

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter referred to as “MoU”) is made and entered into on **Friday, 12th of September 2025**

BETWEEN

Synergy – The Corporate Society of Shaheed Sukhdev College of Business Studies, University of Delhi (hereinafter referred to as “**Synergy**”), which expression shall mean and include its successors and permitted assigns, having its campus located at **Dr. K.N. Katju Marg Rohini, Sector 16, PSP Area IV, New Delhi, Delhi 110089** represented by its **Coordinator, Kabir Upneja** being the First Party;

AND

Alset Enterprises Private Limited (hereinafter referred to as “**Alset**”), and having its registered office at **C/o Singhbum Refractory, Plot No. 8, Phase 4, Adityapur Industrial Area, Po – Gamahria, Seraikela, Kharsawan, Jharkhand - 832108**, which expression shall mean and include its successors and permitted assigns, represented by its **Chairman, Rajeev Biyani**, being the Second Party, shall become effective from the date of signature from the authorized officials from both parties and will remain effective till the deliverables are fully completed.

1. PURPOSE OF THE MoU:

The purpose of this MoU is to establish a framework for the 4 week Live Project and the collaboration between the parties hereto.

2. DELIVERABLES BY Synergy:

2.1 Product 1: Aluminium Dross – Sourcing and procurement

- Identify where aluminium dross is generated in India and globally
- Find key primary and secondary smelters
- Get data on:
 - Quantity of dross generated per month
 - Grade of Aluminium (Specifications) (read about different series of Aluminium dross from 1000,2000, 3000 upto 9000)
 - Current price (CIF nava sheva or CIF Calcutta ports in India)
 - Procurement contacts and methods (direct, auction, tender)

Target regions: India, Middle East, Southeast Asia

Bonus: Find if they are selling via MSTC or third-party agencies.

2.2 Product 2: Silicon Carbide (SiC) – Market Research and Sales

- Identify steel plants and foundries in India and globally who use SiC
- Understand typical usage pattern, pricing, and purchase cycle

Find out:

- Who are the major competitors in this space
- What benefits does SiC offer over traditional deoxidizers like aluminium or ferro-silicon
- How can we position our SiC to increase sales

Target areas: India , Middle east and South east Asia.

2.3 Cryolite – Market Research for Abrasives Industry

- Understand how cryolite is used in abrasive products

Identify -

- Abrasive manufacturers in India and abroad
- Volume of cryolite used per ton of abrasives
- Target customers (e.g. Grindwell Norton, Carborundum Universal, Bosch, etc.)
- Pricing trends and existing competitors

Prepare a strategy: How can we enter and scale sales in this sector.

3. DELIVERABLES BY Alset:

3.1 Weekly client meet with Synergy reviewing work done, discussing present needs of the business and clarifying queries.

3.2 Certificate to 14 members of Synergy, as Founder's Office Intern.

4. TERMS AND CONDITIONS:

4.1 This MoU shall become effective from the date of signature from the authorized officials from both parties and will remain effective till the deliverables are fully completed.

5. CONFIDENTIALITY:

Any information whether written, oral, or in confidential furnished hereunder by one party to the other or its employees, representatives, or agents shall be considered confidential by the receiving party, which shall take all necessary precautions to keep the confidential information. Either party may disclose the general terms of this agreement (but not the commercials or the specific details therein) for publicity subject to the condition that the party wishing to disclose gets the content to be published, publicized, or disclosed to be approved by the other party.

Synergy	Alset
SSCBS Campus Dr. K.N. Katju Marg Rohini, Sector 16, PSP Area IV, New Delhi, Delhi 110089  Kabir Upneja, Dr. Satish Kumar Goel (Coordinator) (Teacher-in-Charge) Contact Details: Person: Kabir Upneja Mobile Number: 7428106643 Email ID: kabir.24346@sscbs.du.ac.in/ synergy@sscbs.du.ac.in	C/o Singhbum Refractory, Plot No. 8, Phase 4, Adityapur Industrial Area, Po – Gamahria, Seraikela, Kharsawan, Jharkhand - 832108 RAJEEV Digitally signed by RAJEEV BIYANI BIYANI Date: 2025.09.12 16:41:57 +05'30' Mr. Rajeev Biyani Chairman Contact Details: Person: Rajeev Biyani Mobile Number: 9771491234 Email ID: biyanirajeev@gmail.com/ alset.jsr@gmail.com