

MEMORANDUM OF UNDERSTANDING

BETWEEN

Institute of Excellence in Management Science, Hubballi

AND

ANANT SOFTECH PRIVATE LIMITED (Briea)



This Memorandum of Understanding (MoU) is made and entered into on this 19.05.2025 (Date) by and between:

Institute of Excellence in Management Science (Name of Institute/University) a premier educational institution established under the laws of India, having its principal office at Hubballi, Karnataka IEMS (hereinafter referred to as the "University"), which is committed to fostering student well-being, mental health, and fitness as a critical aspect of academic success and holistic development;

AND

Anant Softtech Private Limited, a company incorporated under the Companies Act, 1956, having its registered office at 706, Shapath II, Opp. Rajpath Club, SG Highway, Ahmedabad: 380015, India (hereinafter referred to as "Bria"), the owner and operator of Bria, an AI-powered health and wellness platform designed to support student wellness, fitness, and mental health, while also providing disease management and diagnostics services for their families.

1. PURPOSE

This MoU establishes a strategic collaboration between the University and Bria to enhance the health, well-being, and academic performance of students through the **Bria Student Wellness Plan**. This initiative, executed as a joint effort, ensures that students receive proactive wellness support, fitness programs, mental health assistance, and preventive healthcare at no cost to the University or students. By leveraging Bria's advanced AI-powered voice technology and multi-channel engagement, this partnership aims to create a healthier student community and contribute to a thriving academic environment.

2. SCOPE OF COLLABORATION

The University and Bria agree to collaborate in the following areas:

2.1 Implementation of Bria's Student Wellness Plan

- Bria will be made available to all students of the University free of charge.
- The University will facilitate student adoption through official communication channels, including emails, social media, student organizations, and wellness programs.
- Special incentives, such as free premium services and discounted diagnostics for students' families, will be offered through Bria.

2.2 Enhancing Student Well-Being and Engagement

- Bria will introduce regular wellness events, fitness challenges, and mental health awareness initiatives.

Your 24x7 Health Coach

- Incentives such as rewards, gamification, and motivational features will be used to enhance participation.
- A network of student ambassadors will be established to encourage peer-driven engagement.

2.3 Health and Wellness Monitoring & Reporting

- Briea will track key engagement metrics, including student participation in wellness programs, improvements in fitness levels, and mental health insights (while ensuring data privacy compliance).
- The University and Briea will conduct periodic reviews to assess program effectiveness and introduce enhancements as needed.

3. ROLES & RESPONSIBILITIES

3.1 Responsibilities of Briea

- Provide full access to the Briea platform, ensuring a seamless and personalized user experience.
- Conduct online webinars for students and University staff on the effective use of Briea.
- Continuously update and enhance the platform to align with evolving student wellness needs.

3.2 Responsibilities of the University

- Actively promote the adoption of Briea among students through official University communication channels and student engagement initiatives.
- Provide necessary infrastructure support, including space for wellness events and promotional activities.
- Designate a University liaison to coordinate activities and ensure smooth collaboration.

4. TERM & TERMINATION

- This MoU shall remain in effect for **three (3) years** from the date of signing, with an option for renewal upon mutual agreement.
- Either party may terminate the agreement with a **60-day prior written notice**, specifying the reasons for termination.
- Any commitments made before termination shall be honoured in good faith to ensure continuity for students.

5. CONFIDENTIALITY & DATA PRIVACY

- Both parties agree to maintain the confidentiality of proprietary or sensitive information exchanged under this MoU.
- Student health data collected by Briea will be used solely for wellness services and will comply with all applicable data protection regulations.
- No personal health data shall be shared with third parties without explicit consent.

6. BENEFITS TO THE UNIVERSITY & STUDENTS

This collaboration offers transformative benefits for both the University and its students:

For Students:

- **Wellness & Lifestyle Support**

- Wellness & Fitness Plan for 12 Months in DIY mode at no cost
- Disease & Lifestyle Management Plan for 12 Months, at no cost.
- Promotional Offers with 50% to 75% discounts on Wellness & Fitness Plans
- Gift Vouchers throughout the year during Festivals
- Exclusive Webinars and Workshops on wellness, fitness, and mental health throughout the year
- Power of Voice with AI from Bria for Proactive Healthcare and Wellness

- **Preventive Healthcare & Family Support**

- Coupons worth more than Rs. 1,000.00 for numerous Diagnostic Tests, usable for family members
- Tracking of Health Measures like Blood Sugar, Blood Pressure, BMI, Cholesterol, Hemogram, and more
- Progress Report on improvements achieved in fitness and overall health
- Regular check-ins, diagnostic recommendations, and preventive care services
- Family Health Assurance: Bria extends diagnostics and disease management services to students' families, reducing stress and allowing students to focus on their academics

- **Mental Health & Habit Control**

- Support for Mental Health, including stress management and emotional well-being
- Automated Reminders for health and wellness activities throughout the year
- Guidance and support to overcome habits related to Alcohol, Smoking, and Tobacco
- Holistic Wellness Support: Access to personalized fitness programs, guided meditation, mental health tools, and substance cessation support

For the University:

- **Enhanced Student Welfare Initiatives:** Strengthens the University's commitment to student well-being, reinforcing its reputation as a leader in student-centric education.
- **Improved Academic Performance:** Healthier students are more focused, productive, and successful in their studies, contributing to better academic outcomes.
- **Stress Reduction for Students:** With family health concerns addressed through Briela's diagnostic services, students can concentrate better on their studies.
- **Zero Financial Burden:** The University incurs no financial costs while providing a comprehensive wellness solution to students.

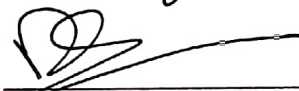
7. GENERAL PROVISIONS

- This MoU is a statement of intent and does not create any legally binding obligations.
- Any disputes arising under this MoU shall be resolved through mutual discussion in good faith.
- Any amendments to this MoU shall be made in writing and signed by both parties.

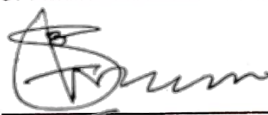
8. SIGNATURES

IN WITNESS WHEREOF, the parties hereto have executed this MoU as of the date first written above.

For and on behalf of Institute of Excellence in Management Science (Name of Institute/ University)

Signature:**Name:**Dr. Veeranna D.K**Designation:**Director**Date:**19.05.2025
DIRECTOR
INSTITUTE OF EXCELLENCE IN
MANAGEMENT SCIENCE
Tarihal Industrial Area,
HUBLI-580 026.

For and on behalf of **Anant Softtech Private Limited (Briela)**

Signature:**Name:**Biren Shukla**Designation:**Founder, Briela**Date:**May 20, 2025**For Anant Softtech Private Limited**
Director/ Authorized Signatory