI tools, strictly protects and maintains the identity, authenticity and reputation of the Phygicart brand.**

MANDATORY GUIDELINES

Affiliates must ensure that:

- Any creative using the **Phygicart name, Logos (Phygicart, Phygital Academy & Boche) or products must not distort, alter, misuse or misrepresent** the original brand identity.
- **Product appearance, packaging, labels, logos and brand elements must not be changed or manipulated** in a way that could mislead customers.
- AI-generated or edited visuals must **not create a false representation of Phygicart products or official company communication.**
- No unauthorized claims, promises, guarantees, offers, product benefits or income-related statements may be included.
- Creatives must not contain any content that may **damage, dilute or negatively affect the Phygicart brand name, product image or reputation.**
- Only **genuine and accurate product information** should be used in promotional communication.
- If a creative is doubtful or involves significant modification of a product/brand element, **company approval must be obtained before publishing or circulating it.**

RESPONSIBILITY OF THE AFFILIATE

The affiliate who **creates, publishes, forwards or circulates** promotional content is responsible for ensuring that the content complies with company guidelines.

The use of **AI tools, editing applications, designers or third parties does not remove this responsibility.**

If any unauthorized or inappropriate creative has been created or shared **by mistake, it must be immediately stopped and removed wherever possible and must not be repeated.**

STRICT ACTION

Any violation of these guidelines may result in **immediate blocking/suspension of the concerned Affiliate ID** and other disciplinary action as applicable.

Where unauthorized content results in **brand misuse, misleading representation, customer complaints, financial loss or reputational damage**, the company reserves the right to initiate **appropriate legal action** against the responsible person.

FINAL INSTRUCTION

Every affiliate must ensure that their creativity **NEVER** compromises, alters, misrepresents or negatively affects the Phygicart brand name, products, packaging, logos or reputation.

Use The Brand Responsibly.

Protect The Product Identity.

Respect The Phygicart Logo.

Protect The Phygicart Brand.

This notice is effective from 13/08/2026 and applicable to all affiliates.

**Phygital Academy & Team Management
Phygicart E-Commerce Pvt. Ltd.**



phygicart.com
physical digital way of shopping