

MEMORANDUM OF UNDERSTANDING

This **Memorandum of Understanding** (hereinafter called as the 'MOU') is entered into on 15th of February, 2023 and between Digital Performance Media Pvt. Ltd. as a first party and Invertis University, Bareilly, as second party represented.

WHEREAS:

- First Party is a flagship company engaged in the business of digital marketing training in India for Students, entrepreneurs, working professionals, and others through various channels including classroom, online, and corporate training.
- First Party, Digiperform has developed specific modules for its various digital marketing certificate course, which modules include, but are not limited to, courses on SEO, Social Media, E-mail marketing, E-commerce marketing, Online advertising, etc. ("Digiperform Courses").
- Second Party is a Higher Educational Institution named: Invertis University, Bareilly
- Both parties have entered into the discussion to encourage and adopt the Digital Marketing Training Program at the Invertis university campus, both parties anticipate that adoption of this model will have multiple benefits:
- First Party & Second Party believe that collaboration and cooperation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced value.
- The parties intend to cooperate and focus their efforts on cooperation within the area of Live Instructor Led Digital Marketing Skill Based Training.
- Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests.

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET

AGREED:

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be duly executed by their respective authorized officers as of the day and year first above written.

First Party
For Digital performance media pvt. ltd

Second Party
For Invertis University, Bareilly

Authorized Signatory with Seal

Authorized Signatory with Seal

Name of Institution- Digiperform	Name of Company <i>Invertis University</i>
Address <i>Suite 2A 3A, Indira Place Building C.P, Delhi - 110034</i>	Address <i>Invertis University, Bareilly</i>
Contact Details: <i>8447207577</i>	Contact Details <i>9690017906</i>
E-mails: <i>vaibhav@digiperform.com</i>	E-mails <i>registrar@invertis.org</i>
Web <i>www.digiperform.com</i>	Web <i>invertisuniversity.ac.in</i>

Witness-1

Dr. Manish Gupta

Witness-2

Mr. Anshu Pandey

Witness-3

SOURABH THAKUR
15-2-2023.

Witness-4