शहीद सुखदेव कॉलेज ऑफ बिज़नेस स्टडीज
SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES
(दिल्ली विश्वविद्यालय) / (UNIVERSITY OF DELHI)

MEMORANDUM OF UNDERSTANDING

Manthan'26 and 2.Oh!

This is a mutual agreement, formed by Manthan (Organised by Verve, the Street Play Society of Shaheed Sukhdev College of Business Studies) and 2.Oh!.

(2.oh! Is an Italy-made, science-led haircare brand tailored for Indian consumers, specializing in ammonia-free, DIY semi-permanent hair colors, hair color protection, and styling products)

These are the agreed upon deliverables from both the parties:

Deliverables by 2.Oh!
The Brand agrees to:

- Provide 50 hampers, each of the 50 hampers containing 2 products (Total 100 units worth Rs 79,900)
- 12 units of Anti Yellow shampoo, 11 units of Reconstruction Shampoo, 18 units of Reconstruction Mask, 11 units of Post Color Shampoo, 16 units of Post colour mask, 8(16 units) reconstruction Combos, 8(16 units) Post Color Combos
- Ensuring that all product units are delivered between April 1, 2026 and April 10, 2026.,

Deliverables by Verve

The Institution agrees to:

- Deliver a collective total of 100 reviews on the marketplace across all batches.
- Guarantee 70 Instagram followers and facilitate 15 promotional shoutouts on students' stories on Instagram tagging the Brand's handle, @2.oh_india, to increase brand visibility.
- 6 dedicated standees and banners with Brand logo.
- Hampers will go to the participating teams under Manthan
- Sponsor Title- Hair Color & Care Partner

Kushagra Nanda,
President Verve, Shaheed Sukhdev Collegeof Business Studies

Teacher-in-charge
Verve, Shaheed Sukhdev Collegeof Business Studies

Ritu Vijayvergiya
(Co-Founder)
2.Oh!

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