

Kedia Business Solutions Private Limited
(Formerly known as Kedia Business Solutions (OPC) Private Limited)

CIN: U72900UP2021OPC143269

Memorandum of Understanding (MOU)

This MOU between Indian Industries Association (IIA) and Kedia Business Solutions Private Limited (BizzSetu) underlines the terms of arrangement between these two parties.

Where:

- 1) Indian Industries Association (hereafter referred to as IIA) is an association of primarily manufacturers in India
- 2) Kedia Business Solutions Private Limited (hereafter referred to as BizzSetu) is a B2B SaaS company offering BizzSetu mobile and web application

MSMEs currently conduct their business activities over Phone, Email, WhatsApp, etc. This results in reconciliation issues and loss of productivity for example sending different product catalogues to different sets of buyers, order mismatch/loss, missing bills, and ledgers reconciliation, etc. The root cause for these problems is using different modes to interact and hence the absence of a common platform/dashboard.

BizzSetu is a single application available on mobile and web that connects Sellers (Manufacturers, Wholesalers, Traders, Service providers, etc.) to their Customers and Agents. Hence, BizzSetu's offering should be beneficial for the members of IIA who are primarily MSMEs.

Terms of arrangement:

- 1) BizzSetu will offer promotional pricing to all the members of IIA till March, 2026 as per Annexure 1.
- 2) BizzSetu will sponsor various activities of IIA for INR 50,000 per month starting 1st October, 2023 for a period of one year.
- 3) BizzSetu will arrange to make presentations and give demos at various get-togethers of IIA, as informed by IIA at least one week in advance.
- 4) BizzSetu will provide a dedicated number and email ID for supporting IIA members.
- 5) BizzSetu will ensure that data of IIA members is not shared with any third party, other than those that will be required operationally for functioning of the application. For example, IIA member data will not be shared any bank, NBFC etc. without member's consent. However, number will be shared with WhatsApp for enabling messaging of bills, orders etc.
- 6) IIA will promote the BizzSetu application to its members through its WhatsApp, Email channels, and any other channel that IIA may find suitable
- 7) IIA will provide details of all such promotional efforts taken to BizzSetu
- 8) BizzSetu will provide promotional messages, YouTube video links, tutorials, etc. to IIA, that IIA will send to all its members through WhatsApp, Email, Print channels, etc.

Registered Address: 55/38, General Ganj, Kanpur, Uttar Pradesh 208001.
Corporate Office: 406, Primus Business Park, Road No. 16, Ambika Nagar, Wagle Estate,
Thane West, Mumbai - 400604

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- 9) IIA will let BizSetu know in advance which events to sponsor up to INR 50,000 per month.
- 10) INR 50,000 commitment per month, in case not used for events, could be used for advertisement etc in IIA magazines etc.

Termination of arrangement:

- 1) Either party can terminate the understanding by giving other side at least 1(One) month advance notice
- 2) In the event of termination, any IIA member that has availed of BizSetu promotional offer till that date, will continue to avail the offer

For

Kedia Business Solutions Pvt. Ltd

For

Indian Industries Association

For Kedia Business Solutions Pvt. Ltd.

Deepak Kedia

Director

Deepak Kedia

Director and CEO

Date: 20th September 2023

Neeraj Singhal

Neeraj Singhal

National President

INDIAN INDUSTRIES ASSOCIATION

IIA Bhawan, Vibhuti Khand

Gomti Nagar, Lucknow - 226010

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Annexure 1

Promotional rates for IIA Members

- 1) Free use of BizSetu application till 31st December, 2023
- 2) INR 200 + GST for the period Jan-March 2024
- 3) INR 2400 + GST for the period April 2024 to March 2025
- 4) INR 2400 + GST for the period April 2025 to March 2026

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