

# percept | Live

THIS MOU is made and entered into on this 21<sup>st</sup> day of January, 2015

**Percept Live Pvt Limited**, a company incorporated under Companies Act, 1956 having its registered office at P22, Raghuvanshi Estate 11/12 Senapati Bapat Marg, Mumbai 400 013, India, and having its current office at P2, Level 2A, Raghuvanshi Estate 11/12, Senapati Bapat Marg Lower Parel, Mumbai. (hereinafter referred to as, "**Percept**" which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and assigns) of the **First Part**;

AND

**Sacred Heart College** is a government institute, having its office at Thevara, Kochi-682013, Kerala (Hereinafter referred to as, "**SHC**" which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and assigns) of the **Second Part**;

(Percept and SHC shall hereinafter jointly be referred to as "**Parties**" and individually as "**Party**")

## WHEREAS:

1. Percept is inter alia engaged in the business of sales promotion, event marketing, celebrity management, sports management and entertainment related activities;
2. SHC is a an educational institution which is engaged in organizing college level festival '**KERALA YOUTH MEET**' and all the activities it entails including, but not limited to, raising sponsorships, confirming artists and performances, publicity and advertisements.
3. Percept is producing and organizing a unique dance festival titled "Sunurn" each year. and holds IPR (hereinafter referred to as the "Event") and shall include the following 1) Sunburn festival launch for each year (ii) Sunburn promotional tours and road shows for publicity and promotion of Sunburn in various cities across India; (iii) Gigs, Digital, jamming sessions, Sunburn calendar etc.
4. Percept is now desirous to organize the Sunburn Campus Night at SHC – KERALA YOUTH MEET ("Event") and in pursuant to the same has approached SHC to organize the said Event on 13th February 2015 and SHC is willing to organize the same based on terms and conditions mentioned herein below.



percept live pvt. ltd.

percept limited, p22, raghuwanshi estate 11/12 senapati bapat marg, lower parel, mumbai - 400 013  
t: +91 22 3044 8400 f: +91 22 3451 8587 website : www.perceptindia.in  
CIN, NO. U74990MH2009PTC0196047

percept | Live

SIGNED, SEALED AND DELIVERED  
BY THE WITHIN NAMED "Percept"  
PERCEPT LIMITED

BY THE HAND OF MR. Karan Singh

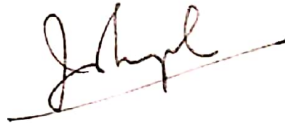
(AUTHORISED SIGNATORY)

ON THE 21<sup>st</sup> DAY OF January 2015

COMPANY SEAL

SIGNED AND DELIVERED  
BY THE WITHIN NAMED "SHC"

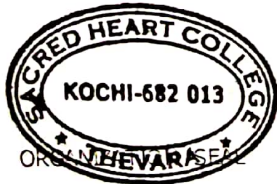
BY THE HAND OF Fr. Prasanth Palackappillil



**Dr. Johnson X Palackappillil**  
Principal  
**Sacred Heart College, Thevara**  
**Cochin-682 013**

(Principal)

ON THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2015



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