



MEMORANDUM OF UNDERSTANDING

Between

LIFEACTIVUS PRIVATE LIMITED,

HYDERABAD

AND

KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY,

LUCKNOW



वित्त अधिकारी
ख्वाजा मुईनुद्दीन चिश्ती
भाषा विश्वविद्यालय, लखनऊ

MEMORANDUM OF UNDERSTANDING

Between

Khwaja Moinuddin Chishti Language University, Lucknow

And

Lifectivus Private Limited, Hyderabad

Khwaja Moinuddin Chishti Language University Lucknow (hereafter referred to as KMCLU) and Lifectivus Private Limited, Hyderabad(hereafter referred to as The Company), which expression shall unless it is repugnant or contrary to the context or meaning thereof mean and include its successors and assigns) herewith sign a memorandum of understanding on **4./10/2025** which reads as follows:

KMCLU & Lifectivus Private Limited shall hereinafter jointly be referred to as "Parties" and individually as a party.

PREAMBLE:

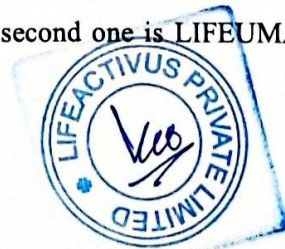
The Primary objective of this Memorandum of Understanding between Khwaja Moinuddin Chishti Language University, Lucknow and Lifectivus Private Limited, Hyderabad is to establish a pioneering collaboration between the parties. It is the first of its kind and is intended to serve as a role model for future agreements. The primary aim is to foster innovation, education, and research through mutual cooperation.

ARTICLE 1: INTRODUCTION OF PARTICIPANTS

Khwaja Moinuddin Chishti Language University, Lucknow, whereas KMCLU is a State University established under the Uttar Pradesh Arabi Farsi Universities Act 2009(UP Act No 12 of 2009).The University aims to achieve excellence in language, research and innovation that supports the students in becoming productive, responsible, ethical, creative, and compassionate members of society.

Lifectivus is established in Aug 2019 to introduce the innovative wellness products in the global market.Its headquarter is in Hyderabad. Currently, the organization has selected niche products from dietary supplement and medicines from life saving category. Lifectivus hold 19 patents globally and 11 brands as registered trademark. Among one of them is LIFEVIROTREAT which successfully completed human phase III clinical trials in India. Lifevirotreat is an aerosol base inhalation therapy for respiratory viral infections specially for all strains of Corona virus.The second one is LIFEUMANG an Anti-aging product launched and marketed in India Jan 2024.

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ARTICLE 2 AREAS OF COOPERATION

2.1 Both the parties agree to encourage the following activities, in particular, to promote national and global academic cooperation in the following areas:

Responsibilities of the Company

Internship and co-op opportunities for students:

- Provide financial stipends to support some PhD students at the KhwajaMoinuddinChishti Language University, Lucknow.

Girls Digital Learning and industrial trainings:

- Facilitate industrial training and digital learning programs for girl students within the University premises of KhwajaMoinuddinChishti Language University, Lucknow.

Instrumentation Support:

- Setting up the labs with sophisticated instruments.
- Maintenance of laboratory instruments.
- Offer technical assistance for various scientific instruments.

Utility Support:

- Cover the electricity bills for the designated area within the University.

Seminars and workshops

- Guest lectures, seminars, and workshops conducted by industry experts from the Company.
- Facilitation of conferences and international symposiums.

Collaborative Research Outcome:

- National and international papers and patents will be published and jointly owned by Lifeactivus Private Limited, Hyderabad and KMC LanguageUniversity, Lucknow.

Responsibilities of the KhwajaMoinuddinChishti Language University, Lucknow (the University):

Provision of Space:

- Allocate and provide university space for development of labs and carrying out the activities jointly agreed upon.

Research Collaboration:

- Facilitate National / International research collaboration.

ARTICLE 3: FINANCIAL ARRANGEMENTS

3.1 This Memorandum of Understanding shall not give rise to any financial obligation by one party to the other.

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3.2 Each Party shall bear its own cost and expenses in the implementation of this Memorandum of Understanding with each other's consent.

ARTICLE 4: EFFECTIVE DATE AND DURATION OF MOU

4.1 This MoU shall become effective from the date of signatures of both the parties, or if the dates vary, then the date of the later signature.

4.2 The MoU will be valid for a period of five years from the date of signature.

4.3 This MoU may be extended with the written consent of both the parties.

ARTICLE 5: CONFIDENTIALITY

During the tenure of the MoU and afterward, unless both parties permit the disclosure, both the parties will maintain strict confidentiality and prevent disclosure of all the information and data exchanged or entered or generated; under the scope of projects covered under this MoU.

ARTICLE 6: AMENDMENTS

No amendment or modification of this MoU shall be valid unless the same is made in writing by both the parties or their authorized representatives and specifically stating the same to be an amendment of this MoU. The modification shall be effective from the date on which they are made unless otherwise agreed to.

ARTICLE 7: FORCE MAJEURE

Both the parties shall have no liability in respect of any delay in carrying of the activities or failure to carry out the activities under this MoU caused due to any act of the government or any circumstances outside the reasonable control of the parties hereto.

ARTICLE 8: DISPUTE RESOLUTION

All disputes and differences concerning the validity, scope, meaning interpretation or effect of this MoU or any dispute or disagreement between the parties for any matter relating to the memorandum, Vice Chancellor, KMCLU and Chairman and Managing Director of Lifeactivus Private Limited will jointly resolve the dispute in a spirit of independence, mutual respect, and shared responsibility. In case of any dispute which cannot be settled by mutual discussion, an arbitrator may be appointed by each party.

ARTICLE 9: TERMINATION


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This Memorandum of Understanding may be terminated by either party with a minimum of Sixty (60) days written notice. Activities in progress at the time of termination of this Memorandum of Understanding shall be permitted to conclude as planned unless otherwise agreed.

ARTICLE 10: LIMITATION OF LIABILITY

Neither party shall be liable for any indirect, incidental, special or consequential damages or damages for loss of profits, revenue, data, or use, incurred by either party or any third party in connection with this MOU or the subject matter of this MOU, whether in an action in contract or tort or any other legal theory, even if the party has been advised of this the possibility of such damage.

ARTICLE 11: COORDINATORS

All activities conducted under this MoU must have the endorsement of coordinators. At KMCLU, the coordinator will be **Prof. Shalini Tripathi, Director, Faculty of Pharmacy** and at Lifeactivus Private Limited, the coordinator will be **Prof. P.M.S. Chauhan, Former Chief Scientist and Professor (AcSIR), CDRI, Lucknow**. Both the Parties shall notify their counterparts in case a new person is named to their position.

ARTICLE 12: SIGNATORIES

Designated Contact for and on behalf of

Khwaja Moinuddin Chishti Language University, Lucknow

Name- **Mr. Sanjeev Gupta**

Title- Finance Officer

Legal Entity- Khwaja Moinuddin Chishti Language University, Sitapur-Hardoi

Bypass Road, Lucknow

Email- fo@kmclu.ac.in

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1. Prof. Ajay Taneja
Vice Chancellor
KMCLU, Lucknow

2. Dr. Mahesh Kumar
Registrar
KMCLU, Lucknow

Designated Contact for and on behalf of

Lifeactivus Private Limited, Hyderabad

Name- **Dr. Keshav Deo**

Title- Chairman and Managing Director

Legal Entity- Lifeactivus Private Limited

No.110, Prestige Park, Pochampally,

Kompally, MEDCHAL-500100,

Hyderabad, TS, India

Email- info@lifeactivus.com



Witness

1. Ravi Agarwal
315, Janrailganj, Lucknow

Ravi Agarwal

2. Naveen Agnihotri
136, Janrailganj, Lucknow

Naveen Agnihotri