MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is entered between **Blitz – The Western Dance Society, Shaheed Sukhdev College of Business Studies**, and **Alacrity India** on **15 March 2026**.

The MoU is in view of Alacrity India collaborating as the **Sponsor Partner and Skincare Partner** for **ENCORE'26**, the annual event of Blitz – The Western Dance Society, Shaheed Sukhdev College of Business Studies, DU.

The deliverables promised by Blitz – The Western Dance Society are as follows:

- Alacrity India will be addressed as the **Skincare Partner** for the event.
- 4 reels promoting Alacrity India and its products.
- 4 stories / social media campaigns promoting Alacrity India.
- Brand tags and logo placement on all relevant social media creatives and announcements.
- One dedicated announcement post introducing Alacrity India as the Skincare Partner.
- On-ground shoutout during the event, with a video recording to be shared post event.
- 150 followers on Alacrity India's social media platform(s).
- 150 broadcast messages promoting Alacrity India in WhatsApp groups.
- 80 Google reviews of Alacrity India and its products.
- 80 Instagram DM reviews of Alacrity India and its products.
- High-quality professional photographs from the event will be shared with Alacrity India only if a media sponsor is secured. If a media sponsor is not available, this deliverable will not be mandatory.

The deliverables expected from Alacrity India:

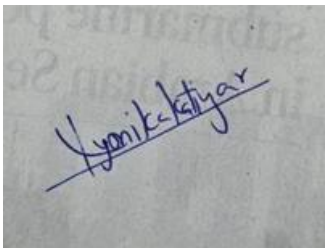
- 4 hampers for the event, each worth **₹4,000**, containing **2 Alacrity India products**.
- The hampers will need to be collected from Alacrity India's office in **Noida**.
- Location pin: https://share.google/tYe0NqM6CC27Yky0Q
- Collection Date: **13 April 2026**.
- All deliverables from Blitz must be completed by **10 April 2026** to ensure smooth dispatch.
- Blitz will share the name and contact details of the POC responsible for the collection of hampers.

Looking forward to a successful collaboration.

Regards

For Blitz – Western Dance Society

Nyonika Katiyar
Vice President
9650369367



(Authorized Signatory)



Ashish Kumar
Co-founder

For Alacrity India

(Authorized Signatory)