Memorandum of Understanding

This agreement is entered into by and between **PepsiCo.**, hereafter **'Client'** and **Yuva, The Entrepreneurship cell of Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi.** The terms, **'We'** and **'Us'**, used anywhere in the agreement hereby, refers to Yuva.

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

Scope of Service:

[redacted]

Deliverables:

[redacted]

[illegible]

Conditions

- We will submit suggested CV pointers reflecting the work and learning during the project.
- The Client agrees to review and approve these CV pointers, allowing them to be used by team members in their professional resumes, provided they are an accurate reflection of the contribution.

Compensation and Payment Default:

[illegible]

Confidential information:

Both parties agree to maintain confidentiality of all research data, strategic inputs, and internal discussions. No information may be disclosed to third parties without prior written approval.

Limitation of Liability:

Yuva will perform the duties outlined above with reasonable care and skill. However, Yuva will not be held liable for any indirect damages, losses, or reputational impacts arising from inaccurate user data or technical issues from the Client's platform.

Term:

This MoU shall remain in effect for **five (5) weeks** (subject to extension), commencing on **20th November 2025,** unless extended or terminated in writing by mutual consent of both parties.

Quality of service:

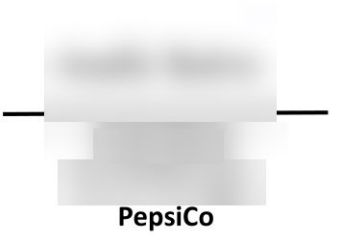
Yuva commits to delivering the highest possible quality of service and engagement throughout the course of this partnership. Feedback is welcome but must remain confidential and limited to the involved parties.

Clause:

In the case of any dispute, it will be jointly resolved in the spirit of mutual respect and shared responsibility.

Date of Signing: 19 November 2025

Parth Maniktalia
President, **Yuva: E-Cell SSCBS, DU**



PepsiCo



Saamya Goyal
Vice President, **Yuva: E-Cell SSCBS, DU**



Dr. Kumar Bijoy
Teacher-in-Charge, **Yuva: E-Cell SSCBS, DU**