



SERVICE AGREEMENT

This Settlement Agreement (Hereinafter referred to as the "Agreement") is executed at Bareilly, Uttar Pradesh,, India, on this 28th of April 2023

BY AND BETWEEN

M/s. **BrandBikega.com**, a proprietorship firm (GST: 09GSNPD5468N1ZT) having its address at H-10, Kalyanpur, Kanpur, through its authorized representative **Ms. Tisha Singh** (Aadhaar No: 320835677851), (hereinafter "Service Provider"), which expression shall unless excluded by or repugnant to the context thereof, include its legal heirs, successors, administrators, assignees and shall constitute the **FIRST PART**

AND

Invertis University (Registered Under Uttranchal Welfare Society, PAN NO.: AAATU1374P), a university accredited by NAAC, and having its registered office at Invertis Village, Delhi-Lucknow Highway (NH-24), Bareilly, Uttar Pradesh- 243123, and acting through its **Mr. Santosh Kumar** (Aadhaar No. 487530501516), resident of Bareilly (hereinafter referred to as "Second Receiver"), which expression shall unless repugnant to the meaning or context thereof also mean and include its successors, of the **SECOND PART**;

In this Agreement, the meanings set forth for defined terms in this Agreement and all pronouns shall be equally applicable to both the singular and plural, masculine, feminine or neutral forms as the context may require.

(M/s. **Brand Bikega** and **Invertis University** shall individually be referred to as "Party" and collectively referred to as "Parties")

WHEREAS the First Party is engaged in the business of providing services related to expanding the market reach of various brands with the help of its network of mega-influencers including selecting the right influencers to represent the various brands.

AND WHEREAS the Second Party is a leading university accredited by NAAC and engaged in educational activities and offering a wide range of Doctoral, Postgraduate & Undergraduate programmes in Management, Law, Commerce, Computer Applications,



- vi) **Dispute Resolution:** Any dispute arising out of or in connection with this Agreement which is not resolved within 10 days after the service of a notice by a Party on the other, including any question regarding its existence, validity or termination shall be referred to and finally resolved through arbitration by a sole arbitrator to be appointed by Parties with mutual consent under the Arbitration and Conciliation Act, 1996 (as amended) and other applicable provisions thereof. The arbitration proceedings shall be in the English language and shall be held in New Delhi. The arbitration award shall be final and binding on the Parties.
- vii) **Entire Agreement:** This Agreement together with the Annexure hereto, constitutes and contains the entire agreement and understanding between the Parties with respect to the subject matter hereof and supersedes all previous communications, negotiations, commitments, either oral or written between the Parties respecting the subject matter.

IN WITNESS WHEREOF the parties have hereunto set their hands the day and year first above written.

For M/S. BRANDBIKEGA.COM:

Signature : *Tisha Singh*

Date : 28/04/2023

Name : **Tisha Singh**

Designation : Co-Founder and
Business Head, BBC.

For INVERTIS UNIVERSITY:

Signature : *Santosh Kumar*

Date : 28/04/2023

Name : **Santosh Kumar**

Designation : Registrar,
Invertis University

WITNESS:

Name : **Aviral Dwivedi**

E-mail ID : aviraldwivedi@brandbikega.com

Name : **Satyendra Singh**

E-mail ID : satyendra.s@invertis.org