

## **Refund Policy**

**SARK Promotions (Anubhav Gupta HUF)** Last Updated: April 2026

This Refund Policy governs all service engagements between SARK Promotions and its clients. By engaging our services or making a payment, you acknowledge that you have read and agreed to this policy. This policy is governed by the laws of India, and any disputes shall be subject to the exclusive jurisdiction of courts in Noida, Uttar Pradesh.

---

### **1. Nature of Our Services**

SARK Promotions provides digital marketing services including SEO, PPC campaign management, social media marketing, website development, content creation, online reputation management, and YouTube monetization consulting. These are professional services delivered through time, expertise, and resources. Digital marketing outcomes depend on multiple variables including market competition, search engine algorithm changes, platform policies, and client-side factors — none of which SARK Promotions controls. This policy reflects that commercial reality.

---

### **2. General Refund Position**

All payments made to SARK Promotions are considered earned upon commencement of service delivery. SARK Promotions does not offer refunds for work already delivered, time already invested, or strategy already developed. This is consistent with standard professional services practice under Indian contract law.

Refund requests will only be considered in the specific circumstances outlined in Section 4 below.

---

### **3. Third-Party Ad Spend — Non-Refundable**

Amounts paid to third-party platforms including Google Ads, Meta (Facebook/Instagram), LinkedIn, and YouTube are not collected by SARK Promotions and are not subject to this policy. SARK Promotions charges a management fee for campaign oversight — this management fee is subject to this policy, but the underlying ad spend is not. Clients are advised to retain their own access to all third-party platform accounts.

---

### **4. Circumstances in Which a Refund May Be Considered**

A partial refund may be considered only in the following situations:

**4.1 Advance payment for undelivered work.** If a client has paid in advance for a defined scope of work and SARK Promotions is unable to commence that work within 14 business days of the agreed start date due to reasons solely attributable to SARK Promotions, the advance payment for the undelivered portion may be refunded in full.

**4.2 Duplicate payment.** If a client makes a duplicate payment for the same invoice, the duplicate amount will be refunded in full within 7 business days of confirmation.

**4.3 Service not delivered as agreed.** If SARK Promotions materially fails to deliver a specific, documented deliverable within a mutually agreed timeframe, and the client has raised this concern in writing within 7 days of the missed deadline, the proportional fee for that specific undelivered deliverable may be refunded or credited.

---

## 5. Circumstances in Which No Refund Is Applicable

No refund will be issued in the following situations:

- The client is dissatisfied with search engine rankings, organic traffic levels, lead volume, or revenue outcomes, as these are influenced by factors outside SARK Promotions' control.
- The client changes their business direction, pauses operations, or decides to discontinue digital marketing activities mid-contract.
- The client fails to provide required inputs (content, access credentials, approvals, feedback) on time, causing delays in delivery.
- Work has been partially or fully delivered and the client changes their mind about the scope or direction.
- The client engages a competing agency during the contract period without notifying SARK Promotions.
- Payments made for the 7-day free trial period that convert to a paid subscription after the trial expires, where the client did not cancel before the trial end date.

---

## 6. Cancellation of Retainer Contracts

Monthly retainer engagements require a minimum written notice period of 30 days prior to cancellation. Notice must be sent by email to [grow@marketingseo.in](mailto:grow@marketingseo.in) with the subject line "Cancellation Notice — [Your Company Name]." Work continues and payment obligations remain active during the notice period. Cancellation does not entitle the client to a refund of the current month's retainer if work has commenced for that billing cycle.

Packages with a stated minimum term (3 months, 4 months, or 6 months as indicated on the pricing page) are payable for the full minimum term regardless of early cancellation. This reflects the upfront investment in strategy, onboarding, and resource allocation that cannot be recovered once commenced.

---

## 7. Service Pause Requests

Clients may request a pause of up to 30 days once during a 12-month engagement period, subject to prior written agreement. Paused periods do not extend the contract term. Resource commitments made on behalf of the client prior to a pause request (content produced, campaigns structured, audits completed) are billable regardless of the pause.

---

## 8. Refund Process

To initiate a refund request, email [grow@marketingseo.in](mailto:grow@marketingseo.in) with the subject line "Refund Request — [Invoice Number]" within 14 days of the event giving rise to the request. Include the invoice number, reason for the request, and any supporting documentation. SARK Promotions will acknowledge the request within 3 business days and communicate a decision within 14 business days. Approved refunds will be processed to the original payment method within 7 business days of approval. GST amounts are refunded only where the original tax credit can be reversed under applicable GST regulations.

---

## 9. Grievance Redressal

If you are not satisfied with the outcome of a refund decision, you may escalate the matter to our Grievance Officer:

**Name:** Dr. Anubhav Gupta **Designation:** Founder, SARK Promotions **Email:** [grow@marketingseo.in](mailto:grow@marketingseo.in) **Response time:** Within 15 working days of receipt

This designation fulfils the requirement under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021.

---

## 10. Force Majeure

SARK Promotions shall not be liable for delays or failure to deliver services caused by circumstances beyond its reasonable control, including but not limited to internet infrastructure failures, third-party platform outages, pandemic-related restrictions, or

other force majeure events. No refunds will be issued for periods of service delay caused by such events, though SARK Promotions will make reasonable efforts to resume delivery as quickly as possible.

---

### **11. Amendments to This Policy**

SARK Promotions reserves the right to amend this policy at any time. Clients will be notified of material changes by email at least 14 days before they take effect. Continued engagement with our services after the effective date of any amendment constitutes acceptance of the revised terms.

---

### **12. Contact**

For any questions regarding this policy, contact us at [grow@marketingseo.in](mailto:grow@marketingseo.in) or call +91-91190-91954 during business hours (Monday to Saturday, 10:00 AM to 6:00 PM IST).