

October 12TH, 2020

Reva University (the "Client") has agreed to engage NoPaperForms Solutions Pvt. Ltd (the "Company") to automate their admission process. The Company will enable a Comprehensive Enrolment Automation platform at Client's end confined to the scope and features mentioned in the deliverables enclosed. For application purpose, Applicants may choose to pay form fee using either Online/Offline or DD based payment method. Online payment options shall be in the form of debit/credit cards and net banking. For online payment, the complete payment process will be through payment gateway. The Client may choose to use already integrated payment gateway by the Company or may have their own payment gateway integrated at a one-time additional cost. The Company's enrollment management solution, offered to participating schools and colleges, is 100% web-based and requires no installation of software/hardware.

Data Security & Privacy

At NoPaperForms Solutions Pvt. Ltd., we value data privacy and understand the Client's need to keep applicant information confidential. NoPaperForms Solutions Pvt. Ltd. has leased highly-secure cloud server architecture from providers like, US-based Amazon Web Server, which is rated the world leader in secure cloud computing by Gartner Research. Our cloud platform uses the SSL encryption for ensuring secure connections between servers and the browsers. This agreement bounds both the client and the company not to disclose any confidential information in whatsoever circumstances through whatsoever medium without consent. This includes Candidate Information, Terms and Conditions, Commercial agreement or any other sensitive detail to either business.

Duration of Contract

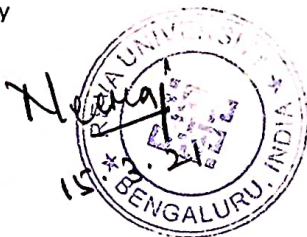
The contract will be valid for two academic session or from "October 1st, 2020 to September 30th, 2022", whichever ends earlier.

After the end of each session, client must take a complete backup of the data 15 days before the start of new session or within 30 days of ending of the preceding session. Upon receiving a formal sign-off from the Client on data backup, the data will be completely purged from the system.

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REGISTRAR (In Charge)
REVA University



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Naman Dargan
General Manager - NoPaperForms

Deliverables

Application Automation Platform	Post Application Module
Landing Page for Registration	Shortlist upload
Application Form Builder	Merit List Generation
Advanced Student's Dashboard (Apply / Receipt /Auto Save)	Offer Letter Access in dashboard
Post Editable Field	Admit card generation
Support Desk (QMS)	Advanced Token Fees Module
Centralized Support Dashboard	
Query Allocation	
Feedback Management	
CRM & Marketing Automation Platform	
Leads Management	Communication Manager
Leads Centralization [Online and Offline]	Template Library (Mail / SMS)
Lead Segmentation	Pre-integrated Email/SMS
Lead Verification (Email/SMS)	Communication Logs
Lead Engagement View (Lead Score & Strength)	Auto Login CTA Enablement
Lead Profile (Lead Lifecycle One View Page)	Campaign Management
Quick Insights (Geo Segmentation, Trends)	Campaign Dashboard
Counselor Management	Multilevel Source Tracking
Counselor and Performance Dashboard	Campaign Tracking
Follow Up Management	Publisher Panel
Untouched Lead Pipeline	User Management
Dynamic Lead Distribution	Dynamic Lead Distribution
Marketing Automation	Role Based Access Restrictions
Drip Marketing (Email & SMS)	Data Privacy Logs - Data Masking

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Commercials

For Application Automation, Post Application Automation, CRM & Marketing Automation Platform:

Plan	Year 2019-20	Year 2020-21 (1 st Year)	Year 2021-22 (2 nd Year)
No. of Leads / Contacts	2,00,000 Qty	2,00,000 Qty	2,00,000 Qty
Raw Data Nurturing	25,00,000 Qty	25,00,000 Qty	25,00,000 Qty
Website Widget	Upto 12 Qty	Upto 12 Qty	Upto 12 Qty
No of Users	Upto 25 Qty	Upto 25 Qty	Upto 25 Qty
Publisher Integration and Panel	Upto 12 Qty	Upto 12 Qty	Upto 12 Qty
Marketing Automation	Advanced	Advanced	Advanced
Campaign Management	Advanced Analytics	Advanced Analytics	Advanced Analytics
Strategic Remarketing (Google & Facebook)	Yes	Yes	Yes
Telephony Integration	Yes	Yes	Yes
ERP Integration	Yes	Yes	Yes
NIAA Chatbot (5000 sessions)	NA	Yes INR 75,000	Yes INR 75,000
Document Handling & Verification Module	NA	Yes	Yes
Advanced Token Fee Module	NA	Yes INR 50,000	Yes INR 50,000
Exam Integration	NA	INR 1,00,000	INR 1,00,000
Yearly Incremental		INR 1,00,000	INR 1,00,000
Special Cost for Reva University (2020-22) (Application Automation/CRM & Automation/Post Application)	INR 9,98,000 + GST	INR 13,25,000 + GST INR 10,25,000 + GST	INR 14,25,000 + GST INR 10,25,000 + GST
Application Automation	INR 60 per processed application	INR 50 per processed application	INR 50 per processed application

*Payment gateway charges (1.5%) is applicable on application fee, this amount will be directly borne by students

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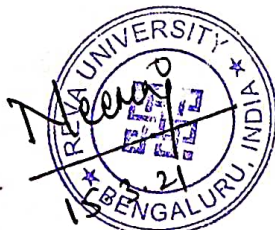
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Extra Usage Based Charges [Optional]:

WhatsApp Business API Integration	INR 1,00,000
WhatsApp Business API Message	35 paise per Message
Additional NIAA Chat sessions	INR 5 per session
Additional Lead Intake Cost	INR 5,000 per 5,000 Leads
Additional Raw Lead Cost	INR 5,000 per 15,000 Leads
Additional User License	INR 10,000 / User per admission cycle
Email Cost	05 paise per Email
SMS Cost (National)	15 paise per SMS
Additional Publisher API Integration	INR 10,000 per API
SSL Certificate Charges	INR 5,000 per year
White Labeled Solution Charges	INR 20000 per year
Any other integrations	Based on Feasibility and Scope of Work

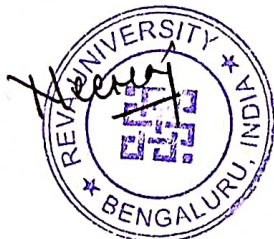
General Terms & Conditions:

- Payment Terms:
 - INR 10,25,000 plus taxes to be paid up-front with release of Purchase order or signing of the MoU or on or before 20th March, 2021.
 - INR 10,25,000 plus taxes to be paid up-front with release of Purchase order or signing of the MoU or on or before December 31st, 2021.
 - Every processed application will be charged at INR 50 per application. Payment Gateway, Handling and Convenience (PGHC) Charge of 1.5% are applicable on application form fees and on all online paid applications.
 - In the cases wherein NPF Payment Gateway is incorporated, the application fee amount will be deposited (after deducting the applicable PGHC charges, Taxes and NPF processing charges) into the Client's bank account via electronic funds transfer as per the remittance cycle of every 15 days.

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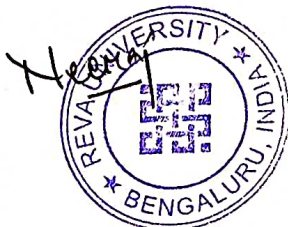
- The Client agrees to release the payment for all raised invoices within 7 days from the date of invoice. The Company reserves the right to hold the remittance/pause the service/settle the amount from remittance amount, in the unlikely event where Client fails to release the payment for any of the raised invoices within 15 days from the date of invoice.
- Every online submitted paid application or offline uploaded application will be considered as a processed application.
- Admin/Staff/Counselor/Any login created will be counted as a user.
- DLT Scrubbing Charges of 0.025 INR or 2.5 Paise would be included for every SMS billed.
- If the Client wishes to send SMSs and Email, they need to recharge their Email and SMS account with bulk subscription as per their usage requirement. This prepaid amount will be consumed as per the rates mentioned in Commercials. The NPF Platform allows it's partner institutions to use either a promotional or transactional channel to send SMSs to it's prospect applicants. NPF has no responsibility towards the content sent on SMS or the frequency of the same as it is subject to client's discretion. In case of any query or complaint regarding DND etc, the client agrees to provide an opt-in proof or every other detail required, within the time period prescribed under the Telecom Commercial Communications Customer Preference Regulations, 2018. The client further agrees that in case they fail to produce a valid proof or do not respond to such a complaint, then they will be liable to bear the penalty charges as applicable under the regulation.
- Publisher Panel is an analytics platform of NoPaperForms meant to be used by Publishers/ Agencies etc. to monitor and fine-tune their respective campaigns for the Institute. It is currently being offered as a free trial on Client approval. After the expiration of the trial period, NoPaperForms reserves the right to activate, deactivate, offer for free or charge a subscription amount from the publishers for the Publisher Panel at any point in time.
- The company allows partner universities/institutes to integrate their Telephony vendors with the platform at an additional one time cost. The Integration includes only Inbound and Outbound calling integration through API method.

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- All agreed integrations will incur a one time setup charge which is non recurrent unless there is a change in vendor request. The annual maintenance charge for onward years for all Integrations is 30% of the setup fees unless decided otherwise on the varying scope of work.
- Android Mobile Application platform is given by NoPaperForms to enable the clients without any extracharges (Recording and Calling feature excluded). The defined functionality work on "recommended devices only". A list of recommended devices is placed in the Help section of the company website.
- SMS, Email and Payment Gateway Charges may be revised in case the service providers revise the rates.
- Taxes/GST will be duly charged as per applicable laws.
- In case of white labeled URL, the client will share the SSL certificate details for the subdomain created specially to host the setup; otherwise the company will purchase the SSL certificate on client's behalf and raise a separate invoice (Charges INR 5000) for it. White Labeled Solution charge will be INR 20,000 per year if required.
- Telephony Integration includes only Inbound and Outbound calling integration through API method. For any additional requirement on this, the pricing will be suggested based on the scope of work.
- SMS, Email and Payment Gateway Charges may be revised in case the service providers revise the rates.
- Taxes/GST will be duly charged as per applicable laws.
- In case of white labeled URL, the client will share the SSL certificate details for the subdomain created specially to host the setup, otherwise the company will purchase the SSL certificate on client's behalf and raise a separate invoice (Approx Charges INR 5000) for it. White Labeled Solution charges will be as mentioned in the Commercials.

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