

AGREEMENT

This Agreement is made and executed at Gurugram, Haryana, on this 17th day of May, 2025

BY AND BETWEEN:

Korea Tourism Organization, a company registered under the Companies Act, 1956 under Section 592 and having its registered office at 303, Pegasus One, Golf Course Road, DLF Phase-V, Sector-53, Gurgaon, Haryana- 122003, India, (hereinafter referred to as the “**KTO**”, which term shall include its successors, legal representative, executors and assigns) of the First Part;

AND

BENNYS ROYAL TOURS PVT LTD a company registered under companies act 2013 having its registered office at KG Oxford Business Center, Srikanth Road, Ravipuram Kochi, India (hereinafter referred to as “**Bennys**”, which term shall include its successors, legal representative, executors and assigns) of the Second Part;

KTO and BENNYS Second Party, whenever the context so requires shall collectively be referred to as “**Parties**”.

WHEREAS:

1. KTO is a liaison office as per the FDI/RBI guidelines issued and is engaged in the promotion of tourism of South Korea.
2. KTO is conducting ‘**Korea Premium Travel Consultant, 2025 Program**’ (herein after referred to as “**KPTC 2025 Program**”) for promotion of “Premium Korea Travel Packages” in India and neighbouring countries namely Maldives and Bangladesh.
3. The Second Party is engaged in the business of Leisure travel related services.
4. The Second Party has shown its interest for providing marketing services to KTO in order to promote and gather participation for Premium Korea Travel packages for KPTC 2025 Program.

NOW THEREFORE, in consideration of the mutual covenants and terms set forth in this Agreement, the Parties hereby agree as follows:

1. CAMPAIGN

- (i) The Second Party will carry out the promotional activities for Premium Korea Travel packages under KPTC 2025 Program organized by KTO and for that Second Party will execute, manage and deliver the marketing services to KTO.
- (ii) KTO shall provide the Second Party with destination training specific to Premium Korea Travel and on successful completion of such destination training KTO shall provide e-certificate to that effect.

- (iii) On completion of aforesaid destination training and being a certified member of the KPTC 2025 Program, the Second Party shall be eligible to avail benefits as mentioned in Annexure-A attached hereto.
- (iv) Scope of Work and Deliverables for KPTC 2025 program is provided in Annexure-A to this Agreement.

2. GENERAL TERMS AND CONDITIONS

The Parties hereby agree to the following terms and conditions:

- (i) This Agreement shall be valid from the date of signing till 10th December 2025 unless mutually terminated. This Agreement may be terminated at any time by either Party upon 30 days written notice to the other Party.
 - (ii) KTO will assist and provide support to the Second Party with resources and information, wherever required, for marketing activities to be carried out by the Second Party for KPTC 2025 program.
 - (iii) KTO will provide KPTC 2025 members with incentives, US \$20 per passenger, on case on a case-to-case basis.
 - (iv) A souvenir will be provided to each traveler.
 - (v) The Second Party will use KTO and Imagine your Korea logo / images in their promotional, marketing materials, wherever required.
 - (vi) KTO may in connection with the work under this agreement disclose confidential information to the Second Party. The Second Party shall not, during this Agreement or afterwards, disclose any of the confidential information to any third party.
3. **Jurisdiction:** Any dispute, if any, arising from this Agreement may exclusively be submitted to the Courts of Gurugram, Haryana only.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day, date and year first above written and to be signed by their respective duly authorised representatives mentioned below:

For Korea National Tourism Organization

For Bennys Royal Tours Pvt Ltd

Authorized Signatory
Mr. Myongkil Yun
Regional Director of SAARC and KTO India

Authorized Signatory

ANNEXURE-A
CAMPAIGN DETAILS
SCOPE OF WORK AND DELIVERABLES

Criteria of Premium Korea for KPTC 2025 Program:

- Cost (per pax/night) : INR ~21,000 / USD 250 and above per night (land cost only)
- Duration : Minimum one night in Korea
- Accommodation : 4-star and above

Application for Support – Required Documents:

1. Incentive Support Application form
2. Tour itinerary
3. DMC
4. Naming list
5. Hotel invoice (If booked by Travel agency directly)

Additional Benefits for KPTC 2025 Members from KTO India:

1. **Best Performance Recognition:** End-of-year performance appraisal. Top performers will be awarded based on most pax sent to Korea.
2. **Roadshow/Events Invitation:** Preferential invitation to KPTC members for roadshow, events etc. organized by KTO India.

Deliverables from Travel Agency:

1. Creation of at least 2 packages for Premium/Luxury Korea
2. Promotional activities and Sales of Premium Korea packages to include the KTO and Imagine Your Korea logo.
3. Details of any confirmed pax that conform to the definition of Premium Korea as outlined above