

MoU for Marketing Campaign, Lead Generation & EV Deployment Partnership

Under “Project Sambhav – Vendor on Wheels – Green SMEs in Mobility”

This Memorandum of Understanding (MoU) is executed on this ____ day of _____ 2025 between: MSMECC- Manufacturers Services and Marketing Entrepreneurs Chamber of Commerce. Vijayawada, Andhra Pradesh.

MSMECC a registered not-for-profit organisation functioning as a business development and handholding agency for Micro and Small Enterprises, having its Head Office at Vijayawada, represented by Sri DevRaj Dasari, Chairman, hereinafter referred to as “MSMECC”.

AND

2. IZIP Autos India Pvt. Ltd.,Vijayawada,Andhra Pradesh.

An electric vehicle manufacturing and distribution company engaged in the supply of EV passenger and goods carrier models, represented by _____, Authorized Signatory, hereinafter referred to as “IZIP Autos”.

MSMECC and IZIP Autos shall individually be referred to as a “Party” and collectively as the “Parties.”

1. PURPOSE OF THE MoU

The purpose of this MoU is to formally establish a collaborative partnership between MSMECC and IZIP Autos for:

1. Promoting electric and solar-hybrid vehicles across Andhra Pradesh and Telangana.
2. Conducting a 50-day marketing and employment generation campaign under Project Sambhav.
3. Generating and mobilising leads for EV-based self-employment.
4. Facilitating finance, documentation and training for beneficiaries.
5. Offering customised EV solutions for livelihood applications under Vendor on Wheels (VoW) concepts.

This MoU defines the operational, commercial, marketing, ethical, and professional terms governing this partnership.

2. SCOPE OF COLLABORATION

2.1 MSMECC Shall:

1. Conduct the Project Sambhav campaign across all districts of Andhra Pradesh & Telangana through district coordinators.
2. Counsel beneficiaries on PMEGP, MUDRA, and other schemes for EV-based entrepreneurship.
3. Generate leads, collect documents, and submit beneficiary profiles to banks.
4. Facilitate driving licence support and RTO documentation guidance.
5. Ensure clarity to beneficiaries regarding subsidy norms, bank finance rules, and beneficiary contribution (5%).
6. Enforce the Coordinator Do's and Don'ts ensuring ethical and professional conduct.
7. Route all documentation only through the MSMECC Head Office at Vijayawada.
8. Organise district-level orientation, seminars, and outreach programs promoting IZIP Autos models.
9. Endorse vehicle models supplied by IZIP Autos to the banks for financing under the schemes.
10. Act as a nodal promoter for EV livelihood models such as:
 - Grocery Cooler Autos
 - Refrigerated Autos
 - Laundry Autos
 - Xerox/Service Autos
 - Garbage Collection Autos
 - Other customised EV vendor models for entrepreneurship

2.2 IZIP Autos Shall:

1. Provide final on-road price details of all EV variants offered to the beneficiaries.
2. Provide brochures, technical specifications, warranty details, and promotional material.
3. Offer customisation support for Vendor-on-Wheels livelihood applications.
4. Ensure quality assurance, service support, spare availability, and after-sales assistance.
5. Depute an authorised Technical Head to provide product clarifications to MSMECC & beneficiaries.
6. Ensure timely delivery of vehicles as per orders generated through MSMECC.
7. Offer training on vehicle usage, safety, maintenance, and troubleshooting.
8. Support MSMECC in awareness campaigns, demos, field visits, and on-road trials.

3. COMMERCIAL & MARKETING TERMS

3.1 Lead Ownership

All leads generated under the Project Sambhav campaign shall be the exclusive property of MSMECC.

IZIP Autos shall not directly contact beneficiaries without MSMECC's approval.

3.2 Coordinator Incentive

MSMECC Coordinators shall be eligible for incentives solely through MSMECC.

No financial dealings between coordinators and IZIP Autos are permitted.

3.3 No Monetary Exchange Between Parties

This MoU is non-financial in nature.

Neither Party shall make monetary transfers to the other except:

Payments by beneficiaries directly to IZIP Autos

Coordinator incentives paid by MSMECC from its own internal mechanism

3.4 Marketing & Branding Rights

1. IZIP Autos grants MSMECC the right to use official brochures, logos, images, and product descriptions for campaign promotion.
2. MSMECC agrees to represent IZIP Autos' brand accurately without modification or miscommunication.

3.5 Cost Transparency

IZIP Autos shall disclose:

On-road prices

Customisation charges

Warranty & service packages

Delivery timelines

Dealer/branch availability

No hidden charges shall be imposed on beneficiaries.

4. ROLES & RESPONSIBILITIES

4.1 Joint Responsibilities

Both Parties shall collaborate to:

Promote EV entrepreneurship

Implement green mobility models

Support Make in India & Clean Energy initiatives

Enable large-scale livelihood opportunities for youth and women

4.2 MSMECC Responsibility Framework

MSMECC shall:

Maintain transparency in lead handling

Conduct awareness sessions

Support bank Tie-Up arrangements

Promote environmental sustainability

4.3 IZIP Autos Responsibility Framework

IZIP Autos shall:

Maintain service standards

Provide warranty support

Ensure vehicle quality & compliance

Deliver accurate technical support

5. **CONFIDENTIALITY & DATA PROTECTION**

1. Beneficiary data collected by MSMECC is confidential and shall not be misused by either Party.
2. IZIP Autos shall use the data only for processing vehicle orders routed through MSMECC.
3. No coordinator or employee shall share data with third parties.

6. **TERMS ETHICAL**

1. No commissions, bribes, or unauthorised charges are permitted.
2. No caste, creed, religion, or political influence shall be introduced into the campaign.
3. Zero tolerance for unethical marketing practices.

7. **TERM & TERMINATION**

1. The MoU shall remain valid for 12 months from the date of execution.
2. Either Party may terminate the MoU with 30 days' written notice.

3. MSMECC reserves the right to terminate immediately in case of:

Misconduct

Breach of data confidentiality

Misrepresentation or fraudulent practices

8. DISPUTE RESOLUTION

Any dispute arising out of this MoU shall be resolved through mutual discussion.

This MoU does not constitute a legal contract, partnership, or joint venture.

It is a formal understanding based solely on goodwill, cooperation, and mutual benefit.

As this MoU is non-binding, no legal consequences shall arise from it.

Venue: Vijayawada

Language: English

9. DECLARATION

The Parties affirm that they have read and understood all clauses of this MoU and voluntarily agree to collaborate for the successful execution of Project Sambhav – Vendor On Wheels – Green SMEs in Mobility.

10. SIGNATORIES

For MSMECC

Name: _____

Designation: Chairman

Signature: _____

Date: _____

For IZIP Autos India Pvt. Ltd.

Name: _____

Designation: Authorized Signatory

Signature: _____

Date: _____