

### MEMORANDUM OF UNDERSTANDING (MoU)

This Memorandum of Understanding (MoU) is made and entered into on this 8<sup>th</sup> day of December, 2025, between:

**\*\*Campus Cliq LLP\*\***, hereinafter referred to as "Campus Cliq," having its principal office at Azad Vihar Office Number 9, Noida Sector 62-A.

AND

GNIOTMBA INSTITUTE (Name of the Institution), hereinafter referred to as "the Institution" or "Campus," having its registered address at Plot No. 8 KP-2 Gr. Noida

Both parties are collectively referred to as "the Parties."

#### 1. Objective

The purpose of this MoU is to establish a mutual understanding between Campus Cliq and the Institution to collaborate in promoting campus-related opportunities such as competitions, events, conferences, sports, and blogs through the Campus Cliq platform, thereby empowering students with a unified discovery and engagement network.

#### 2. Terms and Conditions

1. The Institution agrees to tie up with Campus Cliq for displaying all its competitions, events, conferences, sports, and blogs on the Campus Cliq platform.
2. Campus Cliq will allow the Institution to publish these activities on its platform. However, no admission promotions, paid admissions, or entry campaigns shall be allowed free of cost.
3. Campus Cliq will not charge any commission or cut on event fees collected by the Institution. If there is any event that has a fee, this type of payment will be credited directly to the Institution's provided bank account or QR code.
4. In the Situations of cancellation or postponement of any paid event, the Institution shall be solely responsible for refunding the collected amount to participants. Campus Cliq will not be held liable for such refunds.
5. The initial term of this MoU shall be one (1) year from the date of signing. During this period, Campus Cliq services shall remain free of cost except for super-premium features. This term may be extended by mutual consent unless terminated earlier by written notice.
6. Campus Cliq reserves all rights to modify, update, or revise its terms of use and operational policies as per organizational requirements.

For CAMPUS CLIQ LLP  
Ayush Gupta  
Authorized Partner  
Director - CAMPUS CLIQ LLP

Signature: [Signature]

Date: 8/12/25

### 3. Platform Access and Premium Features

The Institution shall be granted access to Campus Cliq's premium features free of cost during the term of this MoU. However, certain super-premium features will be chargeable as follows:

- Featured Opportunity Listing: ₹1200 per specific event or listing.
- Blog Representation: ₹100 per blog post, which will be verified by Campus Cliq before publication and will receive top-row ranking on the Campus Cliq website for enhanced visibility.

Campus Cliq reserves the right to review, verify, and approve any submitted content before publication to ensure compliance with its quality and policy standards.

### 4. Branding and Marketing Rights

The Institution hereby grants Campus Cliq the non-exclusive right to use its name, logo, and basic branding materials for marketing and promotional purposes, including, but not limited to, social media, websites, and print/digital campaigns. Campus Cliq agrees to maintain the integrity and reputation of the Institution while doing so.

### 5. Validity and Termination

This MoU shall remain valid for one (1) year from the date of execution and may be renewed upon mutual agreement. Either party may terminate this MoU by providing a written notice of 30 days to the other party.

### 6. Dispute Resolution

Any disputes arising from the interpretation or implementation of this MoU shall be resolved amicably through mutual discussions. If unresolved, the matter shall be referred to arbitration under the Arbitration and Conciliation Act, 1996, and the jurisdiction shall lie in Noida, Uttar Pradesh.

### 7. Signatures

IN WITNESS WHEREOF, the undersigned have executed this Memorandum of Understanding on the day and year first above written.

For Campus Cliq LLP  
Name: For Campus Cliq LLP  
Designation: Director  
Signature: [Signature]  
Date: 28/11/2025

For the Institution  
Name: Dr. Anshul Sharma  
Designation: Director  
Signature: [Signature]  
Date: 6 Dec 2025

Director  
Greater Noida Institute of Technology  
(GNIIT Institute)  
Plot No -7 Knowledge Park-2, Greater Noida