



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made on this **22<sup>nd</sup> day of January 2025** in New Delhi between **Cesim India Private Limited**, having its registered office at 302, Dunnock, Nyati Enclave, Near Corianthan Club, Pune 411060, hereinafter referred to as "Cesim or Service Provider"

**AND**

**GLA University Mathura**, having its registered office at NH-2, Mathura-Delhi Road Mathura, Chaumuhan, Uttar Pradesh - 281406, hereinafter referred to as "**GLA University**"

### PREAMBLE

Cesim provides business management simulation games that help Institutes improve the decision-making skills, business competence and overall employability of students/ participants by engaging them in an interactive and fun online learning environment.

GLA University, through its business school namely "Institute of Business Management", will be introducing Cesim Business Simulation games to improve the managerial skills and competencies of its students and is willing to partner with Cesim to offer various business simulation games from the Cesim portfolio.

The purpose of this MOU is to express the willingness of both parties to engage in an arrangement described as follows:

1. Cesim agrees to provide the licenses of its Cesim capstone business simulation game to GLA University, for a specific educational use of teaching business concepts to the 524 enrolled students within the institute via simulation inside the territory of India.

**Ashok Kumar Singh**  
Registrar  
GLA University

17 Km. Stone, NH-2, Mathura-Delhi Road  
Chaumuhan, Mathura (U.P.) INDIA





2. As a preliminary activity, Cesim will issue 524 licenses for simulation and 1048 licenses for microsimulation as per the requirement of GLA University, train the faculty members nominated by the institute for effective use of the product, and provide technical support and teaching material support, including video tutorials and teaching notes.
3. GLA University agrees to use the licenses for specific products for educational purposes within the institute premises. They agree to coordinate with Cesim in all activities conducted to train the faculty members to make the program successful. Cesim reserves the right to carry out the monitoring and evaluation activities to assess the impact of the program.

This MOU should not establish or create any type of formal agreement or obligation. Instead, it is an agreement between the Parties to work together in such a manner to encourage an atmosphere of collaboration and alliance in the support of an effective and efficient partnership to establish and maintain objectives and commitments about all matters related to the use of Cesim Business Simulation games.

**The Commercial Inclusions & Terms:**

- 524 licenses for the capstone business simulation game
- 1048 licenses for the microsimulation game
- 2 microsimulations can be chosen for each student as per their specialization
- Train the Trainer program for internal faculty members
- Video, eLearning course and reading material for the students.
- Teaching notes for the professors/educators.
- Cofacilitation for an initial session
- Dedicated support and point of contact for the instructor during the course.
- Cesim certified educators, e-certificates for educator
- Cesim certificates for students at the end of the program completion.

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- AI Assistant to instructors for feedback and assessment
- Free licenses for FDP programs, inter-college competitions and conferences.



Note:

License Terms

1. 1 student = 1 license
2. Validity: The license allows the participant to play the simulation for a duration specified in the MOU from the date of purchase.
3. Payment: Within 30 days of generating the invoice, where the invoice will be generated after issuing licenses to the students.

The simulation can be conducted across the semester/trimester/year by the internal faculty after going through the robust Cesim Train the Trainer Program. The POC commercials applicable only for the current program are as under:

| No | No. of Simulation Licenses | No. of Microsimulation Licenses | Price per License (exclusive of Taxes) | Total Amount (exclusive of Taxes) | Total Amount (inclusive of Taxes) |
|----|----------------------------|---------------------------------|--|-----------------------------------|-----------------------------------|
| 1  | 524                        | 1048                            | Rs. 1050                               | Rs. 5,50,200                      | Rs. 6,49,236                      |

\* 18% GST

**Non-Disclosure:** Both parties agree not to disclose or share the information that might be exchanged between them with any other person or organisation unless and otherwise explicitly agreed to by the other party.

**Duration:** This MOU shall be operational upon signing and will have a duration of 12 months. All activities conducted before this date within the vision of the arrangement will be deemed to fall under this MOU.

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**Termination:** The arrangement covered by this MOU shall terminate upon completion of the agreed-upon period. The agreement may also be terminated with a written one-month notice from either side. In the event of non-compliance or breach by one of the parties of the obligations binding upon it, the other party may terminate the agreement with immediate effect.

**Mutual Support:** Both parties agree not to act in any manner that will affect the business prospects of the other party.

**Disputes Resolution:** For any disputes arising during this contract, the same will be discussed mutually in a friendly manner and sorted out to the best possible extent.

**Legal:** This agreement is subject to the Jurisdiction of Pune / Delhi.

IN WITNESS WHEREOF the parties hereto have hereunto set and subscribed their respective hands the day and year first herein above written.

On Behalf of Cesim

On behalf of GLA University

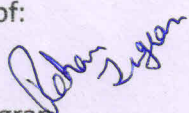
For Cesim India Private Limited

  
Director

Name: Varun Patil

Designation: Director, Cesim India Pvt Ltd

In the presence of:

  
Name: Rohan Jugran

Address: IBM, GLA University



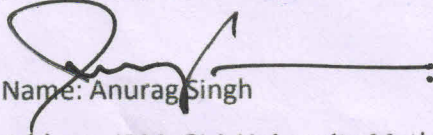
Name: Ashok Kumar Singh

Designation: Registrar, GLA University

Ashok Kumar Singh  
Registrar  
GLA University

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Brahmuhari, Mathura (U.P.) INDIA

In the presence of:

  
Name: Anurag Singh

Address: IBM, GLA University Mathura