

LeadSquared Order Form

Order Date	05/08/2022	Order Type	New Order	Order Number	INR-2022-1750
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1. Customer Contact Details

Company Name	Thiagarajar School of Management
Address	Thiagarajar School of Management Pamban Swamy Nagar, Thriupparankundram Madurai-625005
Website	www.tsm.ac.in
PAN #	AAATM4917G
GST #	33AAATM4917G2ZR
TAN #	MRIT00093C
Admin Email Address for Account Creation	admission@tsm.ac.in

Contact Name (Business PoC)	Ms. S. Renuka	Contact Name (Signing PoC)	Dr. N. Manjula
Title	Program Executive	Title	Admission Chairperson and Associate Professor-Marketing
Email	Program_executive@tsm.ac.in	Email	manjulan@tsm.ac.in
Phone	9994095402	Phone	9894656546

Contact Name (Finance PoC)	Mr. R. Chidambarakumar
Title	Manager (Accounts & Admin)
Email	rckumar@tsm.ac.in
Phone	9865788804

2. LeadSquared Contact Details

Company Name	MarketXpander Services Private Limited
Address	#33, 9th Main, 14th Cross, Sector-6, HSR Layout, Bangalore – 560102
PAN #	AAHCM2674E
GST #	29AAHCM2674E1ZB
MSME #	KR03E0081346

Contact Name (Sales)	Ankit Tomar
Title	Assistant Sales Manager
Email	Ankit.tomar@leadsquared.com
Phone	+91-9711696743

3. Plan, Pricing and Billing Details

Subscription Plan & Pricing		
Subscription Dates and Duration	Start Date	20/08/2022
	End Date	19/08/2025
	Duration (Months) [A]	36 months
	Billing Cycle	Yearly
Subscription Plan Name	Campus Plan	
Plan Limits (key license limits of the chosen plan)	Web + Mobile Users	5 Users
	Mobile only Users	0
	Max Contact/Lead Limit	Unlimited
	# of Automations	20
	One Time Email Credit	1,00,000
	Customer Portal	Included
	Publisher Panel	Included
	Landing Page	1
	Portal Design Template	NA
	# of Forms & Process	20
	API Rate Limit	15 / 5 sec
Connectors	Google Lead Ads Facebook/Instagram Lead Ads Email Sync Connector Universal Telephonic Connector SMS & WhatsApp Connector 3 Publisher Panel Connector	
Subscription Plan Cost per month [B]	Rs. 10,000	
Subscription Plan Cost (3 Years)	Rs. 3,60,000	
Taxes (GST @ 18%)	Rs. 64,800	
Total Subscription Plan Cost including Taxes [X](3 Years)	Rs. 4,24,800	

One Time Fees	
Professional Services (PS) Fee for Account Setup & Implementation [a]	Rs. 30,000 [Refer to ANNEXURE-2 for details]
Total One Time Fees	Rs. 30,000
Taxes (GST @ 18%)	Rs. 5,400
Total One Time Fees including Taxes [Y]	Rs. 35,400

Top-Up Price	
Additional Web + Mobile User	INR 2000/User/Month
API Rate Limit	Rs. 4,000 API calls / 5 sec
Email Credits	6 Paisa/Email
Extra Online Training	Rs. 2,000/Hour
Base Professional Service Rate	Rs. 10,000 per day (min unit is one day)



Payment Schedule	
100% Advance Payments	All invoices are to be paid 100% advance unless explicitly stated otherwise
One-Time Fee [Y]	Rs. 35,400 to be paid within 7 days of invoice.
Subscription Fee [X]	Rs. 1,41,600 to be paid within 7 days of invoice.
Payment Mode	Online Payment through Payment Gateway/Bank Transfer/Cheque/Automated Charge through Card

Most Important Payment Terms [PLEASE READ THESE CAREFULLY]	
Binding non-cancellable contract during subscription duration	The contract cannot be cancelled/paused for convenience for the duration of subscription period. Subscription duration is for three years.
Exit Fee	Not Applicable (put the value if Exit fee is Applicable)
Billing Start Date	Billing of Subscription will start at Subscription Start Date. This includes the period of setup and implementation.
Billing is not based on usage	The billing is based on subscription plan and licenses procured. If a license is not used, then it will not lead to any refund/credit.
Upgrade / Downgrade Term	If plan is upgraded or licenses are added, then it will be billed from the activation date till subscription end date; Downgrade is not permitted during subscription period.
Cost Increase on Renewal	The subscription fee will not change before subscription end date. On next renewal, the fee will increase by 10%
Auto-renewal of Subscription	Subscription will renew automatically; cancellation is applicable on one-month prior notice.
Professional Services (PS) Fee for Changes	Post GoLive (after implementation is done) PS fee will be applicable for any changes requested by the customer.

[Refer to ANNEXURE-3 for additional important terms]

This Order constitutes a non-cancellable purchase commitment. I hereby authorize MarketXpander Services Pvt Ltd to invoice me as per the subscription details mentioned above and I promise to pay the invoiced amount within the credit period. I understand that the subscription is subject to master subscription agreement terms defined at <http://www.leadsquared.com/termsofservice/>.

Signatures of Parties

	LeadSquared	Customer
Company Name	MarketXpander Services Private Limited	Thiagarajar School of Management
Signature		 <small>manjula (Aug 8, 2022 17:38 GMT+5.5)</small>
Signatory Name	Prashant Singh	manjula
Signatory Title	COO	Chairperson - Admissions
Date	5 th August 2022	Aug 8, 2022

ANNEXURE -1

Additional licensed feature details (if applicable)

Add-on Apps Connectors

Connector Name	Price / Month
Facebook/ Instagram Leads Ads	Included in Subscription Cost
Google Lead Ads	Included in Subscription Cost
Email Sync Connector	Included in Subscription Cost
Telephonic Connector	Included in Subscription Cost
SMS & WhatsApp Connector	Included in Subscription Cost

ANNEXURE -2

Details of Onboarding & Implementation

Scope of Work for LeadSquared
1. Basic Configuration

Item	Upper Limit
Custom Lead Field & Field Sets	50 Fields
Custom Activity	10 Activities
Task Types	10 Task Types
User, Group, Roles, Permissions	Upto 100 users
Smart Views	5 Smart Views
List Creation	5 Lists

2. Workflow Creation

Item	Upper Limit
Automation Creation	5 Automations
Forms & Process Creation	5 Forms & Processes

3. Connectors & Apps to be Configured

Connector / App Name	Comments	Help Article
Google Lead Ads	Lead Squared will configure the Connector available in its App Marketplace	https://help.leadsquared.com/adwords-datasync-app/
Facebook/Instagram	Lead Squared will configure the Connector available in its App Marketplace	https://help.leadsquared.com/facebook-ads-to-lead-in-leadsquared/
Email Sync Connector	Lead Squared will configure the Connector available in its App Marketplace	https://help.leadsquared.com/leadsquared-email-sync-app/
Telephonic Connector	Lead Squared will configure the Connector available in its App Marketplace. Leadsquared integrated service provider are mentioned below. M-Cube, Knowlarity, Exotel, Ozonetel, Super Receptionist, Universal Telephonic Connector	https://help.leadsquared.com/universal-connector/
SMS & WhatsApp Connector	Lead Squared will configure the Connector available in its App Marketplace. Leadsquared integrated service provider are mentioned below. Gupshup, Kaleyra	https://help.leadsquared.com/leadsquared-whatsapp-integration-with-gupshup/

4. Training

Training Type	Duration	Online / Onsite
Admin Session	1.5 Hour	Online
User Session	1.5 Hour	Online

Out of scope work (To be done by Customer or External Parties selected by Customer)

1. Lead Source Integrations

Source Name	Responsibility	Comments (Mention the dependencies here)
Website Form	Customer	Lead Squared will share the required API and support, integration needs to be done by the customer.
Landing Pages	Customer	Lead Squared will provide training to build Landing pages

ANNEXURE -3

Terms and Conditions of Subscription

Nature of Contract	Subscription to use Software
Support Hours	Monday to Friday 10 am to 7 pm IST except on public holidays. Developer support is only available to Enterprise plan customers.
Conscious Decision	You agree to buy the product “as it is” without anticipation of any feature availability in future.
Order Form supersedes any Proposal	The plan and terms captured in this Order Form supersede any demo/proposal.
Refund Policy	No refund of any fee (subscription fee, setup fee or emails/SMS credits bought) unless LeadSquared is in breach of contract
Custom Work	For any custom work (like integration or add-on development) the timelines will be provided after feasibility study.
Third Party Dependency (Disclaimer)	When LeadSquared is dependent upon a third party engaged with Customer for integration to work, non-performance, or non-availability on behalf of third party to finish integration cannot be construed as non-performance by LeadSquared. In case of failure of integration due to non-performance of third-party, no refunds will be made if integration work is paid for.
Right on Data	Customer has the sole right on their data hosted in LeadSquared and such data will not be used by LeadSquared for any other purpose except to provide services.
Non-Payment of Dues	LeadSquared reserves the right to terminate customer account if invoices are not paid for more than 7 days
Customer’s Responsibility	To use LeadSquared as permitted by the law and in accordance with Acceptable Use Policy: https://www.leadSquared.com/aup/ .
Termination for Convenience	No party can terminate the contract for convenience. No refund will be issued by LeadSquared if the customer terminates for convenience
Termination for Cause	60 days’ notice. LeadSquared will issue refund of unused subscription term if it is in breach of contract. No refund if customer breaches contract.
Right on New Features	Free feature additions may be done to some or all plan at sole discretion of LeadSquared
Applicability of any special regulatory guideline	Unless specifically stated, this order does not obligate LeadSquared to adhere to any specific regulation like IRDAI, HIPAA, GDPR etc.