MEMORANDUM OF UNDERSTANDING

Between

APICS, SSCBS

And

Prier

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 **Prier** for the purpose of promoting **Prier** experiences through distributing PII opportunity.

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 **Prier**.

Agreement

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

The deliverables from APICS at SSCBS will be:

- Promote **Prier** among the participants of **Ascend 2026**.
- Ensuring Brand visibility while driving 150+ LinkedIn followers growth.
- Will also share the participants data

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

The deliverables from Prier will be:

- They will offer PII (based on marketing role) to the winning team.

Administrative Responsibility

APICS shall be responsible for:

- Promotion and student engagement.
- Ensuring that the agreed deliverables are achieved.
- Timely sharing of details of participants and winners within 2 days post competition.

Prier shall be responsible for:

- Providing the agreed incentive (PII) to the winning team.
- Ensuring timely distribution of the PII to the eligible winners.

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.
- 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



Tanish Gupta, Founder,
Prier