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| Certificate No. | : IN-DL57223665172523U |
| Certificate Issued Date | : 07-Jul-2022 05:48 PM |
| Account Reference | : SELFPRINT (PU)/dl-self/ NEHRU/ DL-DLH |
| Unique Doc. Reference | : SUBIN-DL DL-SELF97553665474842U |
| Purchased by | : POLSTRATCOMMUNICATION PRIVATELIMITED |
| Description of Document | : Article 5 General Agreement |
| Property Description | : SERVICE AGREEMENT |
| Consideration Price (Rs.) | : 100 (One Hundred only) |
| First Party | : MS POLSTRAT COMMUNICATION PVT LTD |
| Second Party | : SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY |
| Stamp Duty Paid By | : MS POLSTRAT COMMUNICATION PVT LTD |
| Stamp Duty Amount(Rs.) | : 100 (One Hundred only) |

₹100



₹100

SELF PRINTED CERTIFICATE TO BE VERIFIED BY THE RECIPIENT AT WWW.SHCILESTAMP.COM

IN-DL-57223665172523U

Please write or type below the line

POLSTRAT COMMUNICATION PVT. LTD.

Director

Registrar
SGT University
Budhera, Gurugram

Statutory Alert:

The authenticity of this Stamp is self-validated through the online Self-Printed Certificate (SPC) system. The SPC is available on the website of the Registrar of Stamps, Government of National Capital Territory of Delhi. The SPC is available on the website of the Registrar of Stamps, Government of National Capital Territory of Delhi. The SPC is available on the website of the Registrar of Stamps, Government of National Capital Territory of Delhi.

SERVICE AGREEMENT

This service agreement (hereinafter the "Agreement") is made at New Delhi on this 7th day of July 2022 ("Execution Date").

POLSTRAT COMMUNICATIONS PVT. LTD.
Director
DIRECTOR

BY & BETWEEN:

M/s Polstrat Communication Private Limited, a private limited company registered under the Companies Act, 2013, (CIN: U74999DL2017PTC320548) having its registered office at G1 Gopala Towers, Rajendra Place, New Delhi 110008 (hereinafter referred to as the "Company", of the First Part);

AND

Shree Guru Gobind Singh Tricentenary University, a private university, established in the year 2013 under Haryana Private Universities Act 2006 and recognised by the University Grants Commission (UGC), situated at Budhera, Gurugram, Haryana- 122505, through its Registrar Dr. Joginder Yadav, (hereinafter referred to as "Client", of the Second Part).

The terms "Company" and "Client", wherever they occur in this Agreement, shall, unless repugnant to the context or meaning thereof, be deemed to mean and include them, their respective legal heirs, successors, executors, administrators, representatives, transferee(s), beneficiary(ies), legatee(s), probate(s), nominee(s) and legal assignee(s), as the case may be.

The Company and Client shall hereinafter be collectively referred to as the "Parties" and individually referred to as a "Party".

POLSTRAT COMMUNICATIONS PVT. LTD.
Director
DIRECTOR

RECITALS

- A. WHEREAS the Company is engaged in running a business of providing data processing, social media marketing and other data driven services to its clients;
- B. AND WHEREAS the Company was approached by the Client in order to engage the Company's services;
- C. AND WHEREAS the Company had sent a detailed proposal outlining the services which the Company would provide to the Client;
- D. AND WHEREAS the Client has accepted, agreed to and cleared the proposal dated 07th July, 2022 ("Proposal") in total and as a whole, sent by the Company giving details of the services to be rendered, the way in which said services shall be rendered, approximate timelines of deliverables and the total amount that the Company shall charge the Client;
- E. AND WHEREAS the Proposal, mentioned above shall be read as and be a part of this present Agreement and the same shall be and has been annexed to this Agreement as **Annexure-1**;
- F. AND WHEREAS both the Parties have mutually agreed to enter into this Agreement to bind themselves to the terms and conditions set forth herein.

NOW, THEREFORE, expressly incorporating the foregoing Recitals as part of the consideration hereof, and in further consideration of the mutual promises, terms, conditions and covenants contained herein, both Parties hereby agree as follows:

1. Definitions and Interpretation

1.1 In this Agreement, where the context admits:

- a) **"Agreement" and "this Agreement"** shall mean this Service Agreement and attached Annexures and instruments supplemental to or amending, modifying or confirming this Agreement in accordance with the provisions of this Agreement;

- b) **"Confidential Information"** includes, but is not limited to, information of either Party, whether written, machine readable or other tangible form or obtained through observation or examination of such information or material or disclosed orally, that is of value to such Party, such as current and future products and service plans and specifications, technology, algorithms, prototypes, data, methods, processes, developments, designs, inventions, techniques, trade/business secrets, technical knowledge or know-how, financial information, plans, customer lists, vendor information, business contacts, business models/plans/process, pricing policies and procedures, marketing data, product data, any formula pattern or compilation of information used in the business of either Party or any company of its group or any clients thereof or their affairs; and all derivatives or improvements to any of the above. The terms of this Agreement shall also be a part of confidential information. Any information of the Company that the Client is aware of before the

Execution Date of this Agreement shall not be construed as confidential information only when the Client can satisfy to the Company of such knowledge, as may be confirmed by the Company. Any information in the public domain is excluded from the definition of confidential information;

- c) **"Intellectual Property"** means all intellectual and industrial property and all rights therein including, without limiting the generality of the foregoing, all inventions (whether patentable or not, and whether or not patent protection has been applied for or granted), improvements, developments, discoveries, proprietary information, trademarks, trade mark applications, trade names, websites, Internet domain names, logos, slogans, know-how, trade secrets, processes, designs (whether or not registrable and whether or not design rights subsist in them), works in which copyright may subsist (including computer software and preparatory and design materials therefore) and any data collected under this assignment or Agreement (including but not limited to any research, analysis, work that might be created pursuant to the term of this Agreement and the Services provided to the Client hereunder); and

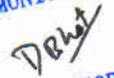
1.2 In this Agreement, where the context admits:

- a) References to any statute or statutory provisions include a reference to the statutory amendments, modifications or re-enactments thereof;
- b) References to a "person" include any individual, company, body corporate, corporation sole or aggregate, government, state or agency of a state, firm, partnership, joint venture, association, organization or trust (in each case, whether or not having separate legal personality and irrespective of the jurisdiction in or under the law of which it was

incorporated or exists) and a reference to any of them shall include a reference to the others;

- c) Reference to "writing" shall include typewriting, printing, lithography, photography, telex, facsimile and the printed version of a communication by electronic mail and other modes of representing or reproducing words in a legible form;
- d) Words importing one gender include all other genders and words importing singular include the plural and *vice versa*;
- e) Clause headings are for reference only and shall not affect the construction or interpretation of this Agreement;
- f) references to recitals, clauses and schedules are references to Recitals, Clauses and Schedules of and to this Agreement;
- g) the words "include" and "including" shall be construed as being by way of illustration or emphasis only and shall not be construed as, nor shall they take effect as, limiting the generality of any preceding words; and
- h) References in this Agreement to any clause, sub clause, schedule, Annexure or paragraph with further designation shall be construed as references to the clause, sub clause, schedule, Annexure or paragraph of this Agreement.


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SGT University
Budhera, Gurugram

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DIRECTOR

1.3 In the event of any conflict between the terms of this Agreement and any other document recording or purporting to record the terms of service agreed between the Parties, the terms of this Agreement shall prevail.

2. **Obligations, Duties and Rights of the Company.**

2.1 The Company shall provide services in the manner set out in **Annexure-1**, which has been passed, cleared and agreed to in whole by the Client, and such other services as may be mutually agreed upon the Parties in writing in accordance with the terms of this Agreement ("**Services**").

2.2 The Company hereby agrees that:

- a) it shall perform the Services, detailed in **Annexure - 1** hereto, with reasonable standards of care, skill and diligence reasonably required to perform such Services
- b) it shall render the Services in terms of this Agreement and in compliance with the applicable laws;
- c) it shall perform and observe all instructions (oral or written or both) issued by the Client as may be applicable and not do or cause to be done anything, which is prejudicial to the interest of the Client or whereby the reputation of the Company may be injured or damaged;
- d) it shall not engage any person with criminal record/conviction and any such person shall be barred from participating directly or indirectly in providing the Services under this Agreement; and

1.3 In the event of any conflict between the terms of this Agreement and any other document recording or purporting to record the terms of service agreed between the Parties, the terms of this Agreement shall prevail.

2. Obligations, Duties and Rights of the Company.

2.1 The Company shall provide services in the manner set out in **Annexure-1**, which has been passed, cleared and agreed to in whole by the Client, and such other services as may be mutually agreed upon the Parties in writing in accordance with the terms of this Agreement ("**Services**").

2.2 The Company hereby agrees that:

- a) it shall perform the Services, detailed in **Annexure - 1** hereto, with reasonable standards of care, skill and diligence reasonably required to perform such Services
- b) it shall render the Services in terms of this Agreement and in compliance with the applicable laws;
- c) it shall perform and observe all instructions (oral or written or both) issued by the Client as may be applicable and not do or cause to be done anything, which is prejudicial to the interest of the Client or whereby the reputation of the Company may be injured or damaged;
- d) it shall not engage any person with criminal record/conviction and any such person shall be barred from participating directly or indirectly in providing the Services under this Agreement; and

2.3 The Company may, at its sole discretion, alter its internal structure and / or working arrangement used to provide the Services to the Client, save that the Services and related deliverables mutually agreed between the Parties in **Annexure-1** may only be altered / changed with mutual consent in writing by the Parties.

2.4 The Company shall defend, indemnify, and hold the Client harmless from any and/or all losses, expenses, penalties, liabilities, damages and claims for damages, suits, recoveries, judgments, orders or execution, and expenses (including reasonable litigation costs, expenses and reasonable attorney's fees) which may arise as a result of any breach of the terms of this Agreement or due to fraud, acts or omissions, negligence or wilful default or misconduct of the provisions of this Agreement or violation of or non-compliance with applicable laws on the part of the Company or on the part of its employees or agencies. Provided however that the Company shall not be liable for any indirect, incidental or consequential damages or loss of any kind howsoever caused to the Client in connection with the acts or omissions of the Company under this Agreement.

2.5 The Company represents and warrants to the Client as follows that as on the Execution Date:

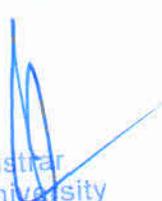
- a) it has the full power and authority to enter into, execute and deliver this Agreement and to perform the transactions contemplated herein and is duly incorporated or organized and validly existing under the laws of the jurisdiction of its incorporation or organization;

- b) the execution and delivery by it of this Agreement and the performance by it of the obligations contained herein has been duly authorized by all necessary corporate and/ or other actions;
- c) this Agreement constitutes legal, valid and binding obligations, enforceable against it in accordance with its terms; and
- d) the execution and performance of this Agreement by the Company does not and will not violate any provision of any existing agreement, law, rule, regulation, any order or judicial pronouncement.

2.6 Notwithstanding anything contained under this Agreement, the aggregate liability of the Company under this Agreement shall not exceed an amount equivalent to the aggregate of Fee actually received by the Company and paid by SGT.

3. Obligations, Duties and Rights of the Client.

- 3.1 The Client shall provide all necessary information and data and support to the Company for the smooth functioning and delivery of the Services agreed to be provided by the Company to the Client under this Agreement.
- 3.2 The Client shall be solely responsible for the behaviour and actions of its employees, assignees, agencies, members while in the field/ on ground and agrees to keep the Company indemnified of all losses or harm which may occur due to the actions of such persons as described above in accordance with Clause 3.3 below.


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SGT University
Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. LTD.

DIRECTOR

3.3 The Client shall defend, indemnify, and hold the Company harmless from any and/or all losses, expenses, penalties, liabilities, damages and claims for damages, suits, recoveries, judgments, orders or execution, and expenses (including reasonable litigation costs, expenses and reasonable attorney's fees) which may arise as a result of any breach of the terms of this Agreement or due to fraud, acts or omissions, negligence or wilful default or misconduct of the provisions of this Agreement or violation of or non-compliance with applicable laws on the part of the Client or on the part of its employees or members or agencies. Provided however that the Client shall not be liable for any indirect, incidental or consequential damages or loss of any kind howsoever caused to the Company in connection with the acts or omissions of the Client under this Agreement.

3.4 The Client represents and warrants to the Company as follows that as on the Execution Date:

- a) it has the full power and authority to enter into, execute and deliver this Agreement and to perform the transactions contemplated herein and is duly incorporated or organized and validly existing under the laws of the jurisdiction of its incorporation or organization;
- b) the execution and delivery by it of this Agreement and the performance by it of the obligations contained herein has been duly authorized by all necessary corporate and/ or other actions;
- c) this Agreement constitutes legal, valid and binding obligations, enforceable against it in accordance with its terms; and
- d) the execution and performance of this Agreement by the Client does not and will not violate any provision of any existing agreement, law, rule, regulation, any order or judicial pronouncement.

4. Fee and Remuneration

- 4.1 The Company shall charge the Client, a fee for the Services provided under this Agreement, as set out in **Annexure 1** of this present Agreement ("Fee").
- 4.2 The Fee mentioned above in Clause 4.1 shall be paid by the Client in the manner as set out in **Annexure 1** of this present Agreement in advance for each month, latest by the 7th day of such month ("**Payment Date**").
- 4.3 The Company may stop and refrain from work at its sole discretion after giving a written notice to the Client to make the payment of Fee within 7 (seven) days from the date of receipt of notice, should the payable Fee remain unpaid for more than 1 (one) calendar month from the Payment Date.

5. Term and Termination

- 5.1 The term of this Agreement shall be for a period of Three Years from the Execution Date. However, the present Agreement shall stand terminated after the Services under **Annexure-1** have been rendered/ provided by the Company to the Client in terms of the time lines as under **Annexure-1** of this Agreement. ("**Term**"). The Parties may further extend the Term for such period as may be mutually agreed between them in writing.
- 5.2 Either Party may terminate this Agreement by giving a prior written notice of 1 (one) month to the other Party. However, where the Client terminates this Agreement, the Client shall be liable to pay to the Company, the Fee which

may be pending at the time of such termination, for work done or towards Services already provided to the Client.

5.3 This Agreement may be terminated by either Party if:

- a) the other Party has been in breach of its obligations under this Agreement, and fails to remedy such breach within 10 (ten) days after written notice requiring it to do so;
- b) the other Party is subject to insolvency, bankruptcy, liquidation, receivership, winding up or administration proceeding filed voluntarily or by a secured creditor or any reorganization or rescheduling of debt or any other arrangement or scheme with creditors.
- c) it becomes unlawful for the other Party to perform any of its obligations under this Agreement.

5.4 Notwithstanding anything contained herein, the termination of this Agreement, however caused, shall not affect the rights or liabilities of either Party accrued up to the date of termination of this Agreement or any surviving clauses of this Agreement as provided in Clause 9.11 of this Agreement.

6. Confidentiality and Non-Disclosure

6.1. As Confidential Information will from time to time become known to each of the Parties, the Parties agree that, the restraints set forth in this Agreement (on which the Client and the Company have had the opportunity to take

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SGT University
Budhara, Gurugram

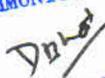
POLSTRAT COMMUNICATION PVT. LTD.
D. Singh
DIRECTOR

independent legal advice) are necessary for the reasonable protection by the Parties of their interests.

- 6.2. Neither Party shall at any time, either during the continuance of or after the termination of this Agreement, disclose or communicate to any person, any Confidential Information which the Party has or of which the Party may have become possessed during the term of this Agreement nor shall either Party supply or disclose the names or addresses of any clients, customers, vendors or agents of the other Party to any person except as authorised by such Party in writing to disclose or as ordered by a Court of competent jurisdiction.
- 6.3. Subject to the terms of this Agreement and any other written communication to the Company from the Client, the Company shall be at liberty to use, as it sees fit, the Confidential Information given by the Client where the use of said Confidential Information is necessary to render the Services as agreed under this Agreement by the Company to the Client. However, the Company shall not use such Confidential Information provided by the Client for any other purposes whatsoever without the Client's express written permission.
- 6.4. In the possible scenario where either Party is required to or is ordered by a Court of competent jurisdiction to disclose any Confidential Information, such Party must inform the other Party by giving a written notice within 7 (seven) days, of such impending disclosure.
- 6.5. All records, documents and files concerning the Company ("**Company Information**") shall be treated as Confidential Information.


Registrar
SGT University
Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. LTD.


DIRECTOR

- 6.6. Company Information is broadly defined as and includes all information, which has or could have/has commercial value or any other utility in the business that the Company is or may be engaged in and the unauthorised disclosure of which could be detrimental to the interests of the Company, whether or not such information is identified by the Company.
- 6.7. For the purpose of this Agreement, the Confidential Information shall not include:
- a) information disclosed pursuant to applicable law or to any governmental or regulatory authority or pursuant to any judicial or quasi-judicial proceedings;
 - b) information available in the public domain or comes into public domain otherwise than as a result of a breach of this Agreement;
 - c) is approved for release or use by written authorization from the Party for the purpose for which it is related;
 - d) information, which is disclosed to the Party by a third party;
 - e) information, shown to be known to the Party prior to disclosure by the other Party as proven by the written records of the Party; and
 - f) information independently developed by the Party without the use of any of the other Party's Information.
- 6.8. No formal or informal public announcement or press release which makes reference to a Party or the terms and conditions of this Agreement or any of the matters referred to herein, shall be made or issued by or on behalf of the other Party without the prior written consent of the Party being made a reference to in such public announcement or press release.

7. Inventions, Designs, Copyright and other Intellectual Property

- 7.1. If at any time during the term of this Agreement, the Company makes or discovers or participates in the making or discovery of any Intellectual Property directly or indirectly relating to or capable of being used by the Company in any form, the Intellectual Property therein shall be the sole property of the Company and the Company shall have sole ownership of the Intellectual Property therein.
- 7.2. However, any material, produced by the Company at the specific instance of the Client under this Agreement or as part of the Services under this Agreement, the Intellectual Property therein, shall be the sole property of the Client and the Client shall have sole ownership of the Intellectual Property therein.
- 7.3. The Parties, however, may use brand names and fascia for advertising, marketing and business development purposes, with the prior written approval of the other Party.

8. Return of Property on Termination

Upon the termination or cessation of this Agreement for any cause whatsoever, both the Parties shall return to the other any Confidential Information and other material it may hold, belonging to the other Party within 3 (three) days from the termination or cessation of this Agreement.

9. Miscellaneous

Registrar
SGT University
Budhera, Gurgaon

POLSTRAT COMMUNICATION PVT. LTD.
D. S. K. S.
DIRECTOR

9.1. Governing Law

This Agreement shall be governed by and construed in accordance with Indian law.

9.2. Jurisdiction

In relation to any legal action or proceedings arising out of or in connection with this Agreement, both the Parties irrevocably submit to the exclusive jurisdiction of the courts in Delhi.

9.3. Notices

All notices, requests, demands or other communication required or permitted to be given under this Agreement and the provisions contained herein shall be in writing in English language and are effective upon delivery to the applicable Party (whether by mail, fax, personal delivery or otherwise) at the address, and marked to the attention of the person, indicated below. Any Party may, by notice in writing to the other Parties, change its address or facsimile number in the manner aforesaid.

a) If to the Company, at:

Name: Diptangshu Bhattacharyya

Corporate Address: Office No. 5, Second floor, Tower A, Stellar IT Park, C-25, BHA Millenium Rd, C Block, Phase 2, Industrial Area, Sector 62, Noida, Uttar Pradesh 201309

E-mail address: deep@polstrat.com

b) If to the Client, at:

Name: Registrar, SGT University, Dr. Joginder Yadav

Address: Budhera, Gurugram, Haryana

E-mail address: registrar@sgtuniversity.org

a) Clauses Independent

A Clause contained in this Agreement is enforceable independently of each of the other Clauses and a Clause's validity is not affected if any of the other Clauses are invalid.

b) Partial Validity

If a Clause is void under applicable laws but would be valid if some part of the Clause were deleted, the Clause in question shall apply with such modification as may be necessary to make it valid.

9.4. Waiver

No failure by a Party to exercise, nor any delay by the Party in exercising, any right, power or remedy hereunder shall operate as a waiver of that or any other right, power or remedy of the Party, nor shall any single or partial

Registrar
SGT University
Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. LTD.
Deep
DIRECTOR

exercise of any right, power or remedy preclude any other or further exercise of that or any other right, power or remedy.

9.5. Paragraph Heading

The titles to the paragraphs of this Agreement are solely for the convenience of the Parties and shall not be used to explain, modify, simplify, or aid in the interpretation of this provisions of this Agreement.

9.6. Independent Legal Advice

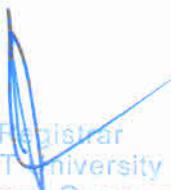
Both the Parties have taken independent legal advice regarding the terms of this Agreement and are entering into this Agreement only after carefully reading and understating the terms of this Agreement.

9.7. Final Agreement

This Agreement terminates and supersedes all prior understandings or agreement on the subject matter hereof. This Agreement may be modified only by a further writing that is duly executed by both the Parties.

9.8. Remedies

If at any time, either Party violates any of the covenant or terms of this Agreement ("**Defaulting Party**"), the other Party ("**Non-Defaulting Party**") shall have the right to terminate all obligations owed by it under this Agreement. Further, the Defaulting Party acknowledges that the Non-Defaulting Party would be irreparably injured and harmed by a violation of


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Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. LTD.

DIRECTOR

any clause of this Agreement and agrees that the Non-Defaulting Party shall be entitled to an injunction restraining the Defaulting Party from any actual or threatened breach of this Agreement or to any other appropriate legal and equitable remedy without any bond or security being required.

9.9. Modification

Any modification or addendum for and of this Agreement or additional obligation assumed by either Party in connection with this Agreement shall be binding of both the Parties only when evidenced in writing and signed by each Party or an authorised representative thereof.

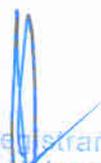
9.10. Assignment

Neither Party will, without the prior written approval of the other Party, assign or transfer to any third party any of its rights, duties or interests under this Agreement. This Agreement will be binding upon and inure to the benefit of each Party and its legal successors and permitted assigns.

9.11. Survival

All clauses of this Agreement which by their nature survive termination of this Agreement, shall survive and continue in full force and effect even after the termination of this Agreement.

9.12. Counterparts


Registrar
SGT University
Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. - LTD.

DIRECTOR

This Agreement may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. This Agreement shall become effective when each Party hereto shall have received a counterpart hereof signed by all of the other parties hereto. The delivery of signed counterparts by facsimile transmission or electronic mail in "portable document format" (".pdf") shall be as effective as signing and delivering the document in person. Until and unless each party has received a counterpart hereof signed by each other Party hereto, this Agreement shall have no effect and no Party shall have any right or obligation hereunder (whether by virtue of any other oral or written agreement or other communication).

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Registrar
SGT University
Budhera, Gurugram


POLSTRAT COMMUNICATION PVT. LTD.
DIRECTOR

IN WITNESS WHEREOF, the Parties to this Agreement have caused their respective duly authorised representatives to execute this Agreement on the day and year first above written:

Enclosed: Annexure-1

On Behalf of Polstrat Communication Private Limited

Signed: _____
POLSTRAT COMMUNICATION PVT. LTD.
Diptangshu
DIRECTOR

Name: Diptangshu Bhattacharyya Date: _____

On Behalf of SGT University

Signed: _____
Registrar
SGT University
Budhera, Gurugram

Name: Registrar, Dr. Joginder Yadav Date: _____

WITNESSED BY:

1. Quada

Name: K K Malhotra
240B, New Lajalpur Colony
Address: Krishna Nagar, Delhi-51.
Occupation: Service

2. Handwritten signature

Name: NANDDEEP PUNJ
Address: D-35 SAKET, NEW DELHI - 110017
Occupation: CA


Registrar
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Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. -LTD.

DIRECTOR

ANNEXURE-1

SGT PROPOSAL

Date: 07th July, 2022

POLSTRAT COMMUNICATION PVT. LTD.
Dolat
DIRECTOR

Scope of Work

The project's deliverables shall all be related to overall branding and online presence of SGT. The aim of the project shall be to establish and evolve the online and offline presence of the SGT brand including social media marketing, as discussed between SGT and Service Provider.

The broad points of engagement between the Parties shall be as under:

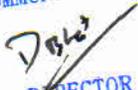
- Overall branding of the university:
 1. Brand building through SWOT analysis (Strengths-Weaknesses- Opportunities- Threats), focusing on increase in annual admissions.
 2. Create a blueprint of the brand against primary competitors.
 3. Create monthly KPIs (Key Performance Indicators) to work towards.

- Online presence:
 1. Aid in the rebuilding of the SGT website - content, structure, development language, etc. The Service Provider will work with SGT's web development team to ensure execution.
 2. Google ranking - Focus on greater online visibility through SEO (Search Engine Optimisation).
 3. Presence on university ranking websites - Work with third party websites towards increasing SGT's ranking on various university ranking websites.

- Presence in online and offline editorials:
 1. Build plan to increase online and offline editorials with major newspapers.
 2. Create a network of publishers to regularly post about SGT events.
 3. Build ad campaigns to publish with news agencies regularly.
 4. Improve the newsletter for internal circulation, highlighting the SGT's activities and achievements.

- Comprehensive social media strategy:
 1. Work with the SGT team to build an end-to-end social media campaign for SGT.
 2. Ensure monthly KPIs are being met.
 3. Build student focused regular email campaigns for SGT's events and activities.
 4. Work on generating greater student pride through campaigns.


Registrar
SGT University
Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. LTD.

DIRECTOR

- Advice in offline branding exercises:
 1. Work with SGT for effective offline events.
 2. Working on event branding to ensure they are attractive.
 3. Student focused events which appeal to potential students to join SGT.

- Additional activities
 1. Aid in the setup of seminars and webinars.
 2. Third party influencers' involvement for branding exercise.
 3. Aid in the organisation of campus tours to highlight SGT offerings.
 4. Additional PR strategy for offline brand building.

Timelines

- Month 0 (advance for setup): Team building and resource allocation
- Month 1: Brand identification and overall brand structure building
- Month 2+3: Aggressive brand push online and social media structuring
- Month 4: Offline push
- Monthly approvals for next month's KPIs

Approvals relating to every month's KPIs shall be taken in the preceding month.

Please Note: The aforementioned timelines are tentative, and actuals shall be dictated on month-on-month progress.

Communication Channels:

- Email

Registrar
SGT University
Budhera, Gurugram

POLSTRAT COMMUNICATION PVT. LTD.
Director
DIRECTOR

- deep@polstrat.com
- registrar@sgtuniversity.org

Charges for Services:

Polstrat shall charge a monthly fee of INR Rs. 10,00,000 + GST for the services it provides to SGT.

Payment Milestones:

- Invoicing will be on monthly basis

On Behalf of Polstrat Communication Private Limited

Signed: _____  X
POLSTRAT COMMUNICATION PVT. LTD.
DIRECTOR

Name: Diptangshu Bhattacharyya Date: _____

On Behalf of SGT University

Signed: _____ 

Registrar
SGT University
Budhera, Gurugram

Name: Registrar, Dr. Joginder Yadav Date: _____

