



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made on this **17<sup>th</sup> day of September 2024** in New Delhi between **Cesim India Private Limited**, having its registered office at 302, Dunnock, Nyati Enclave, Near Corinthian Club, Pune 411060, hereinafter referred to as "Cesim or Service Provider"

**AND**

**ITM University Gwalior** having its registered office at Jhansi Rd, Turari, Gwalior, Lakhnotikhurd, Madhya Pradesh, 474001, hereinafter referred to as "**ITM Gwalior**"

### 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.

ITM Gwalior 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 portfolio i.e., Cesim Microsimulation and Simulation to ITM Gwalior, for a specific educational use of teaching business concepts to the students within the institute via simulation inside the territory of India.
2. As an agreement, Cesim will provide all inclusions mentioned as part of the 'Statement of Work' mentioned in Annexure I. The 'Statement of Work' is a subset of the proposal submitted and agreed upon.
3. ITM Gwalior 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 make the program successful. Cesim reserves the right to carry out the Note:



"CELEBRATING DREAMS"

### License Terms

- 1 student = 1 license
- Validity: The license allows the participant to play the simulation for a duration specified in the MOU from the date of purchase.
- Payment Terms: Within 30 days of generation of Invoice
- Commercials: The agreed-upon commercials for the Package are:

	Microsimulation	Microsimulation	Simulation
Courses	MBA/PGP/PGDM	BBA	MBA/PGP/PGDM
No. of Modules/Games	Max 5	Max 2	Max 1
AI Credits*	3 rounds	3 rounds	3 rounds
No. of participants	250	250	250
POC price per user**	Rs. 750/-	Rs. 300/-	Rs. 1000/-
Total Amount	Rs. 187,500/-	Rs. 75,000/-	Rs. 250,000/-
Final Amount incl. 18% GST	Rs. 604,750/-		

\*AI credits indicate the number of rounds in which the educator can enable AI.

\*\*POC price is applicable for the first year of usage and in the next academic years, Cesim & ITM Gwalior will again discuss on pricing.

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

**Duration:** This MOU shall be operational upon receiving the first invoice 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.

**Termination:** The arrangement covered by this MOU shall terminate upon completion of the agreed-upon period. 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 India,

On behalf of ITM University Gwalior,

**For Cesim India Private Limited**

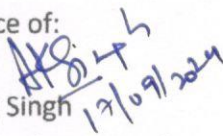
  
Director

Name: Varun Patil  
Designation: Director

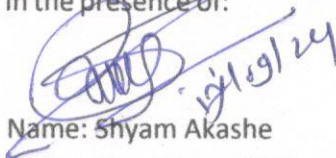
  
Name: Onveer Singh  
Designation: Registrar

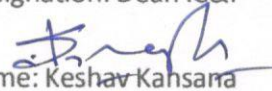
**REGISTRAR**  
**ITM UNIVERSITY**  
Gwalior (M.P)

In the presence of:

  
Name: Ambuj Singh  
Designation: Business Head  
Address: 91 Sb, Nehru Place, Delhi 110019

In the presence of:

  
Name: Shyam Akashe  
Designation: Dean IC&P

  
Name: Keshav Kansara  
Designation: HOD MBA

## Annexure I

### CESIM Simulation Portfolio

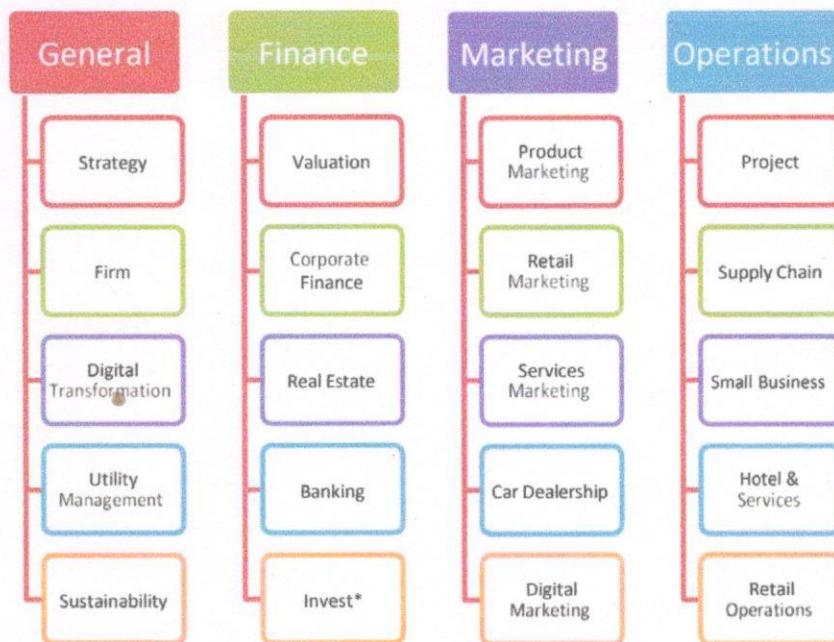
#### Simulation Game

Each simulation market consists of 2-12 teams, with 1-8 members in each. The number of parallel simulation markets is not limited, making it possible to utilize the simulation for any number of participants.

All teams start from the same position, with similar market shares and profits. Equally, teams will face the same market conditions during the simulation.

Note that the teams compete against other teams in their market, not against a computer. The decisions of each team influence the other teams' results and the market development overall.

An exception to the above is the Project Management Simulation in which one simulation can have a maximum of 4 teams with 1-8 members in each. The teams collaborate to finish a project within a given schedule and cost constraints while maintaining quality expectations.



### Microsimulation Game

The microsimulations are single-player, topic-focused 1 to 5 hours modules consisting of multiple case studies, scenarios and attempts which help educators teach the following concepts in the class:



\*Indicates under-development.

### Customization Options

CESIM offers powerful user-level customizability and modularity options that allow it to be adjusted for different target groups and experience levels. In addition, the system permits the instructors to create and modify their cases with personalized market outlook storylines.

## Commercial Inclusion

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- Licenses for microsimulation & simulation as per package
- Train The Trainer Program for educators
- Teaching Notes for Educators
- Self-paced video tutorials and e-learning courses for platform understanding.
- Co-facilitation support for the first two sessions with the participants
- Completion Certificates for students
- Cesim certified instructor certificates for educators
- Customization of the simulation as per market context
- AI-powered feedback and assessments
- Outcome-based programs for accreditation.
- Free licenses for inter/intra-college competitions.
- Free licenses for the FDP programs
- Free licenses for educators

## Commercials for the Simulation Course

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Based on discussion with the Institute, the simulation & microsimulation will be conducted across the semester/trimester/year.

### Pricing Matrix

#### Applicability of Pricing Matrix

- 1 student = 1 license
- 1 simulation/microsimulation license allows the student to go through 1 game model (if the student goes through 2 game models i.e., Pricing Game followed by Business Ethics, would imply 2 licenses)
- The mentioned prices are exclusive of 18% GST.
- The validity of licenses is 1 year from the date of purchase.



### Microsimulation + Simulation

The below-mentioned package is the introductory discounted pricing offered for academic usage as per the discussed requirements:

	Microsimulation	Microsimulation	Simulation
Courses	MBA/PGP/PGDM	BBA	MBA/PGP/PGDM
No. of Modules/Games	Max 5	Max 2	Max 1
AI Credits*	3 rounds	3 rounds	3 rounds
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\*\*POC price is applicable for the first year of usage and in the next academic years, Cesim & ITM Gwalior will again discuss on pricing.

### Payment Terms

Within 30 days of the generation of the Invoice

### Simulation License Usage Terms

- Simulation licenses to be used for ITM University Gwalior-related academic programs and in compliance with Cesim's license usage policy: <https://www.cesim.com/terms-and-conditions>
- Simulation licenses to be used within the territory of India