



Delighting You Always

Dated: 28th May 2019

To,
The Principal
St. Anthony's College, Shillong
Meghalaya, India.

Subject: Canon India Private Limited in association with St. Anthony's College, Shillong

Dear Sir,

Canon India Private Limited, with its endeavors to constantly delight, has set a benchmark for the imaging industry through constant innovation. We have been able to accelerate the industry's transformation in terms of product innovation, technology and availability. We would like to thank your esteemed Institution for taking the lead in developing photo culture in India through academic certification in photography and allied photography courses as part of the curriculum.

We wish to run a collaborative In Campus Photography Program with selected Premier Photography Institution across India to engage student community through Technology Seminars, Specialized Workshops & Photo Contest. The program is aimed at evangelizing photography through Canon EOS System.

We are pleased to extend an invitation to offer you our association as "Canon Imaging Partner" considering your contribution in the field of photography subject to terms, conditions, covenants agreed mutually amongst us hereinafter.

1. **Term of Empanelment:** - Your association with Canon India Private Limited (CIPL) will be valid for a term of Two (2) years and shall be effective from **01/06/2019** until **31/05/2021** ("Term").
2. **Consideration:-** *In consideration to your Deliverables as provided under Clause 3 herein below, CIPL hereby offers as under:*
 - a. **20% Discount on Product Purchase applicable** of approved Canon Products as set out under Annexure I for their Student/Faculty/Institute's own personal use and not for any onward ownership transfer or for any commercial use.

Technology Seminars, Photo Talks & Specialized Workshops organized in association with CIPL based on Theme, Module, Date and Duration as approved and mutually agreed upon between us. CIPL shall bear the cost of the resource person/ persons.

- b. **Photo Contest** proposed by CIPL based on Theme, Date and Duration as mutually agreed between us. CIPL shall support the Institute in arranging the Marketing collaterals, Judge the Photo Contest Winners and provide rewards to the winners of the Photo Contest.

CANON INDIA PVT LTD

Corporate Office : 7th Floor, Tower B, Building # 5, DLF Epitome, DLF Phase III, Gurgaon - 122002, Haryana, India.

Tel : 0124-4160000 Fax : 0124-4160011 www.canon.co.in

Registered Office: Unit No. 214-218, 2nd Floor, Narain Manzil, Barakhamba Road, Connaught Place, New Delhi-110001, India.

Tel : 011-47192613 Fax : 011-47192611

CIN : U74899DL1996PTC083770

3. **Deliverables:-** You agree to deliver the below stated deliverables:

- a. **Brand Obligation:** During the Term of association and thereafter, you shall not initiate or promote any activity which may bring negative publicity for Canon brand and its products.
- b. **Organizing Photo Contest:** During the Term of association, the Institute shall organize and promote, In Campus Photo Contest amongst the students of the Institute across streams, and support us in collecting and sharing the contest images, and appropriate consent and release from the participating students in a format as determined by CIPL and further conduct joint publicity in promoting various photography activities.
- c. **Joint Publicity:** Without the prior written approval of CIPL, you shall not publish or use any advertising, sales promotion or publicity matter relating to Deliverables and reports wherein the names of CIPL and/or Canon Group are mentioned or their identity implied. The Institute may use Canon Logo for limited purpose i.e. solely for Institute's use in promoting Photo Contests and Other events, pursuant to this letter subject to Brand Usage Guidelines of Canon and written approval from CIPL. Any slogan/punch line/communication containing the word "Canon"/Canon India", used by the Institute during the marketing activity shall be pre-approved by CIPL.

4. CIPL and St. Anthony's College may at its sole discretion terminate this letter in case of deviation from agreed deliverables within 15 days on information, Both parties agree not to claim any kind of loss, damages etc for any reason whatsoever due to said termination.


We would request you to kindly sign this letter of association as a token of acceptance of this terms hereof.

Thanking you once again for your kind support & looking forward to make it stronger.

Thanks & Regards
For Canon India Private Limited



(Authorised Signatory)

ACCEPTED	
Name: Dr. Br. Albert L. Dkhar Principal St. Anthony's College, Shillong Date: 01/06/2019	 Principal St. Anthony's College Shillong - 793001 Meghalaya, India



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ANNEXURE I: APPLICABLE MODELS PRODUCT LIST

SL. NO	MODEL PRODUCT SERIES
1	EOS XXXX D - DSLR
	EOS XXX D - DSLR
2	EOS XX D - DSLR
3	EOS X D - DSLR
4	EOS ML - MIRRORLESS
5	ZOOM & PRIME LENS
6	SPEEDLITES

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