

Exhibit A to Vendor Agreement dated 11th October'2022

The Services provided as per this Exhibit A will be governed by and subject to terms and conditions of Vendor Agreement dated **11th October'22** executed between **Ipsos Research Pvt. Ltd**, having an address at Lotus Corporate Park, 1701, 17th Floor, F-wing, Off Western Express Highway, Goregaon East, Mumbai – 400063 ('Ipsos'), and **Market Xcel Data Matrix Pvt. Ltd**, having an address at 17, Okhla Industrial Estate Phase 3 Rd, Okhla Phase III, Okhla Industrial Estate, New Delhi, Delhi 110020. ('Vendor')

Project Name & Number: Kriya BHT Brand Track Wave 2 (22-068673-01)

- A. **Objective & Scope of Work:** a) To understand usage and behavior among recruiters hiring blue and grey collared employees.
b) Assess brand perception of client and competition
- B. **Deliverables:** To send & present report to the client.
- C. **Vendors Responsibilities:** To recruit 100 TG.
- D. **Ipsos Research Responsibilities:** To ensure that the quality of the response is adequate.
- E. **Timelines:** 2 weeks
- F. **Consideration:** Weekly update of interviews completed and key insights emerging and individual transcripts of each company to be provided
- G. **Value:** 80,000 + Taxes
- H. **Invoicing terms:** 100% full & final payment in 45 days after completing the study
- I. **Deficiency in Service:** In case there is any deficiency/ discrepancies/ defect in data delivered, and same is not rectified within the reasonable time notified by Ipsos including redoing of field work/ moderation at the sole cost of the Vendor, failure to do so, Ipsos shall not be entitled to pay for the services rendered by the Vendor to an extent which has been rejected by Ipsos.
Further, if Vendor delays in work or delay in invoice submission with regards to the timelines provided, Ipsos will be entitled to deduct upto 10% of an agreed fees from the invoicing amount.

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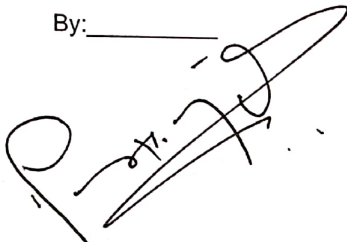


J. Taxes: The payments to be made by Ipsos under this SOW shall be subject to Tax Deducted at Source (TDS) / withholding of taxes as per the applicable rate.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

Market Xcel Data Matrix Pvt. Ltd

By: _____



Name: Deepak Gautam

Title: Vice President

Ipsos Research Pvt. Ltd.

By: _____



Name: Deepak H

Title: Partner, Strategy3, Advisory Services, Ipsos India

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