MEMORANDUM OFUNDERSTANDING

This Memorandum ofUnderstanding is between **CII YiYUVA** - The Socialand Entrepreneurship Society of Shaheed Sukhdev College of Business Studies, University of Delhi (here onwards all references will be made in the name of *CII Yi YUVA*) and **Glowing Generations** (here onwards referred to as *Glowing Generations*) and shall become effective from the date of signature from the authorized officials of both parties and will remain effective until the completion of deliverables.

CII Yi YUVA SSCBS and Glowing Generations shall hereinafter be collectively referred to as the "Parties."

Deliverables by CII Yi Yuva:

The Organizer agrees to provide the following:

1. One dedicated post announcing Glowing Generations as the **Official Gifting Partner**
2. **2-3** Stories (Reel/Post to be given by the Brand)
3. Support in providing 70 followers on Glowing Generations' Instagram page
4. Include **Glowing Generations** logo in all posters, banners, standees, and promotional videos
5. Clips/photos from the event featuring hampers and product distribution
6. Screening of promotional video provided by the brand *(if applicable)*

Deliverables byGlowing Generations:

Gifting Support

1. **25 curated product hampers**, each including **3 eyeliners** (Approximate value of each hamper: ₹1500)

   Product pickup will be arranged by CII Yi YUVA (in-person or from Gurgaon, Sector 43).

- This MoU shall be valid from the date of signing until the completion of Impact-a-Thon 3.0 and fulfillment of all deliverables by both Parties.
- Both Parties agree to maintain confidentiality of any sensitive information shared during the course of this collaboration and shall not disclose such information without prior consent.
- Glowing Generations will be recognized as the Gifting Partner Partner for Impact-a-Thon 3.0.
- Glowing Generations acknowledges that social media metrics such as followers, engagement, and reach are indicative targets and not guaranteed outcomes. CII Yi YUVA shall not be held liable for variations due to platform algorithms or audience behavior.

Confidentiality:

Any information whether written, oral, or in any other form, 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 so wishing to disclose gets the content to

be published, publicized, or disclosed to be approved by the other party. This MOU shall be governed by, and construed in accordance with the Laws of India and the Courts at New Delhi shall have the exclusive jurisdiction to adjudicate any disputes related to the terms of this MOU.

Signatory:

FOR HUESHUB COSMETICS PVT LTD

Authorized Signatory

Neelesh

Coordinator – CII Yi YUVA SSCBS

(02 April, 2026)

Glowing Generations