

FORTUNA PR

Fortuna Public Relations Pvt. Ltd
CIN NO. U74140DL2010PTC197915

SERVICE AGREEMENT

This agreement of service (this 'Agreement') dated 30th October 2025 is made by and between Denta Water and Infra Solutions limited CIN NO: L70109KA2016PLC097869 a Company incorporated under the Companies Act, 1956 and now being governed under the Companies Act, 2013, having its Registered office at # 40, 3rd Floor, Sri Lakshminarayana Mansion, South End Road, Basavanagudi, Bangalore, Bangalore South, Karnataka, India 560004

And

Fortuna Public Relations Private Limited. CIN NO: (U74140DL2010PTC197915) a company incorporated under the Companies Act, 1956 and now being governed under the Companies Act, 2013 having its corporate office at 2nd Floor, 2C and 2D, DCM Building, 16 Barakhamba Road, New Delhi, Delhi, 110001, India (hereinafter referred to as ("Fortuna PR") which expression shall include its successors and permitted assigns, of the Second Part.

WHEREAS

Fortuna PR will provide **Denta Water and Infra Solutions Limited** with Public Relations and Investor Relations services for the period of 12 months, starting from **1st November 2025 to 31st October 2026**, as per the terms of this Agreement.

Scope of Services PR & IR Plan

Key objectives

- To build visibility for the transformation and re-rating story of the company and its operations in the key sectoral media and investor ecosystem
- To set ground for rerating in perception/earning ratio through communicating
- Improve the perception of the company among the stakeholders, including prospective employees and investors.
- To use communications to fortify client relationships and business opportunities
- To establish the company's growth story, riding on its rich legacy and presence
- To improve visibility for the company's initiatives within the target markets
- To seek the fair value of the company in its stock price.

IR Methodology

As a strategy, the messaging will be defined for each quarter – broken down month-wise based on the investor relations objectives for the quarter.

THE STRATEGIC DELIVERABLES

Messaging, intelligence gathering & content support

- Meetings with CEO/ COO once a quarter to define quarterly messages.
- Monthly meetings with IR Head/ CFO to take stock of the monthly plan vs deliverables. These meetings can be virtual or physical, as Fortuna and the management team mutually agreed upon.
- Content support on Shareholders' Letters, Quarterly result press releases, Annual report content flow, and Investor Presentation.

Registered Office: 2C & 2D, 2nd Floor, DCM Building, 16, Barakhamba Road, New Delhi – 110001

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Media outreach – financials and markets

- Improve understanding of the media on the company and its growth potential
- To build visibility with key media reporters covering the sector

PR Deliverables

- Earning Media Release – **One a quarter** cross Delhi, Mumbai, Ahmedabad, Kolkata, Hyderabad, Bengaluru, etc.)
- Press releases – **as and when** (Corporate developments + partnerships + order won + talent hired + expansion + CSR) – three a quarter

Broking Outreach

- Meetings with managers of PMS schemes on a one-on-one basis.
- Frequency - **Once every month.**

All Other Activities will be handled as separate projects and charged separately

Getting started

- Finalizing collaterals – profiles and investors presentations
- Messaging for the quarter as well as identifying spokespersons.
- Spokesperson training (if required)
- Calendarised approach to analyst meetings

Fortuna PR further undertakes to do the following:

- Fortuna PR will prepare factsheets, backgrounds, presentations, and all other related collaterals.
- Fortuna PR would coordinate with the company to organize interviews, prepare, and disseminate press releases, plan and execute feature stories and initiate contributory articles etc.
- Fortuna PR would coordinate with the company to write and air their views in respective mediums on the events and various other pertinent issues.
- Fortuna PR would be responsible for entire logistics for organizing and conducting solo interviews and press conferences and the cost for the same would be paid by Denta water and infra solutions limited.
- Fortuna PR would be responsible for ensuring effective and efficient management of all the activities related to Public Relations in compliance with the company guidelines and expectations.
- Fortuna PR would provide a quarterly status for Denta water and infra solutions limited of all the activities undertaken on this project.
- Fortuna PR would act in accordance with any instruction as given by Denta water and infra solutions limited from time to time.

FEES FOR SERVICES:

Denta Water and Infra Solutions Limited in consideration for the provision of services agrees to pay Fortuna PR a monthly retainer fee of Rs. 1,10,000/- (Rupees–One Lakh Ten Thousand Only) + Goods and Services Tax as applicable (presently @18%). The payment to be made by Denta Water and Infra Solutions Limited will be subject to statutory deductions, as applicable.

1. The cost of issuing a press release and holding a press conference for centers other than mentioned above will be charged as actuals.

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2. The consultancy invoice along with GST will be raised at the end of each month and will be sent by courier. The Payment of the same will have to be made within **fifteen working days** post receipt of the bill.
3. **Denta Water and Infra Solutions Limited** would bear the costs of:
 - (a) Local travel expenses of third party for conducting press conference, one-to-one interview etc.
 - (b) Outstation travels, on actual undertaken by Fortuna PR on prior instructions from **Denta Water and Infra Solutions Limited**. Expenses towards venue booking for events, conferences, etc.
4. In case of all third-Party expenses incurred on behalf of the company and paid by Fortuna PR, an additional fee of 10% will be charged on the said amount along with applicable service taxes.

The Fee mentioned above would be disbursed through cheque / DD/Bank Transfer favoring Fortuna Public Relations Pvt. Ltd.

Taxation

All Payments made to Fortuna PR under this agreement would be subject to deduction of tax at source as per applicable rates from time to time.

Fees are exclusive of all the Prevailing & future Taxes /levies etc. and Denta Water and Infra Solutions Limited would be responsible for payments of any taxes, duties, levies etc. as imposed by Govt. of India from time to time to Fortuna PR.

Confidential Information

(a) Defined. In this Agreement the term "Confidential Information" shall mean the Work Product and any and all information relating to the Company's business, including, but not limited to, research, developments, product plans, products, services, diagrams, formulae, processes, techniques, technology, firmware, software, know-how, designs, ideas, discoveries, inventions, improvements, copyrights, trademarks, trade secrets, customers, suppliers, markets, marketing, finances disclosed by Company either directly or indirectly in writing, orally or visually, to the Consultant. Confidential Information does not include information which:

- (i) is in or comes into the public domain without breach of this Agreement by the Consultant,
- (ii) was in possession of the Consultant prior to receiving receipt from the Company and was not acquired by the Consultant from the Company under an obligation of confidentiality or non-use,
- (iii) is acquired by the Consultant from a third party not under an obligation of confidentiality or non-use to the Company, or
- (iv) is independently developed by the Consultant without use of any Confidential Information of the Company.

(b) Obligations of Non-Disclosure and Non-Use. Unless otherwise agreed to in advance and in writing by the Company, the Consultant will not, except as required by law or court order, use the Confidential Information for any purpose whatsoever other than the performance of the Services or disclose the Confidential Information to any third party.

The Consultant may disclose the Confidential Information only to those of its employees who need to know such information. In addition, prior to any disclosure of such Confidential Information to any such employee,

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such employee shall be made aware of the confidential nature of the Confidential Information and shall execute, or shall already be bound by, a non-disclosure agreement containing terms and conditions consistent with the terms and conditions of this Agreement. In any event, Consultant shall be responsible for any breach of the terms and conditions of this Agreement by any of its employees. The Consultant shall use the same degree of care to avoid disclosure of the Confidential Information as it employs with respect to its own Confidential Information of like importance, but not less than a reasonable degree of care.

(C) Return of Confidential Information. Upon the termination or expiration of this Agreement for any reason, or upon Company's earlier request, the Consultant will deliver to Company all of Company's property or Confidential Information in tangible form that the Consultant may have in its possession or control. The Consultant may retain one copy of the Confidential Information in its legal files.

Insider trading

Fortuna PR or any of its director/partner/employees/associates shall strictly follow the applicable securities laws including SEBI (Prohibition of Insider Trading) Regulations, 2015 and / or company's Insider Trading Policy /Insider Code.

Fortuna PR or any of its director/partner/employees/associates shall not use any confidential insider information to arrange for or solicit to buy or sell securities of the Company either directly or indirectly through any person, during possession of any unpublished price sensitive information.

General Provisions

Fortuna PR would use all information supplied by **Denta Water and Infra Solutions Limited** only for the purpose of Public relations and Investor Relations for the duration of the assignment.

The final printing of press releases, etc. would be undertaken only after written approval through email from **Denta Water and Infra Solutions Limited**.

Fortuna PR will work with **Denta Water and Infra Solutions Limited** to ensure that all deadlines for the project are met.

Input materials, if any, supplied by **Denta Water and Infra Solutions Limited** for the purpose of the designated task would be returned within a week of the completion of the various jobs in the assignment. The legal relationship of the parties shall be that of independent contractors. Nothing in this Agreement shall purport to constitute Fortuna PR a partner or agent of **Denta Water and Infra Solutions Limited** and Fortuna PR shall not represent itself as such or as having authority to act on behalf of **Denta water and infra solutions limited**.

Exit Clause

Denta Water and Infra Solutions Limited or Fortuna PR can terminate this agreement:

- a) For convenience, after giving either party one-month written notice.
- b) Forthwith, Fortuna PR or **Denta Water and Infra Solutions limited** does not fulfill any of its obligations contemplated under this agreement.
- c) By efflux of time.

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d) If the other party shall enter into liquidation (not being a voluntary liquidation for the purpose of amalgamation or reconstruction) or have a receiver, liquidator or other similar officer appointed over its assets.

Notice

Any notice given under this Agreement shall be in writing and shall be deemed delivered when delivered in person, three days after being sent by reputable international courier, or sent in by fax, on the acknowledgement of receipt by the other party. Either party may change the authorized person to receive notice or address by written notice to the other party.

This Agreement shall be governed by and interpreted in accordance with the laws of India. The parties agree to submit to the exclusive jurisdiction of the courts of India.

IN WITNESS WHEREOF the parties hereto have executed this agreement on the date above written.

For Fortuna Public Relations Pvt. Ltd.		For Denta water and infra solutions limited	
 		 	
Name	Rohit Yagnik	Name	C. Mruthyunjaya Swamy
Designation	Partner	Designation	Chairman
Date	30 th October 2025	Date	04.11.2025