TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of. U.P. Act. No. 30, 2008)
Delhi Road, Moradabad-244001 (U.P.) India
Tel. : +91-0591-2360222, 2476801, E-mail : university@tmu.ac.in, Website : www.tmu.ac.in

Ref: TMU_Careers360/2021/001   Dt: May 03, 2021

To,

Pathfinder Publishing Pvt.Ltd, (Careers360)
Plot no.78, Bhagwan Mahaveer Marg
Sector 44, Gurgram, Haryana-122003

Kind Attention: Mr Achal Mishra

Dear Sir,

With reference to your e-mail dated 04.03.2021 and subsequent discussions, we here-by confirm the Work Order for Digital Marketing for TMU MBA, Engineering & Law programmes intake session 2021 @ Careers360 with the following deliverable from Pathfinder Publishing Pvt.Ltd, (Careers360):

Properties Offered	Numbers/Specification
Banner Ad (ROS) (6 Months throughout the campaign period)	Presence along with top tier Universities of India like Manipal, VIT, SRM, Amity, Sharda University, GLA, Shiv Nadar, Galgotias, etc
Emailer	**Minimum 3** Emailers On the registered database of Aspirants who are preparing with Careers360 for various National level entrance exams.
Native Ads (6 months throughout the campaign period)	On all High Traffic pages of all Exams, Results, etc.
Content Support	**Minimum 6 Stories: Campus Life @ TMU, Alumni Speak, Chancellor/Vice Chancellor Interview, Admission Notification, etc.**
Admission Open Now (6 Months throughout the campaign period)	Presence along with top Universities of India
Newsletter activity	**Minimum 3** On registered Database @ Careers360 , Aspirants who are preparing for MBA, Engineering, Law National level entrance exams with Careers360.
Expected Minimum Responses	Minimum 2500+
Duration of the campaign	6 Months/180 days- starting from 04th May 2021 and run till October 2021.

Total Cost of campaign: Rs Rs. 7.0 Lac Plus Taxes as applicable

Payment Terms & Conditions: 25% Advance with Release order, Next 25% after delivery of 1000 leads, next 25% after delivery of 1500 leads and last 25% after the delivery of all 2500 leads.

Kindly acknowledge the same.

Thanking you

With regards

(Aditya Sharma)
Regsitrar