

Date: May 28, 2014

Name: Yenepoya University

Address: University Road, Deralakatte, Mangalore, Karnataka, 575018

Subject: Letter of Confirmation – Great Place to Study -2014

Agreement

1. SkillTree Global Knowledge Consortium Pvt Ltd. have confirmed for featuring **Yenepoya University** as 'The International League Indian Institutes' Great Place to Study, 2014. – An international recognition programme in London.
2. On Behalf of **Yenepoya University, Dr.Raghuvver.C.V. Registrar of Yenepoya University** has agreed to terms & condition along with deliverables committed by SkillTree Global Knowledge Consortium Pvt Ltd.

Deliverables

Phase-1

The copyright:

You are conferred to use the logo of 'Great Place to Study-2014-16 for all your communication collaterals.

Phase-2

1. The international Recognition & Certification - House of Commons Programme
 - ✦ Speaking slot in a gathering of 100+ people at House of Commons
 - ✦ Speaking slot content to be prepared and mutually to be decided with the editorial team of SkillTree.
 - ✦ Felicitation of 'Certification of International league Indian Institute'/Great Place to Study at House of Commons by a noted personality
 - ✦ The certificate pattern is enclosed in the presentation
2. The Award night – Natural History Museum Programme
 - ✦ Entertainment, dinner & opening ceremony
 - ✦ Felicitation of Award 'Great Place to Study', one of the finest Indian league International institutes

SkillTree Knowledge Consortium Pvt. Ltd.
B-57, LGF, South Extension, Part-2, New Delhi-110049
P: +91-11-41023100, E: learn@skilltreeindia.com

For: SKILLTREE GLOBAL KNOWLEDGE CONSORTIUM PVT. LTD.

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- ✦ Speaking slot of being featured as 'Great place to Study'
- ✦ Networking & meeting opportunity with Indian and international guest

Phase-3

Travel :-

SkillTree will provide for Return Tickets for Two People in Economy Class.

Phase-4

3. The National Media deliverables - 1 Hour television show on TIMES NOW

- ✦ A one-hour show covering the receiving of certificate and award by your institute on TIMES NOW
- ✦ The episode will be supported by promo teasers and coming soon promos.
- ✦ The television content, clip, bytes can be used by you for all your communication collaterals.

4. The Higher Education White Book - Times Group Books

✦ Content in the book

- Page story about your institute
- Content on Indian higher education, study options, career guidance written by noted personalities.

✦ Promotion of the book

- 60 CC Advert with the cover page of the book in all India TOI, to be repeated twice.
- Advertisement of the book launches in leading education magazines across India.
- Facebook marketing of the book leading to lead generation in the portal.
- Book launch in one of the leading book stall with coverage's in TIMS of Times of India metro edition

✦ Distribution - 25,000 copies

- Leading Book stores chain across India like Crossword, Landmark, Oxford, OM Book Shop, etc.
- Leading Standalone outlets in Tier-2 Tier-3

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