



TROIKA TECH SERVICES PRIVATE LIMITED
AI Calling Service Terms & Conditions
Confidential & Proprietary Document

Effective Date: The date on which the Customer makes payment, accepts the proposal, activates the service, or commences use of the Product, whichever is earlier.

This Terms and Conditions Agreement (“Agreement”) governs the use of AI Calling Service, Bulk AI Calling, AI Voice Agents, AI Chat Agents, AI Agent Systems, SmartSites, APIs, AI Calling Numbers, dashboards, credits, integrations, support services, and associated products and services provided by Troika Tech Services Private Limited, Troika Management Services Pvt. Ltd., Troika Plus Private Limited, and their associated brands and business divisions, collectively referred to as “Troika Tech”, “We”, “Us”, or “Our”.

By accessing, subscribing to, paying for, recharging, renewing, activating, testing, logging into, or using the Product or Services, the Customer confirms that they have read, understood, and agreed to be bound by this Agreement. If the Product is used on behalf of an organization, the person accepting these Terms represents that they are authorized to bind such organization.

1. DEFINITIONS

For the purpose of this Agreement:

1.1 “Troika Tech”, “We”, “Us”, or “Our” refers to Troika Tech Services Private Limited, Troika Management Services Pvt. Ltd., Troika Plus Private Limited, and their officially registered brands, products, and affiliated business entities.

1.2 “Customer”, “You”, or “Your” refers to the individual, company, institution, organization, agency, or business entity subscribing to or using the Product or Services.

1.3 “Product” or “Services” includes AI Calling Service, Bulk AI Calling, AI Voice Agent, AI Chat Agent, SmartSites, AI Calling Dashboard, AI Calling Numbers, APIs, integrations, workflows, credits, call logs, recordings, transcripts, lead management tools, analytics, and related support services.

1.4 “Authorized User” means any individual expressly permitted by the Customer to access or use the Product.



1.5 “AI Calling Number” or “Calling Number” means the communication number, DID, CLI, virtual number, or calling identity allocated for temporary use with the Product.

1.6 “Credits” means prepaid usage balance allocated to the Customer for using AI Calling Service, AI Chat, API, or related services.

1.7 “Calling Credits” means the prepaid credits consumed for AI Calling usage, including call duration, AI processing, telecom usage, variables, forwarding, or other chargeable usage as applicable.

1.8 “Variables” means dynamic data fields used within a calling campaign or script, such as name, course, city, amount, project name, due date, appointment date, lead source, or any other personalized data element.

1.9 “Customer Data” means all data, databases, leads, scripts, FAQs, business information, customer lists, recordings, training content, documents, and instructions supplied by the Customer.

1.10 “Troika Tech Data” means system-generated data including call logs, metadata, analytics, workflows, call status, AI responses, transcripts, recordings, campaign performance, and platform-generated insights.

1.11 “Documentation” means any proposals, emails, user guides, training material, process documents, support instructions, onboarding notes, or service guidelines provided by Troika Tech.

1.12 “Applicable Law” means all laws, rules, regulations, telecom guidelines, data protection laws, consumer communication laws, AI usage regulations, TRAI rules, DPDP Act 2023, and any other applicable domestic or international laws.

2. GRANT OF RIGHTS

2.1 Troika Tech grants the Customer a limited, revocable, non-exclusive, non-transferable right to use the Product strictly in accordance with this Agreement, the subscribed plan, and the proposal shared with the Customer.



2.2 No ownership, permanent rights, resale rights, transfer rights, or proprietary interest in the Product, AI Calling Number, software, APIs, workflows, dashboards, telecom resources, AI models, or backend systems are transferred to the Customer.

2.3 All rights granted under this Agreement are temporary and valid only during the active subscription, valid recharge period, or active service period.

2.4 Troika Tech reserves the right to suspend, restrict, modify, or terminate access if the Customer violates these Terms, misuses the Product, breaches applicable law, or fails to comply with payment, KYC, or operational requirements.

3. PRODUCT SCOPE AND SERVICE NATURE

3.1 Troika Tech provides AI-powered communication and automation services. The Product may include AI Calling Service, inbound calling, outbound calling, lead qualification, call transfer, AI chat, data capture, campaign dashboard, transcripts, recordings, analytics, and integrations depending on the subscribed plan.

3.2 The exact features, inclusions, commercials, validity, limits, and deliverables will be as per the email proposal, invoice, quotation, or written confirmation shared by Troika Tech.

3.2A In case of any conflict between these general Terms and the specific commercial proposal, quotation, invoice, or written email confirmation shared by Troika Tech, the specific written commercial terms shall prevail only to the extent of such conflict.

3.3 Any feature not specifically mentioned in the proposal or invoice shall be treated as an additional requirement and may be chargeable separately.

3.4 Troika Tech does not provide any guarantee of sales, conversions, admissions, bookings, collections, revenue, profits, political results, business outcomes, or return on investment.

3.5 The Product is a technology and communication support service. All business decisions, campaign strategy, database quality, offer, script approval, target audience, and final outcome remain the sole responsibility of the Customer.

3.5A Troika Tech is responsible only for providing the agreed technology service and campaign execution support. The Customer remains solely responsible for sales follow-



up, lead handling, closing, counselling, admission conversion, booking confirmation, payment collection, and final business outcome.

3.6 Operational and technical aspects associated with live AI-based calling environments.

The audio quality and speech interpretation during a live call are materially influenced by several external variables that exist beyond the direct operational control of the AI platform, including but not limited to:

- the recipient's surrounding environment,
- background conversations,
- market or crowded-area disturbances,
- moving vehicle conditions,
- network fluctuations,
- handset microphone quality,
- telecom routing latency,
- customer speaking speed and clarity.

Accordingly, where a recipient is located in a noisy public area, outdoor setting, workplace environment, field location, or low-network region, interruptions and reduced speech clarity may naturally impact real-time conversational accuracy.

Notwithstanding the above, our technical team continues to actively review and optimize the campaign infrastructure, including response pacing, interruption handling, conversational mapping, and interaction flow improvements wherever technically feasible from the system side.

4. PREPAID PAYMENT MODEL

4.1 All services are offered strictly on a prepaid basis unless otherwise agreed in writing.

4.2 The Customer must make 100% payment before Troika Tech begins setup, training, configuration, activation, campaign preparation, or service delivery.



4.3 No work shall be initiated on verbal confirmation, purchase intent, pending approval, or partial commitment unless approved by Troika Tech in writing.

4.4 Payments once made are non-refundable under all circumstances, including but not limited to non-usage, change of plan, customer delay, customer dissatisfaction after approval, campaign underperformance, data quality issues, regulatory restrictions, or change in business requirement.

4.5 Service commencement, setup initiation, account creation, number allocation, training, or dashboard access shall be treated as acceptance of service and waiver of refund rights.

4.6 All prices, setup charges, recharge amounts, maintenance fees, integration charges, customization charges, and other commercials are exclusive of GST and applicable taxes unless specifically mentioned otherwise in writing. The Customer shall be responsible for paying all applicable taxes, duties, levies, or government charges.

5. ONE-TIME CHARGES, SETUP, TRAINING AND ACTIVATION

5.1 One-time charges, wherever applicable, may include AI training, agent creation, script structuring, language modelling, knowledgebase preparation, dashboard configuration, DID or number activation, testing, deployment, maintenance onboarding, and technical activation.

5.2 One-time charges do not represent ownership of the Product, AI model, calling number, dashboard, workflow, system, APIs, or backend infrastructure.

5.3 If the Customer discontinues usage, does not recharge, or keeps the service inactive for 180 days or more, Troika Tech may require fresh one-time charges for reactivation, retraining, setup, or redeployment.

5.4 Any promotional pricing, discount, special commercial approval, or offer must be confirmed in writing by Troika Tech through official email. If not mentioned in writing, the Customer shall not be eligible to claim it later.



6. RECHARGE, VALIDITY AND CREDITS

6.1 The Customer may recharge calling credits, chat credits, API credits, or other usage credits as per available plans.

6.2 Each recharge will have a fixed validity period, which will be communicated in the proposal, invoice, dashboard, or official communication.

6.3 Credits are non-refundable, non-transferable, and cannot be exchanged for cash, another service, another account, or another Customer.

6.4 Unused credits shall expire at the end of the validity period and shall not be carried forward unless specifically approved in writing by Troika Tech.

6.5 Each recharge is treated as an independent plan with its own validity and usage conditions.

6.6 Troika Tech may revise credit pricing, recharge plans, validity, or consumption rules due to telecom cost changes, AI model cost changes, infrastructure cost changes, regulatory changes, vendor changes, or business requirements.

6.7 Troika Tech shall make reasonable efforts to provide prior notice of major pricing changes. However, urgent cost changes from telecom, cloud, AI, API, or third-party providers may be implemented with shorter notice.

6.8 Troika Tech may, as a courtesy and on a best-effort basis, provide reminders regarding credit balances, recharge requirements, plan validity, account expiry, number expiry, service renewal, or credit expiration through email, phone call, WhatsApp, dashboard notifications, account managers, or other communication channels. Such reminders are provided solely as a convenience and shall not create any obligation on Troika Tech to provide reminders in every instance.

The Customer acknowledges that the Product operates on a prepaid model and remains solely responsible for monitoring credit balances, validity periods, recharge requirements, billing status, account activity, service continuity, and renewal deadlines. Failure to receive, review, respond to, or act upon any reminder shall not relieve the Customer of its obligations under this Agreement, nor create any liability on the part of Troika Tech for service interruption, credit expiry, number reassignment, campaign delay, loss of continuity, or any related consequence.



The Customer acknowledges that email delivery, spam filtering, inbox restrictions, telephone reachability, WhatsApp delivery, personnel changes, communication failures, or other technical limitations may prevent reminders from being received, and such non-receipt shall not affect the Customer's obligations under this Agreement.

6.9 Recharge Validity Commencement and Customer Responsibility

Unless expressly agreed otherwise in writing, the validity period of any recharge, subscription, credit pack, calling credits, chat credits, API credits, telecom resource, number allocation, channel allocation, prepaid service, or promotional package shall commence from the date of payment, recharge, activation, allocation, provisioning, or account creation by Troika Tech, whichever occurs first, and shall not be linked to the date of first login, first usage, first campaign launch, first call, first message, actual consumption, onboarding completion, training completion, customer approval, or any delay attributable to the Customer.

The Customer acknowledges that all Services operate on a prepaid and validity-based model. It is the Customer's responsibility to promptly commence usage of the Services, complete onboarding requirements, provide necessary data, approvals, scripts, configurations, integrations, and other inputs required for service utilization within the applicable validity period.

Failure, delay, postponement, non-usage, partial usage, internal approval delays, operational constraints, staffing issues, business decisions, campaign postponements, or any other circumstance on the Customer's side shall not extend, pause, suspend, toll, carry forward, or otherwise modify the applicable validity period unless expressly approved by Troika Tech in writing.

Expired validity periods, unused credits, unused balances, unutilized services, unused campaign capacity, or unconsumed allocations shall not be eligible for refund, compensation, credit adjustment, extension, or carry-forward except where specifically approved by Troika Tech in writing at its sole discretion.

The Customer acknowledges that validity periods are an essential component of the commercial pricing structure of the Services. Accordingly, non-usage, delayed usage, partial usage, or failure to utilize the Services within the applicable validity period shall not entitle the Customer to any refund, extension, suspension, pause, carry-forward, credit adjustment, or reduction in fees unless expressly approved by Troika Tech in writing.



7. CREDIT CONSUMPTION AND VARIABLE CHARGES

7.1 Credit consumption may be calculated based on call duration, AI processing, telecom usage, variables used, forwarding duration, API usage, language processing, recording, transcription, or other applicable technical parameters.

7.2 Standard AI Calling Service usage will be charged as per the subscribed plan and communicated commercial terms.

7.3 If the Customer requires dynamic variables in the script or call flow, additional credit consumption may apply.

7.4 For campaigns using dynamic variables, credit consumption may increase depending on the number of variables used. As a simplified example, the number of variables plus one may be considered for calculating the per-second consumption multiplier, subject to campaign configuration and the approved commercial terms.

Example: Variables + 1 = per-second duration multiplier, where applicable and approved in the applicable commercial proposal, dashboard, invoice, or project documentation.

Variable-based calling may result in additional credit consumption as communicated in the applicable commercial proposal, dashboard, invoice, or project documentation.

7.5 Where applicable, adding 1 variable may result in deduction of 2 credits per second, depending on the campaign configuration, AI processing requirement, and commercial plan.

7.6 Variable charges exist because personalized calling requires additional data processing, prompt handling, response generation, and AI logic during live calls.

7.7 The Customer is responsible for understanding and approving variable usage before campaign activation.

7.8 If the Customer requests additional variables after setup, Troika Tech may revise the credit consumption logic, script structure, and applicable commercial terms.



8. CALLING HOURS AND CAMPAIGN TIMINGS

8.1 AI Calling campaigns should generally be conducted during reasonable business calling hours, preferably between **9:00 AM and 8:00 PM** as per TRAI Rules and Indian Government Rules and Regulations for Telecom communications.

8.2 The Customer is responsible for ensuring that campaign timings comply with applicable telecom rules, consumer communication norms, industry practices, and end-user consent requirements.

8.3 Troika Tech may refuse, pause, or reschedule campaigns that may violate applicable laws, disturb recipients, create complaints, or damage platform reputation.

8.4 Campaign speed, calling frequency, retries, concurrency, channel allocation, and calling window may depend on telecom feasibility, available channels, database size, regulatory restrictions, and platform stability.

8.5 Campaign execution timelines may vary depending on campaign volume, database size, telecom capacity, channel allocation, compliance requirements, platform load, public holidays, weekends, festivals, and third-party provider limitations.

Large-volume campaigns may require approximately 24 to 48 hours or longer for completion depending on campaign size, channel availability, telecom capacity, compliance requirements, platform load, and operational factors.

Customers are advised to plan campaigns in advance and provide sufficient lead time wherever possible.

For urgent campaigns, same-day campaigns, time-sensitive promotions, admission deadlines, event registrations, collections, payment reminders, public relation communications, or other priority campaigns, the Customer should consult their assigned Account Manager or Troika Tech representative in advance to confirm expected delivery timelines, feasibility, and available campaign capacity.

Troika Tech shall not be liable for delays caused by telecom restrictions, regulatory requirements, provider limitations, public holidays, weekends, festivals, force majeure events, high-volume campaign queues, or circumstances beyond its reasonable control.



8.6 Customers are encouraged to submit campaign databases, scripts, approvals, and scheduling instructions at least 48 hours prior to the intended campaign launch date wherever possible.

9. DND, NDNC AND CONSENT RESPONSIBILITY

9.1 The Customer is solely responsible for ensuring that the database provided is lawful, consent-based, and compliant with applicable telecom and data protection laws.

9.2 Outbound AI Calling shall be conducted only on numbers that are legally permissible to contact.

9.3 Domestic Customers must ensure compliance with TRAI, DND, NDNC, UCC, and all applicable customer communication regulations.

9.4 Troika Tech may provide DND or number filtering support wherever available, but the final responsibility for database legality and consent remains with the Customer.

9.5 The Customer must maintain proper records of consent, opt-ins, opt-outs, and communication permissions.

9.6 The Customer is responsible for maintaining a suppression list or opt-out database of users who do not wish to be contacted.

9.7 Troika Tech shall not be liable for penalties, complaints, regulatory actions, or disputes arising from unauthorized, non-consensual, or unlawful communication initiated based on Customer Data.

10. CUSTOMER DATABASE AND CONTENT RESPONSIBILITY

10.1 The Customer must provide complete and accurate database, campaign information, FAQs, product details, offer details, pricing, terms, objections, and script requirements within 72 hours of payment unless otherwise agreed.

10.2 Delay in providing database, content, approvals, documents, KYC, or required information may delay setup and campaign activation.



10.3 Troika Tech shall not be responsible for delay caused due to incomplete, incorrect, outdated, duplicate, invalid, DND, switched-off, unreachable, or poor-quality data provided by the Customer.

10.4 The Customer is solely responsible for the correctness of the script, claims, offer, pricing, promises, compliance statements, and business information used by the AI Agent.

10.5 Troika Tech may assist in structuring or improving the script, but final approval remains the Customer's responsibility.

10.6 Troika Tech shall not be liable for losses, disputes, customer complaints, or regulatory issues caused by incorrect or misleading information provided by the Customer.

11. LANGUAGE POLICY

11.1 Each AI Calling script may include one primary language and one secondary language, making a total of two languages per script unless otherwise agreed in writing.

11.2 If the Customer requires more than two languages in one script, Troika Tech may recommend separate scripts, separate agents, separate flows, or additional configuration.

11.3 Additional languages may require extra training, testing, script restructuring, and may be chargeable separately.

11.4 AI performance may vary depending on language, accent, pronunciation, user speech clarity, telecom quality, background noise, and real-time conversation complexity.

11.5 Troika Tech does not guarantee perfect language detection, perfect translation, or perfect multilingual response in every scenario.



12. SCRIPT, KNOWLEDGEBASE AND AI TRAINING

12.1 AI Agent performance depends heavily on the quality of script, knowledgebase, FAQs, customer data, business clarity, and approved responses.

12.2 The Customer must provide complete and accurate training inputs for AI setup.

12.3 Troika Tech may create, improve, or structure the AI Agent script and knowledgebase based on Customer input.

12.4 Any missing information, unclear instruction, conflicting statement, or incomplete business detail may affect AI Agent performance.

12.5 The AI Agent will answer based on the information trained, configured, and approved. It may not be able to answer questions outside the approved knowledgebase.

12.6 Any major change in script, flow, offer, business logic, pricing, campaign objective, language, or industry after setup may be treated as a new update or chargeable change.

13. TESTING, APPROVAL AND GO-LIVE PROCESS

13.1 During the testing phase, Troika Tech may activate live features for the Customer to review the Product functionality.

13.2 The Customer must test the AI Agent, script, call flow, lead capture, call transfer, dashboard, recording, and available options during the testing period.

13.3 Once Troika Tech shares the setup update, the Customer must review and suggest required changes within 24 to 48 hours.

13.4 A maximum of 3 reasonable changes may be allowed before go-live, unless otherwise agreed.

13.5 After final approval or expiry of the review period, the setup shall be treated as accepted.

13.6 The Customer is expected to finalize the AI Calling setup within 7 days of payment by providing required information, approvals, and testing feedback.



13.7 If there is delay from the Customer's side in providing data, feedback, approval, KYC, or go-live confirmation, billing, validity, or commercial timelines may begin from the 15th day from payment or as per the proposal.

13.8 Once the campaign is live, changes may be considered maintenance updates or chargeable modifications depending on the nature and frequency of the change.

14. MONTHLY MAINTENANCE AND UPDATES

14.1 If the Customer has an active maintenance agreement, one reasonable update per month may be complimentary.

14.2 Complimentary updates are limited to minor script changes, FAQ additions, small flow correction, or basic content update.

14.3 Major changes such as new campaign creation, new language, new business flow, new integration, fresh training, new agent, complex logic, or major restructuring shall be chargeable separately.

14.4 Unused complimentary updates cannot be carried forward to the next month.

14.5 Maintenance does not include unlimited changes, unlimited meetings, custom development, CRM development, API creation, third-party troubleshooting, or database cleaning unless specifically included in the proposal.

15. DEMO, TRIAL AND SAMPLE CAMPAIGNS

15.1 Any demo, trial, pilot, or sample campaign is provided only to demonstrate the capability of the Product.

15.2 Demo access, demo calling, demo numbers, demo credits, or demo duration may be limited and controlled by Troika Tech.

15.3 Demo or trial performance should not be treated as guaranteed performance for full campaigns.



15.4 Troika Tech may restrict demo duration, number of test calls, talk time, features, industries, scripts, or languages based on internal policy.

15.5 Demo campaigns may not include full customization, integrations, CRM sync, advanced reporting, unlimited testing, or production-level support unless specifically agreed.

15.6 Free setup, discounted setup, zero-setup, trial, demo, or promotional plans do not include CRM integration, API integration, custom development, webhook setup, third-party software connection, advanced automation, or production-level customization unless specifically mentioned in the written proposal.

16. GOOGLE MEET, TRAINING AND LIVE EXPLANATION REQUESTS

16.1 Troika Tech may provide onboarding support, training, or walkthrough as per the subscribed plan and internal support policy.

16.2 Live Google Meet or video meeting requests are subject to team availability, commercial feasibility, and account priority.

16.3 Since every live meeting requires team time, preparation, and operational involvement, Troika Tech may restrict unnecessary live meetings for zero-setup, low-value, demo-only, or non-committed accounts.

16.4 Wherever possible, Troika Tech may provide support through email, WhatsApp, recorded videos, help documents, or dashboard walkthroughs.

16.5 Paid training, detailed live onboarding, or dedicated consultation may be chargeable separately if not included in the plan.



17. CALL TRANSFER, HUMAN HANDOVER AND FORWARDED CALLS

- 17.1** Call transfer or human handover may be provided if included in the subscribed plan.
- 17.2** The Customer must provide correct transfer numbers, team availability, working hours, and escalation instructions.
- 17.3** Troika Tech is not responsible if the Customer's team does not answer transferred calls, rejects calls, is unavailable, or fails to follow up with leads.
- 17.4** Forwarded call duration may be chargeable as per telecom and platform usage rules.
- 17.5** Call transfer success depends on telecom connectivity, number reachability, customer availability, agent configuration, and third-party network performance.

18. INTEGRATIONS AND CRM CONNECTIVITY

- 18.1** Integrations, CRM connectivity, webhook, API push, API read, lead sync, or third-party platform connectivity shall be provided only if included in the proposal or separately approved.
- 18.2** Troika Tech may integrate with Customer systems where technically feasible and commercially agreed.
- 18.3** Unless specifically agreed, Troika Tech does not provide open access to its internal APIs, source code, backend database, AI models, or proprietary infrastructure.
- 18.4** Troika Tech may read, fetch, push, or sync data with Customer CRM depending on the approved integration scope.
- 18.5** The Customer is responsible for providing API documentation, test credentials, sandbox access, CRM support contact, field mapping, and required technical assistance.
- 18.6** Troika Tech shall not be responsible for failure, delay, limitation, downtime, API changes, authentication failure, data mismatch, or restrictions caused by third-party CRM or software providers.



18.7 Any additional integration, custom development, API modification, CRM write-back, reporting customization, or advanced automation shall be chargeable separately.

18.8 For avoidance of doubt, integrations are not automatically included in setup, recharge, demo, free setup, or promotional offers unless expressly confirmed in writing by Troika Tech.

19. RESELLER, WHITE LABEL AND REFERRAL POLICY

19.1 Domestic Customers are not permitted to resell, white label, repackage, sublicense, or commercially distribute the Product without prior written approval from Troika Tech.

19.2 International Customers may resell only after written approval and execution of a separate Reseller Agreement.

19.3 The Customer shall not represent themselves as the owner, developer, platform provider, or official partner of Troika Tech unless authorized in writing.

19.4 Troika Tech may, at its discretion, offer referral commission on successful paid referrals, subject to written confirmation.

19.5 Referral commission, if approved, is applicable only after payment realization from the referred Customer and shall be governed by the specific referral terms shared by Troika Tech.

19.6 Troika Tech may identify the Customer as a customer of the Product and Services in client lists, proposals, presentations, case studies, website content, investor communications, and marketing materials, provided such disclosure does not reveal confidential information. Any use of the Customer's logo, trademark, or branding materials shall be subject to applicable brand guidelines and may be discontinued upon written request from the Customer.



20. CUSTOMER SUPPORT

20.1 Standard support will be provided during Troika Tech's working hours: **Monday to Friday, 10:00 AM to 6:00 PM**, excluding public holidays, major state holidays, central government holidays, and company holidays.

20.2 Support may be provided through email, WhatsApp, phone, dashboard, ticketing, or assigned account manager depending on the subscribed plan.

20.3 Support does not mean 24/7 dedicated human availability unless specifically included in writing.

20.4 Support covers reasonable assistance related to product usage, basic troubleshooting, campaign clarification, recharge, dashboard access, and agreed service scope.

20.5 Support does not include unlimited training, repeated explanation, custom strategy consulting, data cleaning, sales coaching, third-party software troubleshooting, or out-of-scope development.

20.6 Urgent technical issues will be handled on a best-effort basis depending on severity, platform status, vendor dependency, and team availability.

20.7 Troika Tech shall use commercially reasonable efforts to respond to support requests during business hours. Response times may vary depending upon severity, complexity, subscribed support plan, and circumstances beyond Troika Tech's reasonable control, including global outages of servers, internet services, cloud providers, telecom networks, or other emergency situations.



21. CUSTOMER COMMUNICATION PROCESS

21.1 All official communication must happen through email or approved written channels.

21.2 The Customer must assign one authorized point of contact for project coordination, approvals, content sharing, technical queries, billing, and support communication.

21.3 Instructions received from the authorized point of contact shall be considered valid and binding on the Customer.

21.4 Troika Tech shall not be responsible for confusion, delay, duplication, or incorrect execution caused by multiple decision-makers, conflicting instructions, or unapproved communication from different Customer representatives.

22. AI CALLING NUMBERS, DID AND TELECOM RESOURCES

22.1 AI Calling Numbers, DIDs, CLIs, channels, telecom resources, or calling identities are allocated only for temporary use with the Product.

22.2 The Customer does not own the AI Calling Number or telecom resource.

22.3 Upon expiry, non-recharge, termination, misuse, regulatory issue, or non-compliance, Troika Tech may deactivate, withdraw, or reallocate the number.

22.4 If the Customer does not recharge within 21 days of expiry, Troika Tech has the right to allocate the number to another customer.

22.5 Troika Tech is not responsible for loss of number continuity, branding, recall value, or business impact if the Customer fails to recharge or renew on time.

22.6 DID, number rental, channel allocation, call rates, and telecom availability may change based on provider policies and regulatory conditions.

22.7 AI Calling Services are provided subject to applicable telecom regulations and therefore each plan is offered with a defined validity period.



22.8 Troika Tech provides its services in accordance with the laws, regulations, and telecom policies applicable at the time the Services are delivered. If future regulatory, telecom, governmental, or compliance changes affect the availability, pricing, functionality, or delivery of the Services, Troika Tech shall not be liable for any resulting business interruption, commercial impact, or loss. Troika Tech will make commercially reasonable efforts to adapt to such changes and the Customer agrees to cooperate with any compliance requirements arising therefrom.

23. CHANNELS, CONCURRENCY AND CALLING CAPACITY

23.1 Calling speed and number of simultaneous calls depend on available channels, subscribed plan, telecom feasibility, campaign settings, and technical capacity.

23.2 Channel allocation is flexible and may be optimized by Troika Tech based on campaign size, system load, compliance, and provider availability.

23.3 The Customer cannot claim dedicated unlimited channels unless specifically included in the proposal.

23.4 Troika Tech may throttle, pause, or regulate campaign speed to maintain quality, compliance, and platform stability.

24. RECORDINGS, TRANSCRIPTS AND LEAD DATA

24.1 Call recordings, transcripts, lead status, and analytics may be available in the dashboard depending on the plan and technical feasibility.

24.2 Unless otherwise agreed, recordings and transcripts may be retained for up to 30 days.

24.3 Data for the previous one month may be available for download. Older data may be provided subject to feasibility, availability, and additional charges.

24.4 The Customer is responsible for downloading, backing up, and preserving required records within the available period.



24.5 Troika Tech shall not be responsible for loss of old data if the Customer fails to download it within the available period.

24.6 The Customer is responsible for informing end users about call recording wherever required by law.

24.7 Call Recordings available within the dashboard/panel are intended primarily for monitoring and reference purposes. Such recordings should not be interpreted as an exact representation of live telecom call quality, as actual real-time calls are subject to dynamic environmental, telecom, and recipient-side conditions that vary from interaction to interaction.

24.8 Recordings, transcripts, call summaries, lead tags, and AI-generated classifications are provided for business reference and monitoring purposes only. Troika Tech does not represent that such records shall be complete, error-free, and may not always be suitable as sole evidence in legal or regulatory proceedings.

25. DATA PROTECTION AND PRIVACY

25.1 Troika Tech shall handle Customer Data as confidential information and use it only for providing the Product and Services.

25.2 The Customer is solely responsible for ensuring that all personal data shared with Troika Tech has been collected lawfully and with valid consent.

25.3 The Customer must comply with the Indian Digital Personal Data Protection Act, 2023, TRAI rules, GDPR, CCPA, and any other applicable data protection or privacy law.

25.4 The Customer shall be responsible for all penalties, claims, notices, complaints, or regulatory action arising from unlawful data collection, consent failure, unauthorized communication, or misuse of personal data.

25.5 Troika Tech may process Customer Data through cloud, telecom, AI, analytics, or infrastructure partners for the purpose of service delivery.

25.6 The Customer authorizes Troika Tech to process, store, transmit, and analyze Customer Data as required to deliver the Product.



25.7 The Customer acknowledges that Troika Tech acts primarily as a service provider and processor of Customer Data and does not independently determine the purpose or legality of Customer communications.

26. SECURITY AND UNAUTHORIZED ACCESS

26.1 The Customer is responsible for protecting login credentials, dashboard access, API keys, CRM credentials, user permissions, and internal access controls.

26.2 Any activity performed through Customer credentials shall be treated as authorized activity.

26.3 Troika Tech shall not be responsible for unauthorized access caused by Customer negligence, weak passwords, credential sharing, employee misuse, or compromised devices.

26.4 The Customer must immediately inform Troika Tech in writing if any unauthorized access, suspected breach, or credential compromise is discovered.

26.5 The Customer shall be solely responsible for determining who is granted access to the Product, dashboard, account panel, APIs, integrations, login credentials, reports, recordings, transcripts, and associated Services. Troika Tech does not control, supervise, monitor, or manage the Customer's internal users, employees, contractors, consultants, agents, affiliates, or representatives who are authorized by the Customer to access the Product.

Any activity, instruction, approval, modification, campaign execution, recharge, data upload, configuration change, download, communication, or transaction performed through the Customer's account, credentials, dashboard, or authorized access shall be deemed to have been authorized by the Customer. Troika Tech shall not be liable for any loss, misuse, unauthorized activity, internal dispute, employee action, credential sharing, access mismanagement, or business consequence arising from the Customer's decision to grant or permit access to any person. The Customer shall be responsible for promptly disabling, removing, or revoking access rights for any employee, consultant, contractor, agent, affiliate, or representative who no longer requires access to the Product or who ceases to be associated with the Customer.



26.6 Troika Tech may rely upon dashboard logs, account activity logs, login records, API records, access records, transaction history, audit trails, campaign activity logs, and system-generated records as evidence of Customer activity, account usage, instructions, approvals, or actions performed through the Product.

27. RESTRICTIONS ON USE

The Customer agrees not to use the Product for:

27.1 Fraud, impersonation, identity manipulation, payment deception, phishing, financial crime, or misleading communication.

27.2 Illegal, abusive, defamatory, obscene, threatening, discriminatory, harmful, or infringing content.

27.3 Emergency services, distress calls, or life-critical communication.

27.4 Regulated or sensitive campaigns, including but not limited to political, financial, medical, insurance, loan, education, real estate, election-related, or public-interest communication, may be conducted only where the Customer has obtained all required approvals, permissions, disclaimers, consent, licenses, and compliance clearances applicable to such campaign.

27.5 Reverse engineering, copying, extracting, scraping, replicating, or developing a competing product using Troika Tech's systems, scripts, workflows, dashboards, models, APIs, or documentation.

27.6 Sending unsolicited commercial communication in violation of applicable telecom or consumer communication laws.

27.7 Any activity that may harm Troika Tech's reputation, telecom infrastructure, AI systems, vendors, or other customers.

27.8 The Customer shall be solely responsible for obtaining any industry-specific approvals, licenses, disclosures, registrations, or regulatory permissions required for the campaigns, communications, or activities conducted using the Product.



28. AI-SPECIFIC DISCLAIMERS

28.1 AI-generated responses may be incorrect, incomplete, delayed, unpredictable, misleading, or unsuitable in certain contexts.

28.2 Troika Tech does not guarantee 100% accuracy, correctness, legal suitability, language perfection, emotion detection, intent detection, lead classification, or conversation outcome.

28.3 AI performance depends on call quality, user response, background noise, language, accent, script quality, training data, telecom network, and real-time conversation complexity.

28.4 The Customer must review and validate AI outputs before making business, financial, legal, admission, medical, political, or customer-impacting decisions.

28.5 The Customer acknowledges that AI-generated responses, transcripts, classifications, summaries, recommendations, lead scoring, sentiment analysis, conversation outcomes, tags, insights, and other outputs are probabilistic in nature and are generated through artificial intelligence systems. Accordingly, such outputs may contain inaccuracies, omissions, misinterpretations, inconsistencies, or unintended results.

Troika Tech does not warrant, represent, or guarantee that every AI-generated response, transcript, classification, summary, lead tag, sentiment analysis, recommendation, or conversation outcome will be accurate, complete, reliable, error-free, or suitable for the Customer's intended purpose.

The Customer shall independently review, validate, and verify any information, recommendation, classification, or output before relying upon it for business, legal, financial, regulatory, compliance, medical, educational, operational, commercial, or other critical decision-making purposes. Troika Tech shall not be liable for any decision, action, omission, loss, damage, claim, or consequence arising from the Customer's reliance upon AI-generated outputs.

28.6 AI Calling and AI Chat services are not substitutes for professional human judgment, legal review, compliance review, sales strategy, or business decision-making.



29. THIRD-PARTY SERVICES AND DEPENDENCIES

29.1 The Product may depend on third-party telecom providers, cloud providers, AI model providers, speech-to-text providers, text-to-speech providers, CRM platforms, APIs, or other infrastructure partners.

29.2 Troika Tech shall not be liable for downtime, delay, quality issues, pricing changes, policy changes, call failure, API failure, model failure, voice issue, or service interruption caused by third-party providers.

29.3 Any change in third-party cost, availability, quality, compliance, or terms may affect pricing, delivery, or functionality of the Product.

29.4 Troika Tech may change, replace, or upgrade third-party providers without requiring Customer approval if required for service continuity, quality, cost, or compliance.

30. SERVICE MODIFICATION AND PLATFORM UPDATES

30.1 Troika Tech may update, modify, enhance, restrict, or discontinue any feature, dashboard, API, workflow, plan, or platform functionality.

30.2 Product updates may be made for security, compliance, technical improvement, cost control, vendor change, or business requirement.

30.3 Troika Tech shall not be liable for temporary inconvenience or adjustment required due to platform updates.

30.4 Continued use of the Product after updates shall constitute acceptance of the updated functionality.

30.5 Certain features may be designated as beta, pilot, experimental, or early-access features. Such features are provided on an "as available" basis and may be modified, suspended, or discontinued without notice.



31. WARRANTIES BY TROIKA TECH

31.1 Troika Tech represents that it is legally established and competent to provide the Product and Services.

31.2 Troika Tech will make reasonable efforts to deliver the Product substantially as described in the proposal and approved scope.

31.3 Except as expressly stated, Troika Tech does not provide any warranty of merchantability, fitness for a particular purpose, uninterrupted service, error-free operation, guaranteed results, or complete accuracy.

32. CUSTOMER WARRANTIES AND OBLIGATIONS

The Customer warrants that:

32.1 They have the legal authority to enter into this Agreement.

32.2 They will comply with all applicable laws, including telecom, data protection, consumer communication, AI, advertising, and industry-specific regulations.

32.3 They have obtained all required permissions, consents, approvals, licenses, and authorizations to contact the database shared with Troika Tech.

32.4 They will not upload or share unlawful, harmful, misleading, infringing, confidential, or unauthorized data.

32.5 They will verify AI-generated responses, lead classifications, call outcomes, and campaign reports before making decisions.

32.6 They will provide accurate business information, script approvals, pricing, offer details, and compliance instructions.

32.7 They will not misuse the Product for spam, fraud, harassment, impersonation, illegal marketing, or prohibited activities.



32.8 The Customer agrees not to knowingly publish, distribute, communicate, or promote any false, misleading, manipulated, incomplete, defamatory, malicious, or inaccurate statement regarding Troika Tech, its Products, Services, employees, partners, vendors, or business operations. Nothing in this Agreement shall restrict the Customer from providing honest, lawful, fair, and factually accurate feedback, reviews, opinions, complaints, or experiences based on its genuine use of the Product or Services.

The Customer agrees to first provide Troika Tech a reasonable opportunity to investigate and address any service-related concern before publishing allegations of fraud, misconduct, illegal activity, or regulatory non-compliance.

Nothing in this Clause shall restrict the Customer from exercising any rights available under applicable law or from making lawful disclosures to regulatory authorities, law enforcement agencies, courts, or government bodies.

32.9 They will indemnify Troika Tech for all claims, penalties, damages, complaints, or losses arising from Customer Data, Customer campaigns, Customer instructions, or Customer misuse.

33. KNOW YOUR CUSTOMER — KYC

33.1 The Customer must provide all KYC documents required by Troika Tech, telecom providers, regulatory authorities, or applicable law.

33.2 Required documents may include company registration certificate, GST certificate, PAN, address proof, authorized signatory details, ownership details, website, business proof, campaign details, and any additional documents.

33.3 Troika Tech may refuse activation, pause service, or terminate access if KYC is incomplete, invalid, misleading, expired, or rejected by telecom or regulatory partners.

33.4 Any delay due to KYC non-compliance shall be the Customer's responsibility.



34. INTELLECTUAL PROPERTY RIGHTS

34.1 Troika Tech retains all intellectual property rights in the Product, including AI models, system architecture, dashboards, workflows, APIs, data pipelines, voice logic, prompt structures, scripts created by Troika Tech, automation logic, enhancements, and derivative works.

34.2 The Customer does not receive any rights to source code, backend logic, model weights, internal configurations, proprietary systems, software components, or technical architecture.

34.3 The Customer grants Troika Tech a non-exclusive, worldwide, royalty-free, perpetual license to use any feedback, suggestions, recommendations, or improvement ideas provided by the Customer for the purpose of improving its products and services.

34.4 The Customer retains ownership of its own original business data, proprietary information, and approved content supplied to Troika Tech.

34.5 The Customer shall not benchmark, publish comparative performance results, conduct competitive analysis, or publicly disclose performance metrics relating to the Product without Troika Tech's prior written consent.

35. CONFIDENTIALITY

35.1 Both parties agree to maintain confidentiality of all non-public information exchanged during the engagement.

35.2 Confidential information includes business data, pricing, customer lists, scripts, technical details, strategy, credentials, campaign information, proposals, and internal processes.

35.3 Confidentiality obligations shall survive termination or expiration of this Agreement for a period of three (3) years.

35.4 Troika Tech may disclose information to employees, vendors, consultants, telecom partners, cloud providers, or AI infrastructure partners only to the extent required for service delivery.



35.5 Neither party shall knowingly publish or distribute any public statement, press release, media communication, social media content, promotional material, or announcement relating to any dispute, claim, investigation, allegation, or disagreement arising from this Agreement without first providing the other party a reasonable opportunity to respond, except where disclosure is required by applicable law, court order, regulatory authority, or governmental directive.

36. INDEMNIFICATION

The Customer shall indemnify, defend, and hold harmless Troika Tech, its directors, employees, vendors, affiliates, and partners from all claims, penalties, losses, damages, liabilities, costs, and expenses arising from:

36.1 Any unauthorized resale, sublicensing, white-labeling, redistribution, repackaging, commercial exploitation, leasing, renting, outsourcing, agency operation, managed service offering, or provision of the Product or Services to any third party without the prior written approval of Troika Tech.

The Customer shall not represent, market, advertise, promote, distribute, or offer the Product or any portion thereof as its own platform, software, technology, AI solution, communication service, or proprietary product, nor permit any third party to access, use, benefit from, or commercially exploit the Product except as expressly authorized in writing by Troika Tech.

Any actual or attempted revenue, benefit, business opportunity, commercial gain, or competitive advantage derived from such unauthorized activity shall constitute a material breach of this Agreement and shall entitle Troika Tech to immediately suspend or terminate access to the Product, in addition to pursuing any other legal or equitable remedies available under applicable law.

For the avoidance of doubt, the Customer shall not permit any affiliate, subsidiary, contractor, consultant, partner, reseller, agent, or third party to engage in any activity prohibited under this Clause.

Any violation of this Clause shall also constitute a material breach under Sections 19 and 38 of this Agreement.



36.2 Violation of telecom, TRAI, data protection, consumer communication, AI, or industry-specific laws.

36.3 Unlawful, non-consensual, or unauthorized communication.

36.4 Customer Data, database quality, consent failure, or opt-out failure.

36.5 Misleading claims, incorrect offers, false promises, or unlawful scripts provided by the Customer.

36.6 AI-generated outputs used without Customer validation.

36.7 Fraudulent, abusive, illegal, or prohibited activity using the Product.

36.8 Third-party claims related to Customer campaigns, communications, or business practices.

37. LIMITATION OF LIABILITY

37.1 In no event shall Troika Tech's aggregate liability arising out of or relating to this Agreement exceed the total fees paid by the Customer to Troika Tech during the one (1) month immediately preceding the event giving rise to the claim.

37.2 To the fullest extent permitted by applicable law, Troika Tech shall not be liable for any indirect, incidental, consequential, special, exemplary, punitive, or enhanced damages, including but not limited to loss of profits, loss of revenue, loss of business opportunity, loss of goodwill, loss of reputation, loss of anticipated savings, loss of data, business interruption, operational disruption, or procurement of substitute services, arising out of or relating to the Product, Services, or this Agreement, regardless of the cause of action and even if advised of the possibility of such damages.

37.3 Troika Tech shall not be liable for telecom downtime, AI model failure, third-party API failure, CRM failure, customer-side delay, poor database quality, call rejection, recipient behavior, or regulatory restrictions.

37.4 The total liability of Troika Tech arising out of or in connection with this Agreement shall not exceed the total amount paid by the Customer to Troika Tech in the preceding three months.



38. TERM AND TERMINATION

38.1 This Agreement remains valid as long as the Customer has an active subscription, active recharge, active plan, active service, or pending obligations with Troika Tech.

38.2 Troika Tech may immediately suspend or terminate services in case of breach, misuse, non-payment, KYC failure, regulatory instruction, unlawful activity, or risk to platform integrity.

38.3 Troika Tech may terminate services without cause by providing 30 days' notice.

38.4 The Customer may discontinue use by exhausting available credits and not renewing the service.

38.5 Upon termination, access to the Product, dashboard, AI Calling Number, recordings, transcripts, integrations, and support may cease.

38.6 No refund shall be provided upon termination, suspension, non-renewal, or discontinuation.

39. EFFECT OF EXPIRY OR TERMINATION

Upon expiry or termination:

39.1 Customer access to the Product may be disabled.

39.2 AI Calling Numbers and telecom resources may be withdrawn or reassigned.

39.3 Unused credits may expire as per plan validity.

39.4 Customer Data may be deleted as per retention policy unless legally required to be retained.

39.5 Outstanding payment obligations, confidentiality, intellectual property, indemnity, limitation of liability, and compliance obligations shall continue to survive.



40. OFFERS, DISCOUNTS AND SPECIAL APPROVALS

40.1 Any offer, discount, bonus credit, extra validity, special rate, or commercial exception shall be valid only if communicated through official written confirmation.

40.2 Verbal commitments, sales discussions, informal chats, or assumptions shall not be treated as binding unless confirmed in writing.

40.3 Offers may be limited-period, customer-specific, plan-specific, or conditional.

40.4 Troika Tech may withdraw, modify, or discontinue offers at any time without affecting already confirmed written commitments.

40.5 Special offers provided to one Customer shall not create entitlement for another Customer or for future transactions.

40.6 Promotional offers, free setup offers, waived setup charges, bonus credits, or discounted commercials are applicable only for the specific customer, plan, period, and transaction for which they are approved in writing. Such offers shall not apply retrospectively to earlier payments, earlier invoices, previous customers, or previous transactions unless specifically approved in writing by Troika Tech.

40.7 Amounts already paid towards setup, activation, training, customization, integration, recharge, maintenance, or any other service shall not be adjusted, converted, transferred, or reallocated against any future recharge, offer, discount, service, or plan unless expressly approved in writing by Troika Tech.

41. NO REFUND POLICY

41.1 Troika Tech follows a strict no-refund policy.

41.2 Payments made for setup, activation, training, recharge, credits, maintenance, integration, customization, or any service are non-refundable.

41.3 Refund shall not be applicable for non-usage, change of mind, business closure, campaign underperformance, data issues, customer delay, regulatory restrictions, service misuse, or dissatisfaction after approval.

41.4 The Customer must review proposal, commercials, inclusions, exclusions, validity, and Terms before making payment.



42. GOVERNING LAW AND JURISDICTION

42.1 This Agreement shall be governed by the laws of India.

42.2 Any disputes arising out of or in connection with this Agreement shall be resolved through arbitration in accordance with the Arbitration and Conciliation Act, 1996.

42.3 The seat of arbitration shall be Mumbai, Maharashtra.

42.4 The language of arbitration shall be English.

42.5 Subject to arbitration, courts in Mumbai, Maharashtra shall have jurisdiction.

42.6 Before commencing arbitration, the parties shall attempt in good faith to resolve the dispute through senior management discussions for a period of thirty (30) days.

43. FORCE MAJEURE

43.1 Troika Tech shall not be liable for any delay, interruption, degradation, suspension, failure, or inability to perform its obligations under this Agreement to the extent caused by events beyond its reasonable control, including but not limited to acts of God, natural disasters, floods, earthquakes, cyclones, storms, pandemics, epidemics, public health emergencies, fire, explosions, war, terrorism, civil unrest, riots, strikes, labour disputes, governmental actions, regulatory changes, court orders, internet outages, cloud infrastructure failures, cyberattacks, denial-of-service attacks, power failures, telecommunications failures, vendor disruptions, hosting provider outages, AI model outages, API failures, software defects, hardware failures, or failures of third-party service providers.

43.2 Troika Tech relies upon various third-party infrastructure providers, including telecom operators, cloud service providers, AI model providers, API providers, hosting providers, data centers, and technology partners. Any delay, downtime, interruption, performance degradation, service limitation, pricing change, suspension, discontinuation, or technical failure attributable to such third-party providers shall not constitute a breach of this Agreement by Troika Tech.



43.3 The Customer acknowledges that AI Calling Services, AI Voice Agents, AI Chat Agents, APIs, dashboards, integrations, telecom connectivity, recordings, transcripts, analytics, and related Services depend upon multiple interconnected technology systems and third-party infrastructure. Accordingly, temporary interruptions, outages, latency, service degradation, maintenance activities, or operational limitations may occur from time to time and shall not, by themselves, constitute a default, breach, or failure of performance by Troika Tech.

43.4 Neither Party shall be liable to the other for any failure or delay in performance resulting from a Force Majeure Event. The affected Party's obligations shall be suspended for the duration of the Force Majeure Event and for such additional period as may reasonably be required to resume normal operations.

44. AMENDMENTS

44.1 Troika Tech may amend these Terms from time to time.

44.2 Updated Terms may be shared through email, website, dashboard, proposal, or official communication.

44.3 Continued use of the Product after updates shall constitute acceptance of the revised Terms.

44.4 Where reasonably practicable, Troika Tech shall provide advance notice of material amendments affecting pricing, service scope, or customer obligations.

44.5 Updated versions of these Terms and Conditions, Privacy Policy, service policies, operational guidelines, pricing schedules, product documentation, or related legal documents may be published on the Troika Tech website, dashboard, customer portal, account panel, onboarding materials, or other official platforms. Except where required by applicable law or where Troika Tech elects to provide specific notice, Troika Tech shall have no obligation to individually notify Customers by email, SMS, WhatsApp, telephone, or any other communication channel regarding each update, revision, modification, or policy change. The Customer acknowledges and agrees that it is responsible for periodically reviewing the latest versions of such documents. Continued access to, payment for, recharge of, activation of, or use of the Product or Services following publication of updated terms shall constitute acceptance of the revised terms, policies, and related documentation.



45. NATURE OF RELATIONSHIP

45.1 The parties are independent contractors.

45.2 Nothing in this Agreement shall be construed as creating a partnership, joint venture, agency, franchise, employment, fiduciary relationship, representative relationship, or other legal association between the Parties. Each Party shall remain an independent contractor and neither Party shall have the authority to bind, obligate, represent, or act on behalf of the other unless expressly agreed in writing.

45.3 The Customer shall not represent itself as an employee, partner, reseller, agent, or authorized representative of Troika Tech unless specifically approved in writing.

46. ACCEPTANCE

46.1 By making payment, approving the proposal, submitting data, accessing the dashboard, testing the AI Agent, activating the Product, or using the Services, the Customer confirms that they have read, understood, and accepted these Terms and Conditions.

46.2 The Customer acknowledges that a copy of these Terms and Conditions and the Privacy Policy may be provided through email, proposal, onboarding communication, website link, dashboard, customer portal, account panel, or any other official communication channel made available by Troika Tech. By making payment, activating the Product, accessing the dashboard, submitting data, recharging credits, using any Service, or continuing to use the Product, the Customer confirms that it has read, understood, accepted, and agreed to be bound by these Terms and Conditions, the Privacy Policy, and any other applicable policies published by Troika Tech.

46.3 The Customer acknowledges that failure to read these Terms and Conditions, Privacy Policy, service policies, commercial proposals, pricing schedules, operational guidelines, or future updates shall not relieve the Customer of any obligation, responsibility, restriction, liability, or compliance requirement contained therein.



46.4 The Customer acknowledges and agrees that payment, recharge, renewal, dashboard login, account activation, email confirmation, WhatsApp confirmation, proposal acceptance, invoice acceptance, service usage, continued access to the Product, or any other electronic communication or conduct indicating assent shall constitute valid electronic acceptance of this Agreement, the Privacy Policy, applicable service policies, and any related documentation. Such electronic acceptance shall have the same force and effect as a physical signature or written agreement to the fullest extent permitted by applicable law.

For Troika Tech Services Private Limited

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