Memorandum of Understanding

This **MOU** is made at Mathura this **18 day of May, 2026**

BY AND BETWEEN

GLA University, Mathura, having its registered office at **17km Stone, NH-2, Mathura-Delhi Road Mathura, Chaumuhan, Uttar Pradesh - 281406** ("the First Party")

AND

Eklavya Centre of Excellence Pvt. Ltd having its registered office at **G25, Block G, Sector – 3, Noida , Gautam, Budh Nagar, Uttar Pradesh. Pin – 201301** ("the Second Party")

(Hereinafter called "the **Marketing & Referral Partner**" which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include his heirs, nominee(s), legal representatives, successors, administrators, liquidators and assigns) of the Second Part.

WHEREAS, the Marketing & Referral Partner has represented to GLA University, Mathura that it has the requisite expertise and experience in providing the services described in detail in this MOU and offered to provide the same to GLA University, Mathura.

GLA University, Mathura has considered the offer and has decided to avail the Marketing & Referral Partner services on a non-exclusive basis upon the terms and conditions hereinafter contained.

NOW, THEREFORE, the parties hereby agree as follows:

1. The effective date and terms of this MOU shall be from **May 18, 2026 to May 17, 2027**.

2. The provisions of this MOU shall govern all services rendered by the Marketing & Referral Partner to GLA University, Mathura otherwise agreed in writing by an authorized representative of GLA University, Mathura. This MOU may be extended by mutual consent by GLA University, Mathura, and the Marketing & Referral Partner and the terms and conditions of this MOU may be modified or amended at that time.

3. The First Party, during the Term of this MOU, is willing to outsource activities viz. Marketing & Referral its education courses within the jurisdiction of PAN India.

4. The Second Party hereby agrees and undertakes that it would meet the Marketing & Referral targets set by the First Party from time to time. The targets would be mutually discussed and agreed upon by both the parties, which would be revised as per timely guidelines issued by the First Party, failure to do so by the Second Party, consecutively for a period of 15 days, the First Party reserves the right to terminate this MOU.

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5. The Second Party has been appointed on non-exclusive for marketing and Referral purposes only and will provide leads to CDOE, GLA University, Mathura and will be entitled for commissions on per conversion. The Second Party may also refer students directly on website www.online.gla.ac.in using the code that will be allocated by the GLA University, Mathura.

6. The Second Party is not authorized to create any marketing collaterals and use any logo/brand name of the first party for promotional purposes by its own and the same will be provided by the GLA University, Mathura only. The cost of any printing material will be borne by the Second Party only.

7. For any leads/reference, the Second Party and its employee are not authorized to collect any amount/fee. All the payments will be made online only on www.online.gla.ac.in. Any concession or discount will not be offered to student other than mentioned on website, the First Party will not be responsible for any such case.

8. For every converted direct lead, the Second Party will be entitled sharing only on **Tuition fee as per below table (Inclusive of all Taxes).** You will not be entitled for any sharing on Registration fee, Exam fee and Alumni fee. Fee as mentioned in the Annexure.

S.No.	No of Admissions	Percentage Share
1	1 to 100	50%
2	101 to 250	55%
3	251 to 500	57.50%
4	501 and Above	60%

Upon achieving the number mentioned in table, we will release incentive as per slab achieved in single payment for the admissions done. The above mentioned number will be entitled for next slab only on successful admission and not on refund cases. University will calculate students by removing all the refund cases. In case you qualify for next slab, you will be entitled to get increment from first admission.

9. If the Second Party deals in sub-partner (B2B) model, then the total sharing shall not exceed 50% in any condition. Any violation shall be treated as a breach and shall lead to immediate termination of this MOU.

10. Reconciliation will be done on every 16th day and payment will be made within 45 days post invoice submission. The payment will be made directly into the Second Party's bank account.

11. The Second Party will be given a marketing partner code by the First party, which will be unique and can be used for leads/references.

12. The Second Party is only a marketing and referral partner and not entitled to claim as First Party's admission partner or center. CDOE, GLA University, Mathura does not authorize any third Party to run admission center.

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13. In case, of duplicate lead/referral CDOE, GLA University, Mathura will check and accordingly the decision will be taken. CDOE, GLA University, Mathura decision will be final and will be accepted by the Second Party.

14. The Second Party is under legal obligation to conduct its services in conformity in all respects with the said PROGRAMS of the First Party by following the standard procedures laid down in the Regulatory Authorities prescribed norms and by complying with such instructions as contained therein as may be notified from time to time by the First Party and not do any act which will or may reflect adversely upon the business integrity or goodwill of the First Party or its Affiliates.

15. The Second Party will undertake to protect and continue to protect the First Party and its officials, employees, and directors from any liability and/indemnity and/or legal and/or consequential damages or actions arising out of default by the Second Party whether under this MOU or under any laws of India.

16. A representative/s designated by the First Party shall visit the Second Party's office on as required basis for the purpose of quality assurance. The said representative will:

i. Check the quality of serviced rendered;

ii. Identify problems and suggest solutions for the implementation.

iii. Inspect and audit any or all books of records and accounts, files with student records

iv. Inspect scheduling and calendaring procedure and give suggestions thereof;

vii. Review the reports of the Internal Auditors

viii. Take copies of any documents that are relevant in his opinion

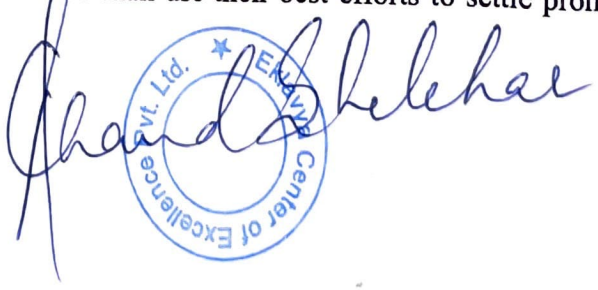
ix. To ensure whether the functioning of the Second Party is within the scope defined under this MOU.

x. This is solely related to GLA university.

17. This MOU and any services rendered hereunder are subject to all the applicable laws and regulations of India, and the rights and obligations of the parties hereto under or in connection with this MOU shall be determined in accordance with the laws of India.

18. The Parties hereto agree that the Second Party is an independent entity. Nothing herein contained shall constitute the Second Party as an agent, legal representative, partner, subsidiary, joint venture, or employee of the First Party, and however, it is to be understood that Service Provider works to the First Party within the scope defined under the norms. The Second Party shall have no right or power to, and shall not bind or obligate the First Party in any way, manner, or thing whatsoever, nor represent that he has any right to do so.

19. In the event of a dispute, controversy or claim arising out of or relating to this MOU, or the breach, termination or invalidity thereof (a "dispute"), the Parties shall use their best efforts to settle promptly



ach dispute through direct negotiation. Any dispute that is not settled within Thirty (30) days from the date notified the other Parties of the nature of the dispute and of the measures that should be taken to rectify it shall be resolved through consultation between the executive heads of the Parties.

20. Each Party shall give full and sympathetic consideration to any proposal advanced by another to settle amicably any matter for which no provision has been made or any controversy as to the interpretation or application of this MOU. Any dispute arising out of this MOU shall be subject to courts of Mathura jurisdiction only.

21. This MOU shall come to an end on the date set out in clause 1 unless the MOU has been terminated prior to that date or has been renewed by the parties for a period beyond that date. In the event of expiration or earlier termination, neither hereto is liable for any reason arising from the termination, expiration, or non-renewal of this MOU to the other for compensation, reimbursement, or damages.

22. This MOU can be terminated at any time by the First Party upon one month's notice in writing being given to the Second Party if the Second Party's works are not found to be satisfactory/in contravention according to the terms & scope of the MOU.

23. The Second Party represents and confirms that there exist no conflicting interests which will prevent him from acting for First Party's best interest. The Second Party hereby undertakes not to accept any employment or appointment or to engage in any work or business that may conflict with First Party 's interest during the Term of this MOU.

IN WITNESS WHEREOF, the parties hereto have hereunto set and subscribed their respective hands the day and year first hereinabove written.

Marketing & Referral Partner
Name:
Date:

Authorized Signatory

CDOE, GLA University, Mathura

Authorized Signatory

Witnesses:

1. Name PRIYANKA PRITIL

Signature Priyanka Pritil

2. Name

Signature

Annexure – 1

The **Marketing and Referral Partner** will be entitled for sharing on **Tuition fee Component** as **per Point No .8** on collection basis. No Fees Share on Exam Fees, Registration Fees or any Other Fees charged by the University.

All Fees mentioned below are subject to be revised as per guidelines of the University.

Fee Structure CDOE, GLA University - July 2026 (Semester Mode)

S. No.	Course	Registration Fee	Semester 1				Semester 2			Semester 3			Semester 4			Semester 5			Semester 6			TOTAL FEE			
			Tuition Fee	Exam Fee	Alumni Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee (incl exam)	Total fee (including Registration fee & Alumni Fee)
1	BBA	500	14750	1500	1800	18050	14750	1500	16250	14750	1500	16250	14750	1500	16250	14750	1500	16250	14750	1500	16250	88500	9000	97500	99800
2	B.Com	500	10000	1500	1800	13300	10000	1500	11500	10000	1500	11500	10000	1500	11500	10000	1500	11500	10000	1500	11500	60000	9000	69000	71300
3	BCA	500	14750	1500	1800	18050	14750	1500	16250	14750	1500	16250	14750	1500	16250	14750	1500	16250	14750	1500	16250	88500	9000	97500	99800
4	MBA	500	24250	1500	1800	27550	24250	1500	25750	24250	1500	25750	24250	1500	25750	COURSE COMPLETED						97000	6000	103000	105300
5	MCA	500	21500	1500	1800	24800	21500	1500	23000	21500	1500	23000	21500	1500	23000	COURSE COMPLETED						86000	6000	92000	94300

Fee Structure CDOE, GLA University - July 2026 (Year Mode)

S. No.	Course	Registration Fee	Year 1						Year 2			Year 3			TOTAL FEE			
			Tuition Fee	Exam Fee	Alumni Fee	Total Fee	Year 1 Discount	Year 1 Fee Payable after Discount	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee	Tuition Fee	Exam Fee	Total Fee (incl exam)	Total fee (including Registration fee & Alumni Fee)
1	BBA	500	29500	3000	1800	34300	1000	33300	29500	3000	32500	29500	3000	32500	88500	9000	97500	99800
2	B.Com	500	20000	3000	1800	24800	1000	23800	20000	3000	23000	20000	3000	23000	60000	9000	69000	71300
3	BCA	500	29500	3000	1800	34300	1000	33300	29500	3000	32500	29500	3000	32500	88500	9000	97500	99800
4	MBA	500	48500	3000	1800	53300	2000	51300	48500	3000	51500	COURSE COMPLETED			97000	6000	103000	105300
5	MCA	500	43000	3000	1800	47800	2000	45800	43000	3000	46000	COURSE COMPLETED			86000	6000	92000	94300

Fee Structure CDOE - July 2026 (Full Fee)

S. No.	Course	Registration Fee	Full Fee						Total fee (including Registration fee)
			Tuition Fee	Exam Fee	Alumni Fee	Total Fee	Discount	Fee Payable after Discount	
1	BBA	500	88500	9000	1800	99300	3000	96300	99800
2	B.Com	500	60000	9000	1800	70800	3000	67800	71300
3	BCA	500	88500	9000	1800	99300	3000	96300	99800
4	MBA	500	97000	6000	1800	104800	4000	100800	105300
5	MCA	500	86000	6000	1800	93800	4000	89800	94300

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