MEMORANDUM OF UNDERSTANDING

Between

APICS SSCBS

And

Abani Fragrances

Shaheed Sukhdev College of Business Studies (SSCBS), founded in August 1987, is a premier University of Delhi institution that provides cutting-edge management education. For BBA courses, the college is ranked number one in India.

Preamble

This Memorandum of Understanding ("MoU") is entered into with the objective of establishing a collaboration between **APICS at Shaheed Sukhdev College of Business Studies (SSCBS)** and **Abani** for the purpose of promoting **Abani Fragrances** experiences through a digital voucher-based engagement initiative.

The terms **"We", "Our",and "Us"** wherever mentioned in this MoU shall refer to **APICS**, and the terms **"They", "Their",and "Them"** shall refer to **AbaniFragrances** .

Agreement

The undersigned do hereby covenant, contract, and agree as follows:

The deliverables from APICS at SSCBS will be:

- Promote **AbaniFragrances Digital voucher** among the participants of **Ascend2026**.
- Facilitate delivery of voucher **worth INR10,000** to **Top3teams** of **Ascend2026.**
- Ensuring Brand visibility while driving 100+ followers growth.

APICS agrees to deliver marketing deliverables including social media and college promotions, logo presence on promotional tools like posters, unstop etc, for **Abani Fragrances**.

The deliverables from Abani Fragrances will be:

- DeliveryofdigitalvouchersworthINR10,000for the top 3 winning team.

Administrative Responsibility

APICS shall be responsible for:

- Promotion and student engagement.
- Ensuring that the agreed deliverables are achieved.

Abani Fragrances shall be responsible for:

- Issuing the agreed vouchers.
- Ensuring the validity and usability of vouchers.
- Honoring the voucher terms upon redemption by eligible students.

Both parties agree to cooperate in good faith to ensure smooth execution of this collaboration.

Terms & Conditions

- This MoU is flexible and may be modified upon mutual agreement of authorized officials of both parties.
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- This MoU shall become effective upon signature by authorized representatives and will remain in effect unless modified or terminated.

Acceptance & Agreement

By signing below, both parties confirm their understanding and agreement to the terms of this MoU.



Anika Meharia, President,
APICS, SSCBS



Abani Fragrances