



MEMORANDUM OF UNDERSTANDING

This **Memorandum of Understanding** (hereafter referred to as **MoU**) is made and entered into this day of 7th Feb 2024. (Hereinafter referred to as "Effective Date") at Patna by and among.

BY AND BETWEEN

FIRST PARTY INFORMATION	SECOND PARTY INFORMATION
Company legal name: Collegedunia Web Pvt Ltd	Company legal name: Magadh Professional Institute
Tax ID (GST IN): 06AAFCC5173J1ZK	Tax ID (GST IN):
PAN Number: AAFCC5173J	PAN Number: AAWTS8762P
TAN Number:	TAN Number:
Trading as: collegedunia.com	Trading as: Santi Devi Memorial Trust
Registered address: 418-419, 4th Floor, AIHP Signature Tower, Udyog Vihar, Phase - IV, Gurugram - 122015, Haryana, India	Registered address: Digha-bailey Nahar Road Back Of Patliputra Railway Station, Danapur Patna, Bihar 801503
POC Name: Rohit Kumar Designation: Sr. BDM Email: rohit.kumar@collegedunia.com Mobile: 8709797306	POC Name: Dr Diwakar Pathak Email: diwakar1702@gmail.com Mobile: 7070999001
For Escalation POC Name: Vivek Kar Designation: EIR Email: vivek.kar@collegedunia.com Mobile: +91 8123939406	For Escalation POC Name: Mr. Himanshu Email: magadhprofessionalinstitute@gmail.com Mobile: 87090 42474
The Second Party unless repugnant to the context or meaning or hereof, shall include its sister companies, associated companies including Partnership firm, LLP(s) its successors(s), administrator(s) or permitted assignee(s).	

BOTH FIRST & SECOND PARTIE's be individually referred to as "PARTY" and collectively as "Parties or Consortium".

WHEREAS, the First Party is a website portal running college search engine in the name and style of www.collegedunia.com whereby promoting various educational institutes and courses being an intermediary between the Second Party and the users of the web portal of the First Party;

WHEREAS, the Second Party is a recognized educational institute/university providing various courses to the students being enrolled with them and the Second Party being interested in the website portal of the First Party is associating with them under the terms of the MOU for

promoting/advertising the courses offered by them to the viewers on the website portal;

WHEREAS, the parties agree and warrants that apart from the terms and conditions of the MOU, the relationship between the parties are governed under the General Terms and Conditions as stipulated under the Terms & Conditions on the website portal.

NOW, THEREFORE, IN CONSIDERATION OF THE PROMISES AND THE MUTUAL COVENANTS OF THE MOU HEREINAFTER SET FORTH, THE PARTIES HEREBY AGREE TO THE FOLLOWING:

1. DEFINITION:

- a. 'Campaign' means the services offered by the First Party under the terms of the user as stipulated in the website portal of www.collegedunia.com.
- b. 'Lead' means the users/viewers on the website portal of the First Party under the terms of the website portal of www.collegedunia.com.

2. TERM:

This MOU shall come into force from the date of signing and/or receiving Advertisement Confirmation Order and shall remain valid till **30th September 2024 or till the end of the admission cycle for the academic year 2024**, whichever is later unless and otherwise terminated by either party as mentioned in clause 4 hereinafter.

3. SCOPE OF SERVICES:

1. The First Party shall be involved in the engagement activities like interviews and testimonials from dignitaries, students, and alumni and remarketing & retargeting activities on its database over Google & other platforms at various stages of the campaign.
2. The second party shall give the **API integration** system to the first party for delivery purposes.
3. Campaign shall not continue beyond the date so decided except if a written request is received from the second party to extend the