Memorandum of Understanding

The purpose of this Memorandum of Understanding (MoU) is to identify a framework of cooperation and partnership between the below-mentioned parties to work together and ensure the successful execution of the event Inceptra 2026.

Date: 23 April, 2026

Party 1: **Anthropos – HRD Cell**
Party 2: **TruScholar**

Party 1 shall provide the following deliverables to Party 2:
• Offline Branding & Visibility:
Party 1 will provide opportunities for promotional cutouts, posters, banners, flexes, and standees at the event venue.

• **On-Ground Branding:**
Party 1 will ensure:
- Logo placement on sponsor stand
- Logo display on LED screen (Reception Area)
- Stage branding during the event
- Logo placement on participant ID badges

• **On-Stage Promotion:**
Party 1 will provide an on-stage video promotion slot (ad slot) for EaseMyTrip during the event.
• **Online Promotion:**
Party 1 will provide branded posts across its social media platforms promoting EaseMyTrip.
• **Email Marketing & Outreach:**
Party 1 will include EaseMyTrip in:
- Post-event email marketing campaigns (database of 5000+ students)
- Email invites sent to SSCBS alumni network (5,000+ members)

Party 2 shall provide the following deliverables to Party 1:
• **Travel Voucher Sponsorship:**
Party 2 will provide approximately 150 travel vouchers, each valued at up to ₹3000, for distribution to event participants.

• **Voucher Benefits:**

The vouchers will include the following offers:

- Up to ₹3000 off on travel bookings
- ₹500 off on a minimum booking of ₹3,500 for one-way domestic flights
- ₹700 off on a minimum booking of ₹7,000 for round-trip domestic flights
- ₹1000 off on a minimum booking of ₹15,000 for international flights
- ₹700 off on a minimum booking of ₹4,500 for selected hotel bookings
- ₹100 off on a minimum booking of ₹800 for bus bookings

• **Validity & Usage:**

- Vouchers will be valid for a period of 5 months
- Applicable for both new and existing users



(Rohan President)
Anthropos HRDC

(Nitish)
easemytrip.com