

STATEMENT OF WORK

Between Unilever & Thoucentric Limited for Performance Marketing Engagement Year 2021

This statement of work should be read in conjunction with Unilever Purchasing Agreement or Master Service Agreement **UPA reference number# DocuSign Envelope ID: 250E4067-FF3E-424E-97EF-27DD1012AB75** executed on 15th March 2018 Between Unilever UK Central Resource Limited and Thoucentric Limited. All the terms and condition in the above stated Unilever Purchasing Agreement are applicable to this Statement of Work. This Statement of work ("SOW") has an effective date ("Effective Date") of 5th Nov 2021 and describes the services to be performed by supplier name Thoucentric Technology Private Limited for Unilever

1) Statement of Work:

Client: Unilever (UKCR)
 Project Name: **Performance Marketing Engagement**
 Statement of Work: - 5th Nov 2021– End Date: 31st Dec 2021
 Vendor Code: Vendor Code: 50540063
 Supplier VAT Number: GB 247173892
 Unilever Delivery Address: Unilever House, 100 Victoria Embankment, London
 Supplier Address: Thoucentric Ltd.- 950 Profile West, Great West Road, Brentford, England, TW89ES

2) Project Background:

Unilever Global Ecommerce team needs Program Management Services for rolling out Commerce enhancements globally.

Business Data Analysis to add more detail profitability metrics to Smart Business tool. Current tool covers SKU prioritisation for media investment on eCommerce based on availability, profitability, and content.

3) Overall Project Scope:

Overall Global Ecommerce Program Management. Effective Communication and Project planning. Provide SME

4) Geographical Scope:

Primary Base Location: Bangalore, India. Travel will be required.

Impact Location: Worldwide.

5) Functional Scope:

- Business/data analysis support across the 2 projects mentioned above. The job responsibilities involve:
- Distil complex data sets down into clear, business friendly language to help facilitate agreement on requirements
 - o Understanding data through analysis
 - Work closely with data engineers, visualisation analysts, data scientists & agencies to deliver data products & analytical projects
 - o Acquisition of data from business, Quality checks (input data QA, dashboard QA, making sure insights we are creating through our data tools answers the business questions)
 - Work closely with the Smart Data Manager to simplify and articulate complex issues to the business
 - o Joining regular meetings with market data leads to discuss requirements,

6) Systems Scope: Ecommerce - Smart data

7) Project Approach:

Consultant from Thoucentric to work closely with the Global Ecommerce team, business users of Ecommerce, and external vendors providing build, test, services.

Overall Program Management

Effective communication

Subject Matter Expert

1) Project Timelines: Start Date: 5th Nov 2021 Ongoing requirement.

2) Project Team Structure: The over-all Thoucentric team structure for the project.

3) Overall Project Assumptions:

Key Assumption: Thoucentric team to work closely with Unilever smart data turing team.
Thoucentric team will provide program management support as an extension of the Unilever team.
Thoucentric team will not provide technical implementation and software development services.
There is a month notice for all our resources placed in projects.

Team Scope, Deliverables and Key Activities

12 Team Scope:

- **Overall Program Management**

- Ensure timely and effective deployment of Ecommerce enhancements.
- Collaborate with the various stakeholders and team members to ensure that the project is executed as required.
- As part of project management, ensure the deliverables, milestones and templates are defined clearly; Flag risks to the project as and when they come up.
- Manage the business stakeholders in the project team, the business team (planning and execution team) – to ensure their interests and directions are taken care of
- Ensure business requirements are delivered through the IT solutions being delivered, to ensure value from the IT investment
- Manage escalations by collaborating with the stakeholders and team members.
- There is one month of notice for all the resources placed in the project.

- **Effective communication**

- Ensure necessary program progress reports are created on an ongoing basis (Executive reports, project reports and other reporting as required)
- Stakeholder/Steering committee updates and meetings are conducted effectively

- **Subject Matter Expert**

- Provide subject matter expertise in Global Ecommerce functions.
- Provide overall direction to the project

UIPL managers will monitor quality standards of deliverables, evaluate whether SLA objectives are being met and enable project management. Supplier is fully accountable for deliverables and UIPL is only responsible for tracking their performance.

Involvement of Third Parties in the Overall Solution

13) Deliverables

Deliverables Description	Target Date	Acceptance Criteria
Program Delivery,	Ongoing	Accuracy and on time
Reporting and regular communication	Ongoing	Accuracy and on time

Commercial Impact				
14) Commercial details: -				
Resource Categorization	Monthly FTEs	Billing per month/22 days	No of Months	Total Resource Amount (GBP)
		(9 hours/ day)		
Asst. Program Manager	6	3775	2	45,300
				GBP 45,300
The services will be performed onsite at the premises of UIPL to enable synergies on the project.				

15) The Commercials:

The overall commercial for the project would be **GBP 45,300/-**. The billing would be done monthly based on timesheets. Time sheets to be approved by respective stakeholder.


16) Payment Schedule:

Monthly billing based on submission of time sheets to be paid within forty-five days from the date of invoice.

Approval By: Unilever IT Procurement Team	Supplier name: Thoucentric Technology Pvt Ltd
Approval By:	Approval By: <div>DocuSigned by:  A89FC28B6CB34A3...</div>
Name:	Name: NEELAKSHI KOTNIS
Title:	Title: DIRECTOR
Date:	Date:

Service line has reviewed the scope (except commercials)

Sign:

DocuSigned by:

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Ezgi Ture