STATUTORY COMPLIANCE DECLARATION • CASHFREE PAYMENT GATEWAY

MK PRODUCTION ENTERPRISES PVT. LTD.

Trade Name: Middukhera Production
CIN: U92490CH2024PTC045129 | **GSTIN:** 04AABCM8921K1Z8 | **PAN:** AABCM8921K
Registered Studio: Sco 487-488 cabin no 15 sector 35 chandigarh
Website: https://middukheraproduction.in | **Concierge:** +91 734 085 2926

COMPLIANCE DOSSIER

Customer Acquisition & Engaged Artists

Review Reference:
MKP/CF-REV/2026/001
Date: 16 November, 2026

TO: **Cashfree Payments India Private Limited** (Merchant Underwriting & Risk Operations)

SUBJECT: **Comprehensive Statutory Disclosure: Customer Acquisition Channels, Official Social Media Profiles, and Photographer Service Agreements.**

1. OPERATIONAL MODEL & NATURE OF BUSINESS

MK PRODUCTION ENTERPRISES PVT. LTD. (operating under the trade brand **Middukhera Production**) operates a premier photography and media production studio based out of Chandigarh. We specialize in luxury wedding cinematography, pre-wedding destination shoots, high-fashion editorial portraiture, and commercial campaigns. Customers browse bespoke photography packages on our online portal (**middukheraproduction.in**) and reserve their session by paying an advance booking deposit processed securely through the Cashfree Payment Gateway.

2. OFFICIAL VERIFIED SOCIAL MEDIA PROFILES

PLATFORM	OFFICIAL HANDLE	DIRECT PROFILE URL	OPERATIONAL MARKETING PURPOSE
Instagram	@middukheraproduction	instagram.com/middukheraproduction	High-fashion bridal reels, portfolio highlights, client moodboards & daily stories.
Facebook	Middukhera Production	facebook.com/middukheraproduction	Full wedding photo albums, client reviews, community updates & direct chat.
YouTube	@middukheraproduction	youtube.com/@middukheraproduction	Ultra 4K 60fps cinematic wedding films, fashion teasers & documentary shorts.
LinkedIn	Middukhera Production	linkedin.com/company/middukhera-production	Corporate brand shoots, commercial fashion partnerships & B2B engagements.
WhatsApp Business	+91 734 085 2926	wa.me/917340852926	Immediate 1-on-1 concierge assistance, quotes & date availability checks.

3. CUSTOMER ACQUISITION METHODOLOGY & CHANNELS

ACQUISITION CHANNEL	CHANNEL METHODOLOGY & EXECUTION	INBOUND CONVERSION FLOW
1. Organic Search Engine Optimization (SEO)	High ranking for luxury photography in Chandigarh, Punjab, and Delhi-NCR on Google Search and Google Maps Local Business.	Direct organic visits to package pages on website; instant online checkout.
2. Social Media Visual Marketing	Organic viral reels on Instagram & YouTube displaying behind-the-scenes cinematography, color grading, and cinematic teasers.	DM consultations, bio link routing to package checkout or WhatsApp concierge.
3. Wedding Venue & Planner Empanelment	Formal partnerships with luxury five-star hotels, destination heritage resorts, and premier event planners across North India.	Referrals by wedding coordinators; customized production proposals issued.
4. Studio Walk-Ins & In-Person Consultations	Walk-in clients visiting our studio in Sector 35-C Chandigarh for portfolio review, sample album inspection, and package customization.	On-the-spot booking via our web terminal using Cashfree Payment Gateway.
5. High-Value Client Referrals	Over 2,800+ completed shoots with 4.98/5 satisfaction; repeat engagements for anniversaries, family heirlooms, and corporate campaigns.	Word-of-mouth client bookings without paid acquisition costs.

4. CLIENT ONBOARDING, PAYMENT & ORDER DELIVERY FLOW

STAGE	PROCESS STEP	OPERATIONAL DESCRIPTION & STATUTORY DOCUMENTATION
Phase 1	**Inquiry & Proposal**	Customer selects a photoshoot tier on `middukheraproduction.in` or receives a tailored proposal via studio concierge.
Phase 2	**Cashfree Advance Payment**	Client enters date and details, then pays advance deposit securely via **Cashfree Payment Gateway** (UPI, Credit/Debit Cards, Netbanking).
Phase 3	**Automated Confirmation**	Instant SMS notification via Fast2SMS/MSG91 with transaction ID, booking confirmation, and digital booking voucher.
Phase 4	**Artist Call Sheet**	Booking is assigned to our roster of contracted photographers. A formal call sheet detailing shoot timing, location, and gear checklist is dispatched.
Phase 5	**Shoot Execution**	Photography executed using Sony FX3/FX6 cinema equipment with dual card redundant backup recording to prevent media corruption.
Phase 6	**Proof of Delivery (POD)**	Curated digital galleries delivered via cloud drive; physical albums delivered with formal **Proof of Delivery (POD)** acknowledged by client.
Phase 7	**GST Tax Invoice**	Official GST Tax Invoice issued under Section 31 of CGST Act (SAC 998386) with digital signature, official seal, and SHA-256 hash.

5. ENGAGED PHOTOGRAPHERS & CREW SERVICE AGREEMENTS

In accordance with Indian commercial regulations and Cashfree underwriting criteria, all services sold on our platform are fulfilled exclusively by contracted, licensed photographers and cinematographers bound by statutory agreements governed by the **Indian Contract Act, 1872** and **Indian Copyright Act, 1957**.

PHOTOGRAPHER / ROLE	CONTRACT REF	ENGAGEMENT MODEL	INTELLECTUAL PROPERTY (IP) COVENANT	EXECUTION & SIGNATURE STATUS
Arjun Mehta Founder & Head Photographer	`MKP/AGR/2026/0101`	Per Event Assignment	100% IP Transferred under Sec 17 Copyright Act	**Executed & Signed** Eff: 29 Sep, 2026
Priya Sen Senior Wardrobe & Concept Stylist	`MKP/AGR/2026/0102`	Per Event Assignment	100% IP Transferred under Sec 17 Copyright Act	**Executed & Signed** Eff: 29 Sep, 2026
Vikram Roy Cinematic Wedding Director	`MKP/AGR/2026/0103`	Per Event Assignment	100% IP Transferred under Sec 17 Copyright Act	**Executed & Signed** Eff: 28 Sep, 2026
Elena Rostova Master Colorist & Retoucher	`MKP/AGR/2026/0104`	Per Event Assignment	100% IP Transferred under Sec 17 Copyright Act	**Executed & Signed** Eff: 28 Sep, 2026
Arjun Mehta Founder & Head Photographer	`MKP/AGR/2026/0105`	Per Event Assignment	100% IP Transferred under Sec 17 Copyright Act	**Executed & Signed** Eff: 28 Sep, 2026

STATUTORY CERTIFICATION & WARRANTY:

We hereby warrant and certify to Cashfree Payments India Pvt. Ltd. that all operational disclosures, official social media links, and photographer contracts referenced herein are bona fide, legally executed, and in active force.

`Registry Ref: MKP/COMPLIANCE/CF-2026`
`Verification URL: https://middukheraproduction.in/compliance/customer-acquisition`

FOR MK PRODUCTION ENTERPRISES PVT. LTD.



[OFFICIAL DIGITAL SEAL]

Charanpal Singh
Founder & Principal Production Director
`Digitally Authenticated Document`