



23rd July, 2020

Engagement Letter

STRICTLY CONFIDENTIAL

To,
Anant National University,
Ahmedabad, Gujarat.

This letter, together with the attached Exhibits (collectively, this 'Agreement'), sets forth the terms and conditions on which **International Educational Gateway Private Limited**, ('IEG') will perform certain professional services as described in Exhibit A & B (collectively, the 'Scope of Services') for Anant National University, Ahmedabad ('the Company' or 'Higher Education Institute (HEI)', or "ANU") which may be modified from time to time by mutual agreement only.

1. Services and Deliverables

IEG will perform the Services "Direct Student Search, Webinars, Featured Blog & Student Engagement, School Outreach in accordance with applicable professional standards. Please refer to the detailed Scope of Work.

The Services and the information, records, data, advice or recommendations contained in any reports, materials, presentations or other communications, written or otherwise, in draft or final form, provided by IEG (collectively, 'Reports') are intended solely for the information and use of the Company's management.

2. Engagement Team

IEG will nominate a member from the Institutional Engagement team who will be the single point of contact (SPOC) for the HEI's management. The SPOC will be supported by other managers, experienced consultants and staff resources, as appropriate. We will also request the HEI's management to nominate a SPOC or a 'representative' for us to interact with.

3. Duration

IEG will be engaged with the Company from "August 2020 – July 2021" from the date of signing this engagement letter. Each service has a specific timeframe over which it is spread out. Additional services delivered will attract a fee.



IEG would mobilize its student engagement team to interact with the client in about two weeks from the date of signing the engagement letter and related administrative procedures. IEG shall be in close discussions with the Company and keep them informed of the progress of the work.

4. Fees

- Cost for UG programs – Rs. 4,25,000
- ❖ **Total Cost for (UG) – Rs. 4,25,000 (plus applicable taxes)**

The services included are described in detail in the Scope of services and summarized below:

A. Student Outreach and Engagement

| S. No | Service | Target Audience | Details | August 20 – July 21 |
|-------|--|--|--|---------------------------------------|
| 1 | Direct Student Search (Profile Reviews) | Students | <ul style="list-style-type: none"> View Profiles of & Send Personalized Reviews to relevant students through the Univariety platform who match the admission criteria of ANU, Ahmedabad for 2021 intake (all courses) | Unlimited |
| 2 | Featured Blog | School Management, Students, Parents, Counsellor | <ul style="list-style-type: none"> Blog is ranked 31 in top 100 world blogs | 2 |
| 3 | Webinars | Students | <ul style="list-style-type: none"> Address Students from top schools across India on topics ranging from Admission processes, to life at ANU, Ahmedabad, showcase Student success, give course specific information & much more Our expert team of counsellors will engage with relevant & interested students on behalf of ANU, Ahmedabad. Handholding interested students & motivating them to apply | 8 |
| 4 | Student Engagement | Students | <ul style="list-style-type: none"> WhatsApp Engagement with prospects & Interested students throughout the contract period SMS Campaigns for 2020 Intake | Ongoing through the contract duration |



International Educational Gateway Private Limited

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B. School Outreach & Engagement

| S No | Service | Target Audience | Deliverables | August 20 – July 21 |
|------|-------------------------|---|---|---------------------|
| 1 | Virtual Career Fair | Schools / Students / Parents / Management | Invitation to participate in Univariety Career Fairs across the country along with a reserved stall space at the schools (Digital). | 2 |
| 2 | One on One Interactions | Principal / Counsellor | One-on-One interaction with school counsellor / principal (digital) | 20 |

5. Payment terms:

- 50% Upfront payment to be paid within 7 working days of signing the contract to start the services on or before 30th July 2020.
- 50% balance to be paid in 90 days from the start date.

6. Other matters

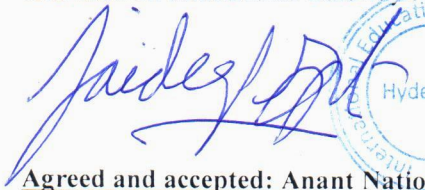
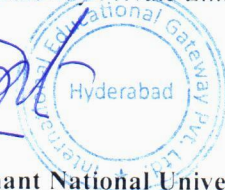
The Company represents and warrants to IEG that the Company's execution and delivery of this Agreement has been authorized by all requisite corporate or other applicable entity action and the person signing this Agreement is expressly authorized to execute it on behalf of the company.

IEG appreciates the opportunity to be of assistance to the Company. Please sign the enclosed copy on behalf of the Company and return it to the undersigned.

Yours faithfully,

Mr. Jaideep Gupta - Chief Executive Officer

International Educational Gateway Private Limited.

Agreed and accepted: Anant National University.

Name: _____

Designation: _____

Signature: _____

Date: _____

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Univariety
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