

Memorandum of Understanding

Between

**The SMX Network, a unique community of entrepreneurs run by InnoServ
Solutions Pvt. Ltd**

And

ASM Group of Institutes

Memorandum of Understanding

This Memorandum of Understanding (known as MOU) is made and executed on September 4, 2018 into by and between

The SMX Network, a unique community of entrepreneurs run by InnoServ Solutions Pvt. Ltd. having its principal place of business located at Saikar Paradise, Office, 301, Ram Indu Park Rd, Baner, Pune, Maharashtra 411045 (hereinafter referred to as the "First Party")

and

ASM Group of Institutes, and having its principal office at MIDC, Block 'C', Chinchwad, Pune -411019 through its Managing Trustee, Dr. Asha Pachpande. (hereinafter referred to as the "Second Party")

1. Purpose

The purpose of this agreement is to outline strategic collaboration between The SMX Network and ASM Group of Institutes and how parties to MOU will work together to promote the entrepreneurship and innovation ecosystem in India while maintaining the quality and integrity high throughout the period of said MOU.

2. Parties

1. The SMX Network is a unique community of entrepreneurs, sales and marketing professionals. The SMX network focuses on technology adoption and performance enhancement and also caters to stakeholders in various industries such as Automobile, Real Estate, Manufacturing, FMCG, BFSI, IT-ITES, Academia, Media & Entertainment run by Innoserv Solutions Pvt. Ltd.
2. **ASM Group of Institutes** is an organization which is running many education institutes at Pune and Mumbai, which includes the following institutes:-
 - ASM's Institute of Business Management & Research MBA Chinchwad, Pune.
 - ASM's Institutes of Professional Studies Pimpri, Pune.
 - ASM's College of Commerce, Science & Information Technologies, Pimpri, Pune.
 - ASM's Institute of Business Management & Research PGDM Chinchwad, Pune.
 - ASM's Institute of Management and Computer Studies, Thane, Mumbai.

3. Roles and Responsibilities

Under the terms of this agreement, first party and second party will perform their part of understanding of Roles and Responsibilities within the scope of this MOU,

3.1. First Party's Roles & Responsibilities

1. It will conduct a conclave and workshop on building an entrepreneurial and innovation ecosystem in India and developing key performance metrics for the high growth of entrepreneurship houses in India and globally, as mutually agreed between the parties.
2. It will focus on connecting and reaching out to top industry leaders, decision makers, MSMEs, entrepreneurs, start-ups, their heads and top management, and any other related stakeholders of the first party to support and engage in the said event.

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3. It will maintain transparency throughout the period of said MOU.

3.2. Second Party's Roles and Responsibilities

1. The second party will provide require support in in terms of facilitating the campus and other resources for successful hosting of the conclave and workshop.
2. It will provide partnership, and collaboration support as and when required.
3. Maintain integrity and transparency throughout the period of said MOU.
4. The second party will make the timely payment of consideration as per actual whenever applicable as mutually agreed.

4. General Obligation

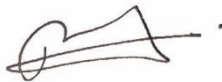
- 4.1. Cooperate with each other over the consideration of request, advice, and other understandings demonstrate and maintain transparency and trust
- 4.2. Demonstrate and maintain a willingness to work together to deliver the Project.
- 4.3. Make available information or pieces of information when requested by the either party.
- 4.4. Ensure that respective roles and responsibilities will be complied and adhered accordingly.
- 4.5. Maintain confidentially with regards to information or pieces of information being shared/deliver/distribute to the third party or with each other.

5. Validity

- 5.1. This MOU shall be valid for the period of four months effective from September 4, 2018.

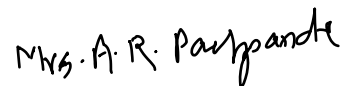
For and on behalf of

**ASMA, a community run by
InnoServ Solutions Pvt. Ltd.**



Mr. Rahul Jain
Managing Director
Innoserv Group

ASM GROUP OF INSTITUTES



Dr. Asha Pachpande
Managing Trustee
ASM Group of Institutes