

Date: 14th May 2014

To,
Mr. Pradeep Kumar Baratam
Manager – Business Operations
Tally Education Private Limited
Bangalore

Sub: Proposal for KASA-UAT, A flagship testing and assessment solution.

Respected Sir,

Thank you for giving us an opportunity to demonstrate the multilevel benefits of our solution with your organization.

KASA - UAT

Mosaic's innovative solution that goes a long way in proving how timely access of targeted assessments and its evaluation results in the hands of teachers can significantly **improve individual student performance** by assessing the learning gaps. The solution integrates technology and evaluation to positively impact learning at various levels. Amongst many other schools and educational institutions, KASA- UAT at TEPL will allow them to design their own content and tests within the **Computer Adaptive framework**, offering many advantages.

The backbone of the solutions framework, United Assessment Test (UAT) is an innovative technology tool developed by experts at Mosaic Network. A prime example of highly effective evaluation technology that focuses on the learning process at a psychological level, the tool is simple to use, stand alone application that combines comprehensive content and with easy-to-use technology for delivering qualitative testing and assessments for learners. UAT seamlessly combine **technology and creativity in evaluating students' abilities**. This could benefit students and teachers and will **reduce evaluation errors** and enable easier re-evaluation.

The application has the twin advantage of being accessible both online over the Internet, and on-site at the customer premises; and is designed for web-based use. Furthermore, the software is built to withstand the infrastructure limitations in India, and is designed to function with minimal technology, and can be configured to use with wide array of content.



K.A.S.A as a packed end-to-end solution based on UAT framework has proven to be an eye-opener for many. By attempting it, one is able to not just realize where they stand but also appreciate the corrective measures that they need to take and this is what makes this solution matchless and effective.

Another distinct feature is **the unique grading system that is used to score the test**. These evaluation parameters have been **approved by experts from the University of California**, who have decades of

experience in designing and implementing such assessments. The reports are generated automatically at the end of the test. These reports don't just show the scores but also give a detailed analysis pertaining to the various tags that the individual was assessed on. Along with the detailed analysis there are some remedial suggestions that the he may consider.

Mosaic ensures a targeted approach to developing linguistic skills, employability skills and in aiding institutions adapt to more progressive learning and assessment methods. The UAT is specifically designed for educational institutions, government and non-government organizations looking to augment assessment with topics relevant to their curriculum/workforce.

UAT, a computer adaptive assessment tool, would also be altered to manage various kinds of tests and customisation for TEPL, and can function as an efficient testing tool within the Tally suite of products.

Based on the **our discussions and your requirement for a perpetual license**, we have developed a financial proposal that covers all the areas of need discussed and wish to quote our best price for the same.

Per Centre (Perpetual)	No. of Centres			
	upto 25 (min 10)	26-50	51-75	75+
License Cost (one time)	Rs.1,50,000.00	Rs.1,10,000.00	Rs.95,000.00	Rs.80,000.00
Set-up & Integration (per centre)	Rs.25,000.00		Rs. 20,000.00	
Annual Support & Maintenance (upto 60 hrs)	Free for the first 6 months and 12% of the total cost thereon			
Customisation/ Hour	Rs. 700.00			

Per Test User	No. of Users			
	5000	5001-10000	10001-25000	25000+
Licence Cost	Rs. 400.00	Rs. 325.00	Rs. 290.00	Rs. 230.00
Set-up & Integration (one time)	Rs. 5,00,000.00			
Annual Support & Maintenance	Free Online Support & Bug Fixing			
Customisation/ Hour	Rs. 700.00			

Perpetual (with no centre limit)	No Annual/ Monthly Costs, Forever yours to use.
Licence Cost (One time)	Rs. 72,00,000.00
Set-up & Integration (one time)	Rs. 2,50,000.00
Annual Support & Maintenance (upto 60 hrs)	Free for the first 6 months and 8% of the total cost thereon
Customisation/ Hour	Rs. 700.00

MOSAIC NETWORK (INDIA) PVT. LTD.

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Other Considerations:

1. Payment Terms for Customisation – 15% advance and remaining as per milestones set
2. Payment Terms for licensing – 35% with Purchase Order and remaining 65% at the time of final installation.
3. Support and Maintenance does not include upgrades and building new features
4. All travelling expenses including ticketing, lodging and boarding would be borne by the TEPL for set-up or support.
5. All government and statutory taxes as applicable will be additional to the proposal given herewith.

Please, feel free to contact for any queries you may have. We look forward to your positive reply.

Sincerely,

A handwritten signature in black ink, appearing to read "Saurabh", is positioned above a vertical line.

Saurabh Sethi

Managing Director
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