

AGREEMENT

This Agreement is between the undersigned parties and made on this 10th Day of June of 2026 by and between

Indian Institute of Management Lucknow, a society registered under the IIM Act 2017, having its principal place of businesses at Prabandh Nagar, IIM Road, Lucknow and Sector 62, NOIDA, Uttar Pradesh unless the context clearly indicates otherwise, the term "IIML" or "the Institute" includes any change in office, its successors, assigns, nominees, legal representatives, executors, and administrators.

and

Nolan Edutech Private Limited, a private limited company incorporated under the Companies Act 2013, having its registered office at **Incubex, No. 1178, 5th Main Road, Sector 7, HSR Layout, Bengaluru, Karnataka, India, 560102** or its subsidiary which expression shall, unless excluded or is repugnant to the context shall mean and include change in office, successor in interest, assigns nominees, executors and administrators (hereinafter referred to as "**Masai School**" or "**Masai**").

IIML and **Masai School** have been collectively referred to herein as "Parties" and individually as "Party"

WHEREAS

1. Indian Institute of Management, Lucknow, was established in 1984 by the Government of India, as a national level institute of management.
2. The Institute's mission is to be a global, socially conscious and integrated school of management, contributing towards management development, both in India and abroad. Towards this, the Institute undertakes a diverse range of academic activities and interventions aimed at creation, dissemination, and application of management knowledge and practices. These include the Post Graduate Programme in Management, the Doctoral Programme in Management, the Management Development Programmes, Research Programmes and Consulting Programmes. The Institute is also entering into collaborative arrangements with leading business schools and research centres in India, Europe, Canada, South and Southeast Asia.
3. Besides the regular post graduate program in management, the Institute has over the years developed its own pedagogy and successfully conducted other courses and training programs in the field of management.
4. **Masai School** is a leading EdTech company providing education and learning solutions by creating its own educational multimedia software products and related services for various clients in India and around the globe.
5. To meet the fast-growing need for well trained and skilled professionals across various domains in India and abroad, **Masai School** and the Institute perceive the need for quality education and training as provided/offered by the Institute. Therefore, the Institute and **Masai School** desire to work together wherein **Masai School** shall aid and assist in the broadcasting, storage and permitted usage of the certain Executive Education Programmes in various

