

WEBSITE CARE+ (365 DAYS)

ANNUAL WEBSITE MAINTENANCE, PROTECTION, SUPPORT & DIGITAL CONTINUITY AGREEMENT

APEX STRIDE 24 SERVICES PVT. LTD.

Agreement Reference No.: AS24-WCPLUS-ABGI-2026-23232

Client: A.B. Group of Institutions (ABGI), Indore

Website: www.abgiindore.com

Coverage Period: 01 August 2026 – 31 July 2027

Duration: 365 Days

1. INTRODUCTION

In today's digital-first environment, an institution's website serves as its primary communication, branding, information-sharing, lead generation, admission inquiry, and public engagement platform. A website is no longer a static collection of webpages; rather, it functions as a dynamic digital asset that requires continuous monitoring, maintenance, technical supervision, content management, security oversight, and operational support.

As technology evolves, websites face regular challenges including software updates, browser compatibility changes, security vulnerabilities, content modifications, user-experience issues, infrastructure dependencies, hosting-related concerns, and changes in institutional requirements. Without regular maintenance and professional oversight, these issues may negatively impact website performance, accessibility, user trust, enquiry generation, and overall digital presence.

Recognizing the importance of maintaining a stable and reliable online presence, Apex Stride 24 Services Pvt. Ltd. offers Website Care+ (365 Days), a comprehensive annual website maintenance and support program designed to ensure that the Client's website remains functional, secure, updated, and professionally managed throughout the coverage period.

This Agreement establishes the framework under which Apex Stride 24 Services Pvt. Ltd. shall provide maintenance, support, monitoring, troubleshooting, and protection services for the Client's website.

2. PURPOSE OF WEBSITE CARE+

The purpose of Website Care+ is to provide a structured, proactive, and preventive maintenance approach that minimizes technical disruptions and ensures continuity of website operations throughout the year.

The Website Care+ program has been designed to support institutions and organizations by reducing the burden of day-to-day website management while maintaining professional standards of performance, reliability, accessibility, and digital presentation.

The objectives of Website Care+ include:

- Maintaining operational stability of the website.
- Ensuring accessibility of website pages and content.
- Supporting continuous availability of admission and enquiry systems.
- Providing technical assistance for website-related issues.
- Managing routine updates and content modifications.
- Monitoring website functionality and performance.
- Assisting with backup and recovery processes.
- Providing basic website security oversight.
- Reducing downtime and operational interruptions.
- Protecting the value of the Client's digital investment.

Website Care+ is intended to act as an ongoing support and protection layer that helps ensure that the website continues to serve its intended purpose efficiently throughout the agreement period.

3. NATURE OF SERVICES

The Client acknowledges and agrees that Website Care+ is a maintenance and support service and not a website redevelopment, software development, or digital transformation engagement. The Service Provider's obligations under this Agreement are limited to maintaining, supporting, monitoring, and protecting the existing website infrastructure and content framework. Any request that involves significant redesign, feature enhancement, system expansion, application development, workflow restructuring, database redesign, custom coding, or integration of new technologies shall fall outside the scope of this Agreement and may require a separate proposal, quotation, timeline, and approval process.

The primary objective of Website Care+ is to preserve and maintain existing functionality rather than create new functionality.

4. DIGITAL ASSET PROTECTION PHILOSOPHY

The Client acknowledges that a website represents a valuable digital asset and requires periodic attention similar to physical infrastructure, equipment, or institutional resources.

Website Care+ is based on the principle of preventive maintenance rather than reactive maintenance.

Preventive maintenance includes:

- Identifying potential issues before they become critical.
- Reviewing website functionality periodically.
- Monitoring forms and enquiry systems.
- Maintaining updated content.
- Monitoring website accessibility.
- Reviewing security-related concerns.
- Assisting with backup readiness.
- Supporting overall website health.

By proactively monitoring and maintaining the website, the likelihood of major disruptions can be significantly reduced, resulting in improved operational continuity and a better user experience for visitors, students, parents, faculty members, and other stakeholders.

5. SERVICE DELIVERY PRINCIPLES

The Service Provider shall deliver services under the following guiding principles:

Professionalism

All maintenance activities shall be performed using industry-standard practices, reasonable technical care, and professional judgment.

Transparency

The Client shall be informed whenever requests fall outside the agreed scope or require additional commercial approval.

Accountability

The Service Provider shall make reasonable efforts to address covered issues in accordance with the service levels defined in this Agreement.

Continuity

Services shall be delivered with the objective of maintaining uninterrupted website operations wherever reasonably possible.

Security Awareness

All activities shall be conducted with due consideration to website security, access control, and protection of sensitive information.

Documentation

Where appropriate, records of significant maintenance activities, updates, fixes, and support actions may be maintained for operational reference.

6. DIGITAL CONTINUITY MANAGEMENT

The Client understands that the website serves as a critical channel for:

- Institutional branding
- Student acquisition
- Admission inquiries
- Public communication
- Information dissemination
- Reputation management
- Stakeholder engagement

Any prolonged disruption in website operations may affect the institution's ability to communicate effectively with prospective students and stakeholders.

Accordingly, Website Care+ includes a Digital Continuity Management approach intended to support ongoing website availability and operational readiness throughout the coverage period.

Digital Continuity Management includes:

- Monitoring website accessibility.
- Monitoring form functionality.
- Reviewing technical errors.
- Supporting website recovery efforts.
- Maintaining website content accuracy.
- Assisting with domain and SSL monitoring.
- Supporting website operational reliability.

The objective is not merely to repair issues when they occur but to actively contribute to maintaining continuous website availability and usability.

7. RELATIONSHIP BETWEEN THE PARTIES

Nothing contained within this Agreement shall be interpreted as creating:

- A partnership.
- A joint venture.
- An employer-employee relationship.
- An agency relationship.
- A franchise arrangement.

The Service Provider shall act solely as an independent service provider responsible for delivering the services described in this Agreement.

The Client shall remain solely responsible for all decisions relating to institutional operations, admissions, academic activities, marketing strategies, business processes, and website content approval.

8. ACKNOWLEDGEMENT OF TECHNOLOGY RISKS

The Client acknowledges that websites operate within a complex technology ecosystem that may include:

- Hosting providers
- Domain registrars
- DNS providers
- Cloud service providers
- Internet service providers
- Third-party software vendors
- Plugin developers
- Security certificate authorities
- Email service providers

The Service Provider cannot guarantee uninterrupted website operation in circumstances where failures arise from third-party systems beyond its reasonable control.

However, the Service Provider shall make commercially reasonable efforts to identify, communicate, and assist in resolving such issues whenever possible.

9. DETAILED SCOPE OF SERVICES

The services described in this Agreement are intended to preserve, maintain, monitor, and support the existing website infrastructure of the Client throughout the Coverage Period.

The Service Provider shall provide support, maintenance, monitoring, and reasonable technical assistance relating to the website and its associated digital assets subject to the terms of this Agreement.

The scope of services shall include the following categories:

10. CONTENT MANAGEMENT & INFORMATION UPDATE SERVICES

The Client acknowledges that institutional information may require periodic modifications throughout the academic year.

Accordingly, Website Care+ includes support for routine content management activities including:

Institutional Information Updates

- Contact number modifications
- Email address updates
- Campus address changes
- Administrative office information
- Admission contact information
- Office timing updates
- General information corrections

Academic Information Updates

- Course information updates
- Department information updates
- Program descriptions
- Faculty information updates
- Academic announcements
- Event information updates
- Examination notices
- Placement updates
- Student achievement announcements

Marketing & Communication Content Updates

- Homepage banner replacement
- Promotional artwork replacement
- Event announcements
- Notice board updates
- News and updates
- Testimonial updates
- Gallery image replacement
- Success story publication

Downloadable Resource Updates

- Prospectus updates
- PDF replacement
- Brochure updates
- Academic documents
- Admission forms
- Notification documents

Such updates shall be limited to existing pages and existing website architecture.

11. WEBSITE FUNCTIONALITY MANAGEMENT

The Service Provider shall undertake reasonable efforts to ensure that website functionality remains operational throughout the Coverage Period.

Support activities may include:

Navigation Monitoring

- Menu functionality checks
- Navigation testing
- Internal linking verification

Form Monitoring

- Admission enquiry forms
- Contact forms
- Information request forms
- Lead capture forms

Existing Feature Maintenance

- Existing website modules
- Existing website components
- Existing functionality support
- Existing integrations review

Error Resolution

- Broken page corrections
- Form submission issues
- Display issues
- Existing functionality errors

The Service Provider shall not be responsible for failures arising from unauthorized modifications made by third parties.

12. WEBSITE PERFORMANCE SUPERVISION

The Service Provider shall periodically review the overall performance and accessibility of the website.

Performance supervision may include:

- Accessibility checks
- Page loading observations
- Mobile responsiveness reviews
- Browser compatibility verification
- Functional usability reviews
- Technical issue identification

The Client acknowledges that performance may be affected by hosting infrastructure, internet service providers, third-party software, and external services beyond the control of the Service Provider.

Therefore, performance optimization under this Agreement shall be limited to reasonable maintenance-related activities and shall not include enterprise-level optimization projects.

13. ADMISSION & LEAD GENERATION SYSTEM SUPPORT

As the website serves as an important admission and enquiry platform for the institution, Website Care+ includes support for the monitoring of lead-generation and enquiry-related systems.

Support may include:

Admission Enquiry Monitoring

- Submission testing
- Form verification
- Response routing verification
- Email notification verification

Contact Management System Verification

- Contact form functionality
- Lead capture verification
- Notification review

Technical Troubleshooting

- Form-related issue diagnosis
- Existing workflow troubleshooting
- Existing lead flow corrections

The Service Provider does not guarantee admission conversions, lead quality, enquiry volume, or business outcomes.

14. SECURITY MONITORING FRAMEWORK

The Service Provider shall implement reasonable website security monitoring practices designed to assist in identifying potential issues affecting website integrity.

Security-related activities may include:

Website Security Reviews

- Website accessibility reviews
- Security observation checks
- Update recommendations
- Security best-practice guidance

SSL Monitoring

- SSL validity checks
- Certificate expiry monitoring
- HTTPS accessibility verification

Plugin & Component Reviews

- Existing plugin review
- Existing theme review
- Security-related update recommendations

Access Management Recommendations

- Password security recommendations
- User access recommendations
- Administrative access guidance

The Client acknowledges that no website can be guaranteed to be completely secure and that cybersecurity risks continue to evolve over time.

Accordingly, the Service Provider does not warrant or guarantee protection against:

- Cyberattacks
- Ransomware
- Malware
- Data breaches
- Zero-day vulnerabilities
- Nation-state attacks
- Advanced Persistent Threats (APT)

15. BACKUP MANAGEMENT & RECOVERY POLICY

The Service Provider shall provide reasonable assistance relating to website backup management and recovery support.

Services may include:

Backup Monitoring

- Backup availability checks
- Backup verification assistance
- Backup readiness review

Recovery Assistance

In the event of website disruption, the Service Provider may assist with:

- Restoration coordination
- Backup deployment
- Recovery support
- Technical troubleshooting

The Client acknowledges that successful recovery depends upon:

- Availability of valid backups
- Hosting infrastructure
- Database integrity
- Storage accessibility
- Third-party service availability

The Service Provider shall not be liable for incomplete recovery where backup resources are unavailable or corrupted.

16. DOMAIN, HOSTING & SSL ASSISTANCE

The Service Provider shall provide advisory and support services relating to:

Domain Management

- Expiry reminders
- Domain status review
- DNS verification support

SSL Monitoring

- SSL validity monitoring
- Expiry alerts
- SSL troubleshooting assistance

Hosting Coordination

Where required, the Service Provider may coordinate with hosting providers for issue investigation and support.

However, the Client acknowledges that hosting services, domain registrations, SSL certificates, and third-party subscriptions remain the sole responsibility of the Client unless otherwise agreed through a separate written contract.

17. SERVICE LEVEL AGREEMENT (SLA)

The following response targets shall apply during normal business operations:

Priority Level	Description	Response Target
P1 – Critical	Website completely inaccessible	Within 4 Working Hours
P2 – High	Admission forms not functioning	Within 4–8 Working Hours
P3 – Medium	Existing functionality issue	Within 24 Working Hours
P4 – Normal	Content update request	Within 24–48 Working Hours
P5 – Low	Cosmetic corrections	2–5 Working Days

Response targets are goals and shall not be interpreted as legally guaranteed resolution deadlines.

18. SERVICES EXPRESSLY EXCLUDED

To avoid ambiguity, the following services are expressly excluded from Website Care+ coverage.

Development Exclusions

- Complete website redesign
- New website creation
- New page development
- Landing page development
- Portal development
- ERP development
- CRM development
- LMS development
- Mobile application development
- Custom software development

Integration Exclusions

- Payment gateway integration
- API development
- ERP integration
- CRM integration
- WhatsApp automation
- AI chatbot implementation

Marketing Exclusions

- Search Engine Optimization campaigns
- Search engine ranking services
- Google Ads management
- Meta Ads management
- Social media management
- Content marketing
- Lead generation campaigns

Infrastructure Exclusions

- Dedicated server administration
- Cloud infrastructure management
- Data center operations
- Enterprise cybersecurity operations

Any excluded service may be undertaken through a separate commercial proposal.

19. CLIENT RESPONSIBILITIES

The Client shall:

- Maintain valid hosting services.
- Maintain valid domain registration.
- Maintain active software licenses.
- Maintain premium plugin subscriptions (where applicable).
- Provide necessary access credentials.
- Respond to requests for approval.
- Maintain lawful website content.

Failure to fulfill these responsibilities may affect service delivery timelines.

20. CONFIDENTIALITY & DATA PROTECTION

The Service Provider agrees to maintain reasonable confidentiality regarding information obtained during the course of service delivery.

Confidential Information includes:

- Administrative credentials
- Institutional documents
- Admission records
- Student enquiries
- Internal communications
- Technical configurations
- Business-sensitive information

Such information shall not be disclosed except:

- With written consent
- As required by law
- As required for service delivery

21. INTELLECTUAL PROPERTY RIGHTS

The Client shall retain ownership of:

- Website content
- Institutional branding
- Logos
- Student records
- Admission information
- Academic content

The Service Provider shall retain ownership of:

- Internal methodologies
- Maintenance procedures
- Proprietary systems
- Internal frameworks
- Reusable software assets

Unless otherwise agreed in writing.

22. LIMITATION OF LIABILITY

The Service Provider shall not be liable for:

- Loss of admissions
- Loss of revenue
- Loss of business opportunities
- Reputational damage
- Loss of goodwill
- Indirect damages
- Consequential damages

Under no circumstances shall the Service Provider's aggregate liability exceed the total amount paid by the Client under the Website Care+ Agreement during the applicable Coverage Period.

23. INDEMNIFICATION

The Client agrees to indemnify and hold harmless the Service Provider against any claims, damages, liabilities, costs, penalties, or legal proceedings arising from:

- Illegal website content
- Copyright violations
- Trademark violations
- Regulatory non-compliance
- Misrepresentation by the Client
- Unauthorized website usage

24. FORCE MAJEURE

Neither Party shall be liable for delays or failures caused by circumstances beyond reasonable control including:

- Natural disasters
- Floods
- Earthquakes
- Fire
- Government restrictions
- Internet outages
- Telecommunications failures
- Cyber warfare
- Pandemic situations
- Civil unrest

25. TERMINATION

The Service Provider may suspend or terminate services where:

- Payment obligations are not fulfilled.
- Access credentials are not provided.
- The website is used for unlawful purposes.
- Agreement terms are materially violated.

Upon termination, all outstanding invoices shall become immediately due and payable.

26. RENEWAL POLICY

This Agreement shall expire automatically on **31 July 2027**.

Renewal shall require:

- Fresh commercial approval
- Updated quotation
- Revised pricing (if applicable)
- Written acceptance

No automatic renewal shall apply.

27. GOVERNING LAW & DISPUTE RESOLUTION

This Agreement shall be governed by and construed in accordance with the laws of India.

Any dispute arising from or relating to this Agreement shall first be attempted to be resolved through mutual discussion and negotiation.

Where amicable settlement is not possible, disputes shall fall under the exclusive jurisdiction of the competent courts located in **Indore, Madhya Pradesh, India**.

28. TAXATION DETAILS

Service Name: Website Care+ (365 Days)

Service Category: Website Maintenance, Technical Support & Digital Asset Protection Services

SAC Code: 998314

GST: Applicable as per prevailing Government regulations.

29. FINAL ACCEPTANCE

By signing below, the Parties acknowledge that they have read, understood, and voluntarily agreed to all provisions contained within Part-I and Part-II of this Agreement.

This Agreement collectively constitutes the complete understanding between the Parties concerning Website Care+ (365 Days) Annual Website Maintenance, Protection & Support Services.

APEX STRIDE 24 SERVICES PVT. LTD.

Name: Agrim Jain

Designation: Founder & CEO

Date: 21 July 2026

Company Seal:



ANNEXURE – A

COVERED SERVICES SUMMARY

- ✓ Content Updates
- ✓ Admission Form Monitoring
- ✓ Contact Form Support
- ✓ Website Health Monitoring
- ✓ Minor Bug Fixes
- ✓ Plugin Updates
- ✓ SSL Monitoring
- ✓ Backup Assistance
- ✓ Domain Assistance
- ✓ Mobile Responsiveness Review
- ✓ Technical Troubleshooting
- ✓ Security Observation Reviews
- ✓ Existing Functionality Maintenance
- ✓ Basic SEO Health Checks
- ✓ Website Continuity Support

Coverage Validity: 01 August 2026 – 31 July 2027 (365 Days)

Issued By: Apex Stride 24 Services Pvt. Ltd.

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