

Memorandum of Understanding

This Memorandum of Understanding (hereinafter called MOU) made on dated
at Panchkula (Haryana) by and

BETWEEN:

KisanMandi Online Agri Market Private Limited, a company incorporated under the Companies Act, 1956 having PAN No. AAGCK3084R, CIN No. U74999HR2016PTC063789 and having its registered office at 236, Himshikha, Pinjore, District-Panchkula (Haryana) (hereinafter called First Party)

AND

.....
..... and
having its registered office
.....
(hereinafter called Second Party)

Both parties shall be individually referred to as "Party" and collectively as "Parties".

OBJECTIVE OF MOU:

The objective of this MOU is to express the willingness of the SECOND party to engage the first party as a Business Associate (B.A.) for Advertisement and marketing solutions, branding solution partner, organizing of Agri exhibitions (Kisan Mela), business development, generating leads, finding new channels and markets, finding raw material sourcing partner/channel for the second party on basis of revenue sharing or service fee as per mutual agreement at a later stage.

General Terms of MOU:

1. Duration of MOU: This MOU shall be operational upon signing and will have an initial duration of 12 months.
2. **One Year Free Advertisement Listing of 20 Products at KisanMandi.com:** the first party will display a free-of-cost listing of up to 20 products of the second party at KisanMandi.com up to One year from the date of this MOU and this free advertisement listing will be ceased after the expiry of one year from the date of this MOU and the additional product listing beyond 20 products will attract an advertisement listing fee of Rs.200/product/year during the above said one year offer period.
3. **After the expiry of one year the second party shall pay Rs. 200/Product per year if the second party wishes to continue advertising the product on the Kisanmandi.com website or its subdomain or app.**
4. Both parties will exchange their views on further Business associations like physical Advertisement and marketing solutions through Agri exhibitions (Kisan Mela), business

development, generating leads, finding new marketing channels and markets, and finding raw material sourcing partner/channels, Brand development and registration, other sources of online marketing and web solutions.

5. Confidentiality: Each party agrees that it shall not, at any time, after executing the activities of this MOU, disclose any information in relation to these activities or the affairs of business or method of carrying on the business of the other without the consent of both parties.
6. Termination of MOU: The business association/arrangement created covered by this MOU shall terminate upon completion of the agreed period or 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 without notice.
7. Governing Law: This MOU/agreement shall be constructed and interpreted in accordance with the laws of the Republic of India and the courts of Panchkula, Haryana state, India shall have jurisdiction over this MOU/agreement.

Signatures:

[First Party]

Name: KisanMandi Online Agri Market Private Limited

Signature:

[Second Party]

Name of Second Party:.....

Name of Representative.....

Designation.....

Signature: