



Memorandum of Understanding

This is an agreement between Room n House and Mood Indigo 2013. We, Team Mood Indigo 2013 and Room n House agree to the following terms and conditions:

Association of Room n House with Mood Indigo 2013

Mood Indigo - the annual cultural event of **IIT Bombay**, is presently in its 43rd edition. With over **180 Events** ranging from dramatics, dance, and music to glamorous professional concerts, Mood Indigo is widely considered as **the** hot bed of budding talent and the biggest meeting ground for over **88,000 students**. Mood Indigo is scheduled from **20th December to 23rd December 2013**.

Room n House will be referred to as "Accommodation Partner" in all relevant corporate and media communications

Mileages to Room n House:

- Room n House may place up to **5 (8ft x 3ft) banners** in campus on mutually agreed locations
- Room n House will be present as the **Official Accommodation partner** in the registration booklet which shall be distributed to each visitor at the festival.
- The crew of Room n House present in the campus during the festival will be allowed to wear Room n House tshirts for advertising purpose
- **Room n House logo** shall be present in the **Mood Indigo newsletter, Mirage** (Bombay times supplement) sent to colleges in Mumbai (50,000 copies).
- **Room n House Logo** shall be present in the **publicity posters** sent to about **4000 colleges** across India as the **"Accommodation Partner"** of Mood Indigo.
- **Room n House Logo with a link to its website** shall be present on the **Mood Indigo 2013 website** mentioning Room n House as the **"Accommodation Partner"**.
- Room n House will be given a **logo presence in the registration booklets** which are given to each and every visitor coming to attend Mood Indigo.



Address

Mood Indigo Office
Student Activity Centre
IIT Bombay, Mumbai 400076

Contact

+91 9167304522
+91 9833889382
www.moodi.org



- Mood Indigo shall provide Room n House database of all the attendees of Mood Indigo
- Room n House's advertisements and tickers will be played on MI Channel on all four days of Mood Indigo at mutually decided frequencies
- **Room n House Logo** along with a link to the website shall be present in the **Mood Indigo 2013 mailers** sent to over 50,000 email IDs of previous attendees.
- Room n House would be given **20 complementary Mood Indigo concert passes** for its executives.

NOTE: Room n House will take up the cost of production of their banners, standees, umbrellas & other publicity material.

What this entails for Room n House:

- Room n House shall arrange for accommodation of around **1250 Mood Indigo participants** in areas very close to IIT Powai at Rs 1250 per person including all the surcharges, taxes and processing fees.
- The apartments provided by Room n House will have all the basic amenities like mattresses, drinking water, electricity and other basic requirements
- The payment of this amount will be made through a customized portal designed by Room n House for Mood Indigo
- Room n House will provide a list of all the available apartments beforehand to Mood Indigo

For Mood Indigo

Himanshu Jaiswal
Core Group Member,
Hospitality & PR
Mood Indigo 2013

For Room n House

Rakesh Singh
Director
Room n House



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