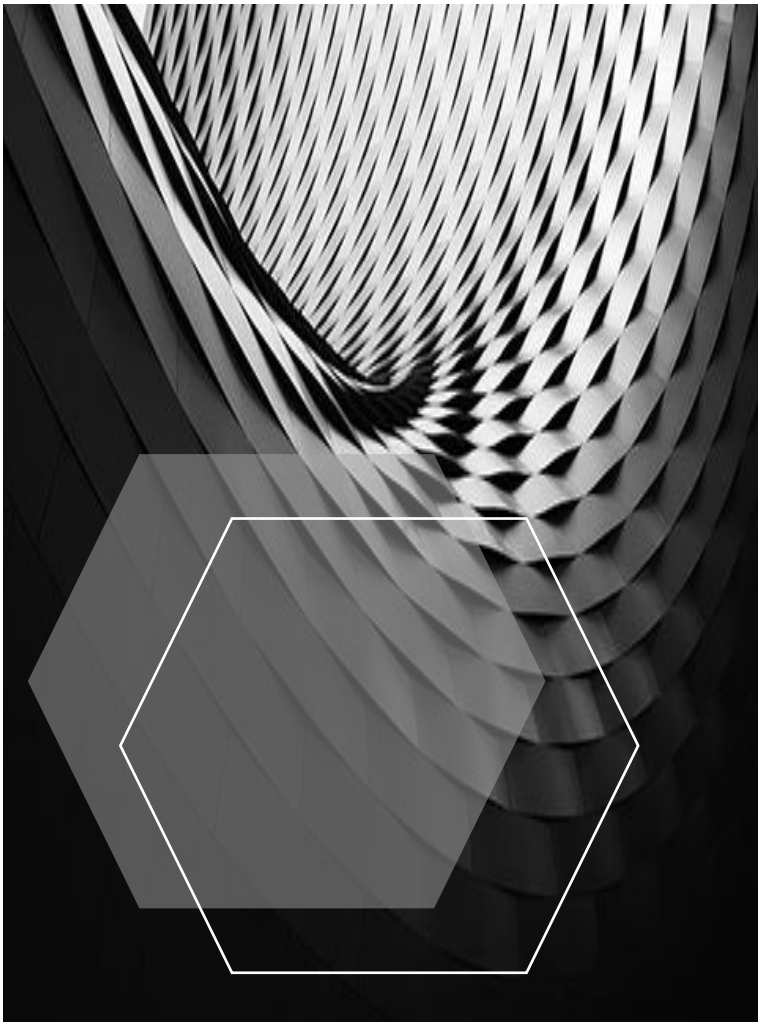

A Commercial Proposal for

Highrise – Web Version Corporate Lite Suite

- Submitted to

"Avant Group"

522, 5th Floor, THE SUMMIT – BUSINESS BAY, Andheri Kurla Road,, Off Western Express Highway, (Adjacent to Weh Metro Station Gate no. 3), Andheri East, Mumbai, Maharashtra 400093

Kind Attention: Mr. Gaurav Gupta
Date of Submission: **24th JAN 2023**
Reference No: **AG/ MUM/ 2023 -2024 /1037/V1**
Valid Till: **25th FEB 2023**

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In consideration of you receiving a copy of this document, you agree to keep confidentiality on the contents of this document and shall not, without the prior written approval of Kanix Infotech Pvt. Ltd., disclose to any person the whole or any part of the information contained in, or associated with this document.

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Table of content

1. COMPANY PROFILE 3
2. BRIEF ABOUT CLIENT 4
   2.1 Requirement Brief – 4
3. SCOPE OF THE PROPOSAL 4
4. PRODUCT DETAILS - HIGHRISE 5
   4.1 Product Introduction 5
   4.2 Why Choose Highrise? 6
4.3 PRODUCT CORE MODULES 7
   4.4 Product Functionalities in detail 8
5. IMPLEMENTATION METHODOLOGY 9
6. FLOW PROCESS FOR HOSTING 10
   6.1 Flow process for Hosting - On Campus 10
   6.2 Flow process of Hosting - Cloud Hosted 11
7. CALL CENTRE FUNCTION IN HIGHRISE 12
   7.1 Pricing for Call Centre Function- 13
8. RETURN ON INVESTMENT (ROI) GUIDELINES – AN ILLUSTRATION 14
   8.1 Tangible & non-Tangible Benefits 14
9. HUMAN RESOURCE COST GUIDELINES – AN ILLUSTRATION 16
   9.1 Human Resource Requirement Guidelines 17
10. AN INVESTMENT FOR HIGHRISE 18
   10.1 Investment for Highrise License – Web Version - Corporate Lite Suite 18
   10.2 Investment for Highrise License – Client Access License 18
   10.3 Investment on for Highrise License – Desktop Version 18
   10.4 Investment for Mobile App 19
   10.5 Pricing for Professional Services 19
   10.6 Hosting on Kanix Cloud 20
   10.7 Total Investment for HIGRISE 20
   10.8 Payment Schedule 20
   10.9 Annual Maintenance Charges 21
   10.10 Terms and Conditions 22
11. INFRASTRUCTURE & HARDWARE REQUIREMENT 23
   11.1 IT Infrastructure Requirement Specification 23
   11.2 Hardware specification and Internet connectivity requirement at the users end 23

1. Company Profile

Kanix is a fast growing software product development and marketing company with focus on Construction Industry Vertical. Kanix's product line for Construction Business successfully integrates high-end e-commerce and ERP for large, mid-sized and small businesses. Thousands of Construction Houses worldwide are adding value to their businesses using state-of-art software products of Kanix. We possess very strong domain knowledge in Construction Industry and we are pioneer in business-process-reengineering (BPR) and management consultancy.

Kanix was formed in 1998 as Custom Software Development Company by its four Directors. In year 2001 the company took a courageous decision and capped its 32 different product and decided focus and specializes in Construction Industry vertical. After about four years of difficult time the flag ship product of Company Highrise – India's First Construction ERP Software started showing results of the efforts put in. Today Highrise is the market leader in its segment.

Kanix has its head office and development center in Pune and has branch offices in Mumbai, Delhi, Kolkata, Chennai, Bangalore and Ahmedabad. Kanix has 120 channel partners who help promote Kanix products & help in Implementation & Support.

The Seven ATC (Authorized Training Centers) of Kanix teaches students usage of Kanix products and offer them placement. Due to these ATC's and huge installation base trained manpower to use Kanix products is amply available.

Kanix has also strong bench strength of consultants who are trained in using Kanix Products and are available on Billing to its clients.

With the experience of 17+ years in ERP Development & Implementation Kanix realized that in addition to having a good product it is equally important to have proper implementation. Kanix invented innovative means of ERP implementation and now have grown in confidence to offer its Highrise ERP with "IMPLEMENTATION GAURANTEE" making it the first software company to it.

2. Brief about client

Avant Group is a young, new age real estate group, focused on strategic and prime locations in the Western suburbs of Mumbai. Across the last 10 years, the group is focused on ensuring that they positively impact the skyline of Mumbai converting one project at a time into good housing projects by delivering a range of values to the end consumer - from “Affordable Luxury” to “Connected Living”. Thus empowering the middle classes to step into the new era of life and lifestyle.

The group has already built about 4,00,000 sq ft Rera carpet for consumers over the last decade. It has a pipeline of over 1 million sq ft built up area across Khar, Andheri, Jogeshwari and Goregaon and more through JVs or independently. Further, the company also has a second homes project in Pawna (near Lonavala), off the Mumbai-Pune Expressway.

2.1 Requirement Brief –

Client proposes to automate the operational processes of various departments for better control on the day to day operations by computerization and use of IT and is in search of a readymade software solution which will map on the end to end requirements of the processes of the construction business.

3. Scope of the Proposal

This proposal includes product features, solution & pricing for:

Highrise License – Web Version – Corporate Lite Suite

4. Product Details - Highrise

4.1 Product Introduction

Highrise is India's first Construction ERP; a specialized Internet Ready software solution popularly known as ERP for Construction, Contracting & Real Estate industries. In simple words an ERP is the integrated software solution encompassing all the functional departments of the enterprise. Highrise consists of integrated functions of Accounts & Finance management, Sales, Marketing & CRM Management, Project Estimation, Planning, & Project Management, Purchase, Store & Inventory Control, Labour Contract Management, Human Resource Management, Quality Control, Lease & Mall Management, Tender & Billing Management and Fixed Asset Management. All the above functions share common data thus makes the organization homogenous.

Kanix has invested 17 long years in developing proprietary business process by doing R & D and inculcating all best practices in the software. Highrise enjoys installation base in excess of 2500 spread across India and abroad. The success of Highrise as a product can be gauged from the fact that a number of engineering colleges are teaching Highrise in their curriculum.

With the induction of RERA and GST by Government of India automation in one way has become mandatory for Construction Industry. Highrise fits best between your manual process and proposed Automation. Being a home grown product it caters to practical difficulties faced by the Industry in automation. The Implementation of Highrise is completed in 90 days with a very smooth transit.

Kanix very soon will be GSP/ASP for the GST related operation. Currently GST integration with GST Portal is handled using third party service providers.

Technology is changing at a very fast pace in today's era. Kanix has kept itself abreast with the pace of technology. Highrise which initially was developed as a client server application is ported on latest .Net Platform with MVC. Mobile Apps are developed for relevant functions like site operations, Customer interface, Approvals. Functions such as Cloud Telephony and call center are built-in to Highrise. Soon we are launching VTC (Vehicle Tracking System) in Highrise.

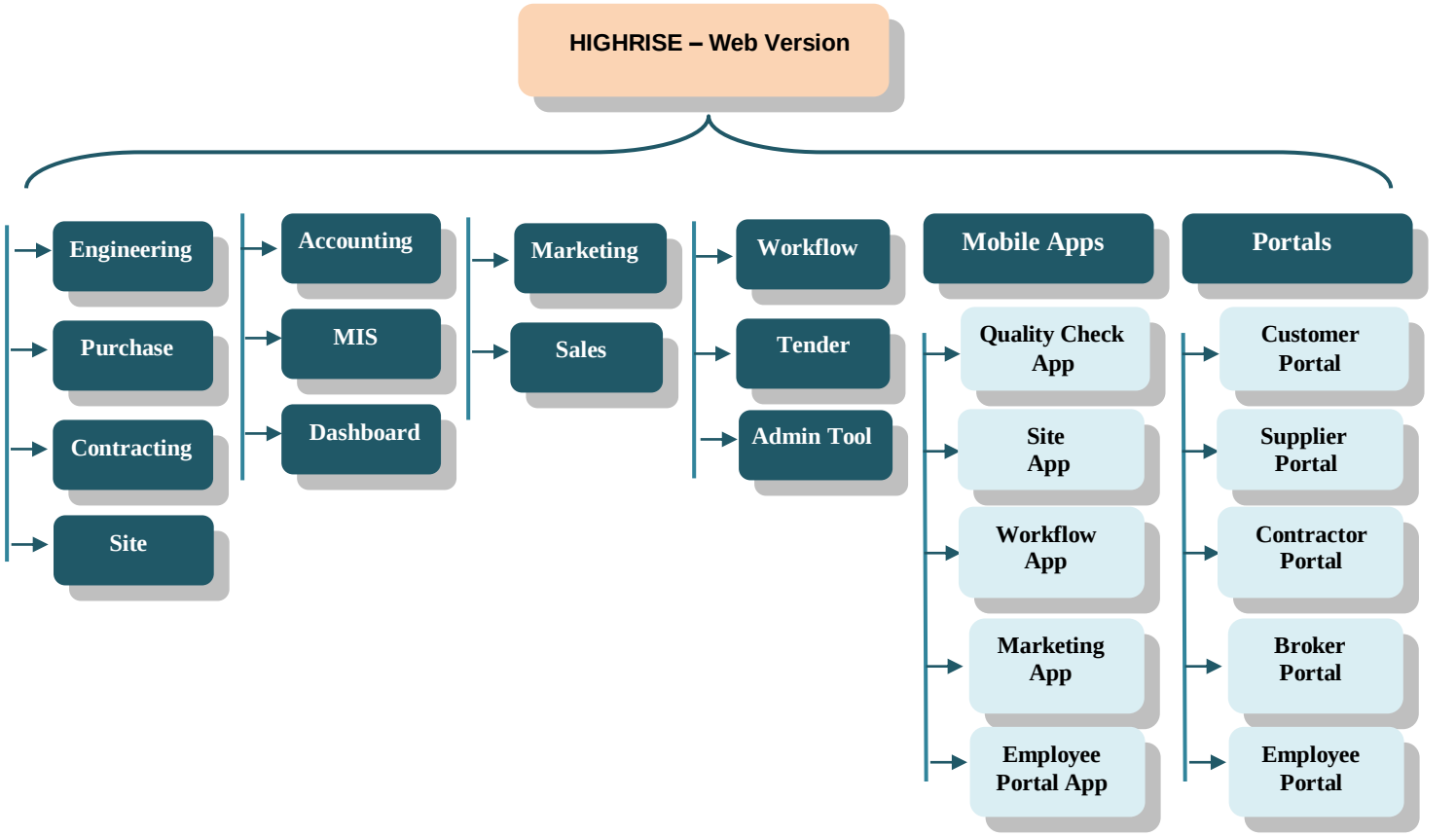
In technical or software term UI/UX is getting importance these days. Software Companies are doing investments on UI/UX. UI stands for User Interface and UX stands for User Experience in using the software. Kanix has a dedicated team looking after these aspects.

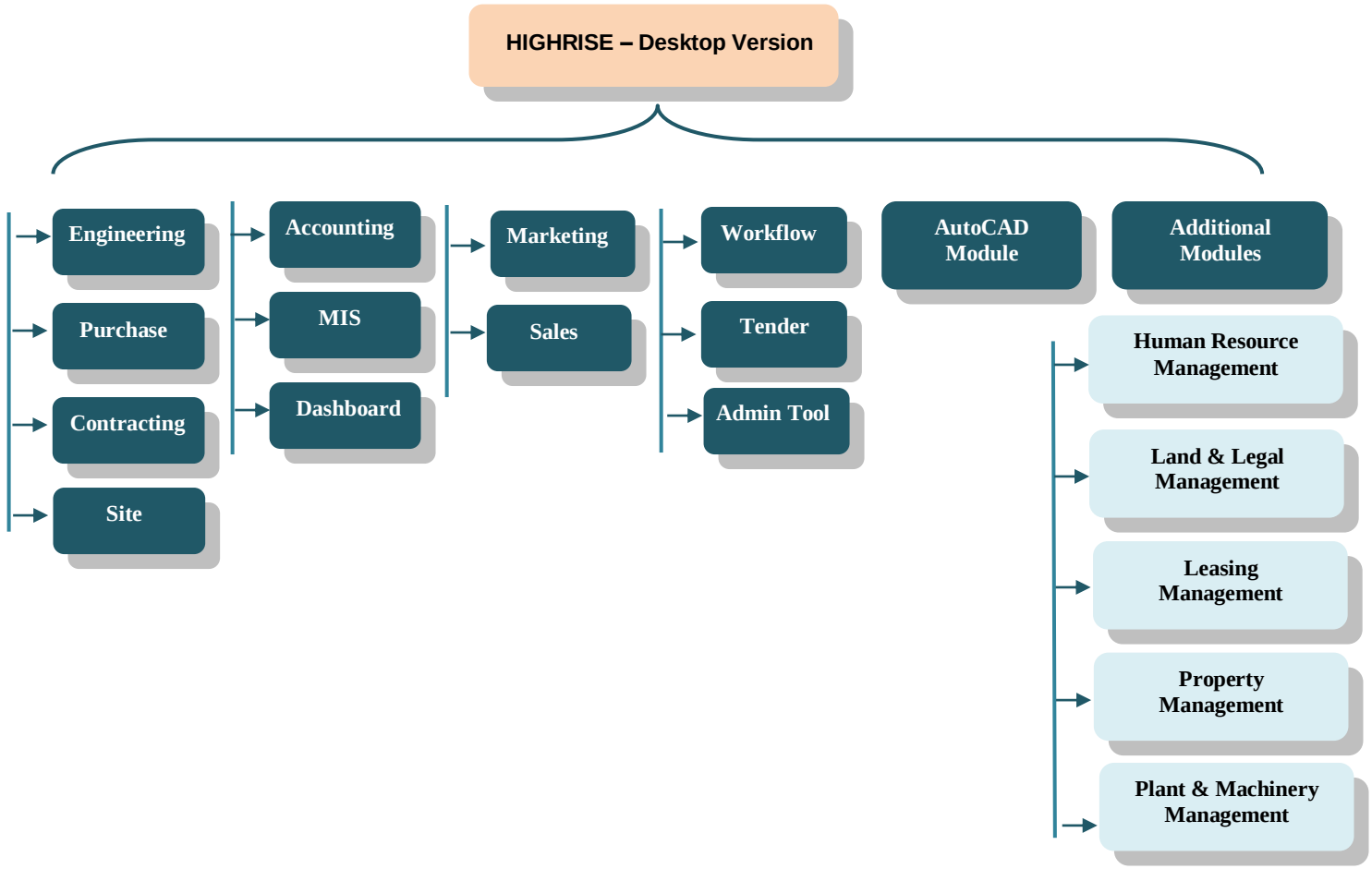
Once we talk about technology user would want to use software from any OS and any Device. Keep this in consideration Highrise Architecture is designed in such a way that it works on any OS like Windows. IOS, Android and supports devices like Laptop, Tablets and smart phones in a responsive nature.

4.2 Why Choose Highrise?

- Serving construction industry since 1997.
- Matured product - Ready to use ERP (Since 14 years)
- Successful Installation across India.
- Secured, Scalable, Flexible & Easy to use
- Strong domain knowledge in construction
- Assuring implementation in 3 months
- Built in industry standard business processes / practices
- Configurable alerts, workflows - Management checks & Damage Control
- Data Security & Confidentiality
- Multi level security – Role Based Access Control (RBAC)
- Real time data availability
- Centralized repository - Knowledge bank - Any time Any Where access via Internet

4.3 Product Core Modules

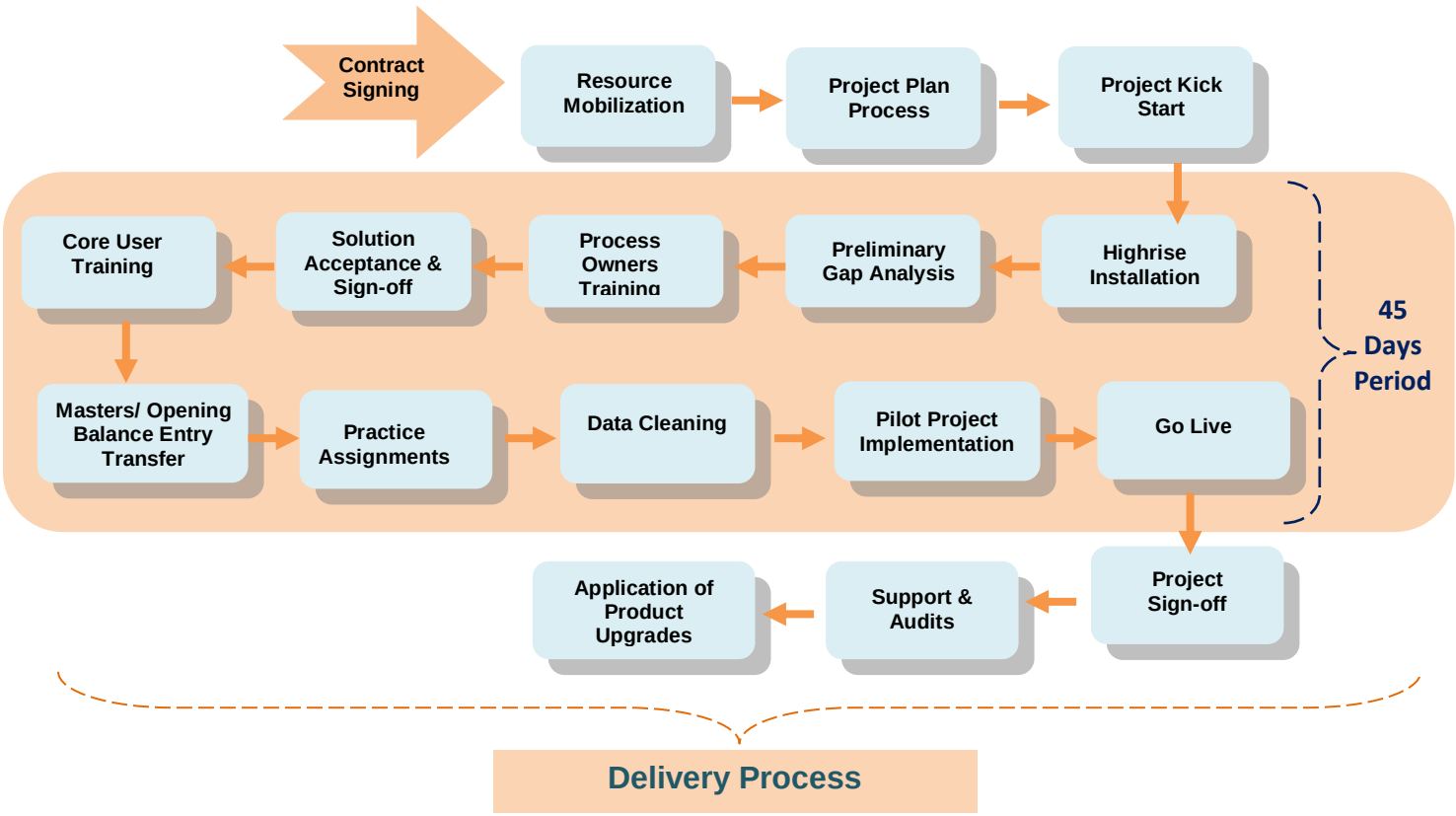




4.4 Product Functionalities in detail

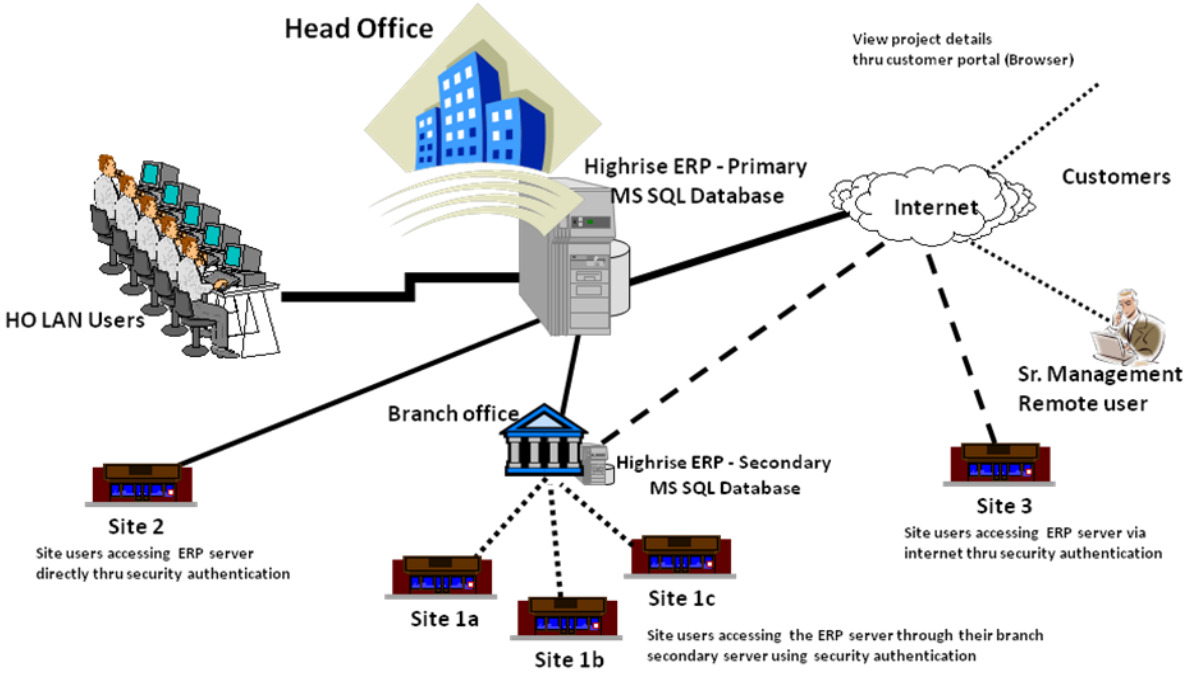
Product Module Name	Detail Product Functionalities
Engineering Module [PCACC7017]	Budgeting, Estimation, Estimate Versioning, Planning, Project Management, RERA, Document & Drawing Management
Purchase Module [PCACC7018]	Supplier registration, Material Requisitions, Enquiry, Quotation, Quotation Comparative, Rate Management, Purchase Order, Purchase Bills, Taxation, Posting to Accounts
Contracts Module [PCACC7019]	Contractor Registration, Labour Rates, Work Order & Revisions, RA Bills, Taxation, Advances, Debit / Credit Notes Posting to Accounts
Site Module [PCACC7020]	Material Requisitions, Material GRN, Material Issue, Inventory Control, Material Transfers, Work Completions, Quality Checks, Departmental Labour
Marketing [PCACC7072]	Marketing Budgeting, Campaign Management, Lead generation & Tracking, Follow-ups, Site visits, Digital Marketing, Call Centre Functions
Sales [PCACC7021]	Sale unit Definitions, Sale Booking, Payment Schedule, Extra Work, Other Charges, Demand & Reminder Letters, Payment Receipts, Interest Calculations, Bank NOC, Agreement Printing, Broker Management, Possessions, Transfers & Cancellations, Taxation, Posting to Accounts
Accounts [PCACC7022]	Double Entry Bookkeeping, BS. PL, TB, Cash-flow, Branch & Division, Cost Centre, Schedule II BS, Multi-Company Consolidation, Depreciation, Interest Calculation, Integrated to all other Modules, VAT, Service Tax, WCT, GST till portal Integration
Work Flow [PCACC7071]	Configurable work flow, multilevel document & item approvals, SLA & Alerts
Dashboard & MIS	MIS Reports & User Configurable Dashboard
Admin tool	User, Security & General Administration of Highrise

5. Implementation Methodology



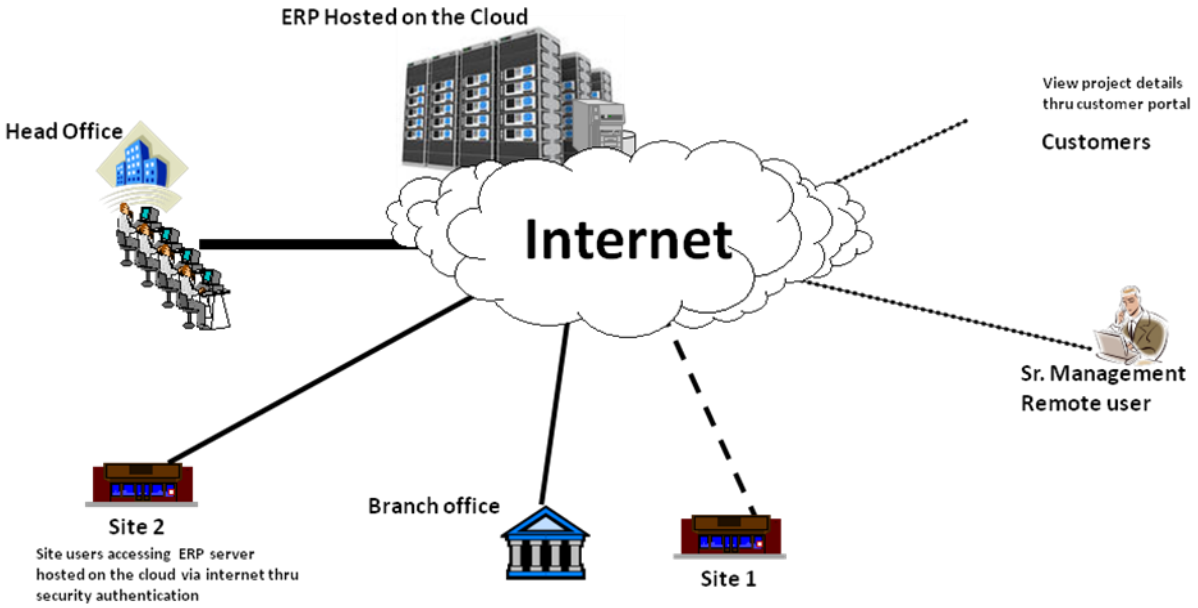
6. Flow Process for Hosting

6.1 Flow process for Hosting - On Campus



Remote/ Site/ Branch Users can access directly or via internet via VPN, MS remote Desktop Terminal Client or Browser

6.2 Flow process of Hosting - Cloud Hosted



Remote/ Site/ Branch Users can access ERP Server hosted on the cloud at Hosting Service Provider

7. Call Centre Function in Highrise

Technology & Background–

The Highrise Call Centre has been designed using internet telephony. When promoting a product using multitude of Campaign and media it becomes difficult to find out the source of Information which lead to this enquiry. In absence of this information it becomes difficult to find out the ROI of various marketing campaigns that we have undertaken and we need to blindly keep on investing money on even non-product campaigns.

To resolve this Highrise call center gives a provision of having number of virtual numbers which can be separately assigned to each campaign. When a prospect calls the number (say looking at a Hoarding or a newspaper advertise), Highrise will pick the call with a prerecorded welcome message and forward the call to the configured physical number. Call routing protocols are configurable to suite the need of individual user. By doing this Highrise comes to know that the enquiry has been generated in response to which marketing campaign. This helps in calculating cost per enquiry for a given campaign by dividing the cost by number of enquiries generated. While forwarding the call Highrise also records the call for future reference and training needs.

Additionally, Highrise also has a provision to assign any number of channels behind each virtual number. This helps in handling spike load of calls and we do not miss any opportunity. To understand this better let's assume that I have PRI Line with 30 channels and one Virtual Number which I have displayed in the newspaper. I also have five agents attending these calls. One the enquiry call comes in it is routed to these physical numbers in round robin fashion. If the physical number if busy it forwarded to the next physical number, if all the physical numbers are busy the call kept on hold with a prerecorded message saying "Your Call is important to us. All our executives are busy handling other clients. Please hold the line….." If the prospect disconnects the phone even then you get a record of all the missed calls that you can contact thereby ensuring that you do not miss on any opportunity.

Salient Features of Call Centre Function-

- Provision of multiple virtual numbers
- Provision assigning multiple channels to virtual numbers
- Configurable routing protocol for forwarding calls to physical numbers.
- Call recording for incoming and outgoing calls
- Sticky agent – If the prospect calls again Highrise will know that it has data for this number and forwards the call to the same agent who had earlier attended the prospect and automatically opens the prospect case history on his screen.
- Provision for click to call to the call centre agents
- Mobile app to do the calling even on the move but still record it.
- Provision for site visit feedback
- Provision for Payment follow-up with pre-recorded messages.
- Easy way to playback the recorded messages.
- Integrated with Highrise Marketing & Sales Modules

7.1 Pricing for Call Centre Function-

Parameters	Unit	Amount (INR)	Payment Schedule
Virtual Number with 4 Channels	Per Month	900/-	One Time
PRI Line	Per Month	8,000/-	One Time
Incoming Call (Leg A Only)	60 Sec Pulse	0.60/-	As per usage
Outgoing Call (Leg A & Leg B)	60 Sec Pulse	1.20/-	As per usage
Silver & Gold Premium No.	Per No	At actual	At actual
One Time Setup Charges	Per Installation	35,000/-	One Time

8. Return on Investment (ROI) Guidelines – An Illustration

Investment Parameters	Investment in (INR)
Highrise & Training	1,000,000/-
One-time Hardware & Infrastructure	0
Annual HR & Service Expenses	0
Total Annual Expense	**1,000,000/-**

Cost of Highrise per Sq. Ft. for 10 Lac Sq. Ft of construction throughput annually is	1,000,000/-	1.00

8.1 Tangible & non-Tangible Benefits

Purchase & Inventory	
Reduction in wastage	KPI - Base lined
Reduced Inventory Holding	KPI - Base lined
Better Pricing	KPI - Base lined
Mandatory Business Process Compliance	KPI - Base lined
Timely escalation of Issues	KPI - Base lined
Reduction in events of Delays in Material Receipt	KPI - Base lined
Engineering	
Accurate Estimates	KPI - Base lined
Accurate Project Planning	KPI - Base lined
Accurate Project Monitoring	KPI - Base lined
Timely Project Completions	KPI - Base lined
Better Construction Quality- Quality Checks	KPI - Base lined
Sales & Marketing	
Improved client records	
Timely Recovery	KPI - Base lined
Targeted follow-ups- Better Conversion	KPI - Base lined
Better Broker Management	
Better management Directions - Analytical Data available	
Accounts	
Integrated Accounts eliminates possibility of errors Reduction in manpower cost	
Better corporate Image - Computerized statements	
Accurate cash flow requirements	KPI - Base lined
Improved Liaison with Bankers, Auditors	
Human Resource	
Improved Assignment of Roles & Responsibilities	KPI - Base lined
Improved establishment of Accountability	KPI - Base lined
Assists identification of Training Needs	
Reduction in dependency on Human Resource	
Business	
Controlled Operations	
Better Transparency in operations leading to Investor Confidence	

De-Risking Business	
Indemnity against staff turnover	
Better Handling of High Construction Volumes	
Facilitates Controlled Delegation of work	
Helps Business in becoming Process Driven rather than Hero Driven	

9. Human Resource Cost Guidelines – An Illustration

Volume Analysis	
Volume of Construction to be Completed in One year on Model - All Materials Purchased - Work Executed on Departmental Basis	**0**
Volume of Construction to be Completed in One year on Model - All Materials Purchased - Work Executed on Contract	**1,000,000**
Volume of Construction to be Completed in One year on Model - All Materials with Contract - Work Executed on Contract	
Volume of Construction to be Completed in One year on Model - Major Materials Purchased (Like Cement & Steel) remaining Materials with Contract - Work Executed on Contract	**0**
Implementation Model	
Very Aggressive - Shut down all the legacy systems, Recruit Trained Man Power, Chalk out KPI's ---------- Factor 10	**0**
Intermediate Approach - Steady Module by Module Implementation with accommodating all the users ---------- Factor 6	
Slow Approach - with implementing organizational changes & process setting side by side of Highrise Implementation. ---------- Factor 3	
(Type the Factor of the desired Implementation Model in next Column)	**6.00**

9.1 Human Resource Requirement Guidelines

Resource Designation/ Position	Role & Responsibility	Estimated Positions for above Volume (No.)
Estimation Engineers	Laisoning with Architect & Structural Engineer, Estimating & re-estimating the quantities as per the latest drawings, Feeding the estimates in Highrise	**7.5**
Project Manager	Shall act as owner of the project and ensure that the project is completed in approved cost & time with the declared quality. Project Planning, Execution & Monitoring. Monitor Highrise MIS and periodically report to the top Management.	**6**
Site Engineers	Handling day to day site operations, Monitoring quality of materials & work as per the checklists. Ensure compliance of Project Plan prepared by Project manager and escalate the various issues to the Project manager. Generate Material Indents on Highrise and update completions, Check RA bills submitted by the Contractors	**24**
Purchase Manage	Shall ensure timely availability of all the materials on site at the best competitive rate and approved quality. Purchase department is support department and shall follow Organization defined SLA.	**2**
Purchase Assistant	Shall ensure timely availability of all the materials on site at the best competitive rate and approved quality. Calling quotations, creating comparative statements, generating purchase orders, entering Purchase bills in Highrise	**4**
Store Keeper	Maintain stock in stores. Enter all GRN's & issues in Highrise and ensure that there is discrepancy in the stock shown by Highrise & Physical Stock.	**5**
Contract Manager	Calling Tenders / Quotations from Contractors, Create Comparative, Generate & Issue work orders, Participate with Project manager for Project Planning. Negotiating with Contractors & Contract Signing, Maintaining record of Retention, Advances, Debit Notes & Credit notes for Contractors. Approving RA Bills. Ensuring quality commitments & compliance from the Contractors	**2**
Chief Accountant	Ensure that all the accounts are maintained as per the requirements of Income Tax Department, ROC & the Organization. Interacting with bankers & investors and budget & cash flow monitoring.	**2**
Account Assistant	Entering various vouchers in Highrise, Cheque printing, maintenance of various accounts including bank accounts	**10**
Sales Manager	Assigning Units, Payment Schedule, Extra Work Charges, Other Charges in Highrise. Agreement Follow-ups & Broker Management	**5**
Recovery In-Charge	Generating Demand Letters & Reminder Letters, ensure timely recovery from the customers. Calculate interest on outstanding payments, Escalate cases of no-recovery to the management. Generate payment Receipts.	**5**
	Total Human Resource Requirement	**72.5** **[Approx. 73 resources]**

10. An Investment for HIGHRISE

10.1Investment forHighrise License – Web Version - CorporateLite Suite

Product Code	Product / Module Name	No. of Quantity/ Users	Amount (INR)	Investment Amount (INR)
PCACC7018	Purchase Module	1	3,00,000/-	3,00,000/-
PCACC7020	Site Module	1	3,00,000/-	3,00,000/-
	Dashboard & MIS	1	Free	NA
	Admin tool Module	1	Free	NA
			Total Investment for Highrise Licenses – Web - Corporate Lite Suite	**6,00,000/-**
			Less Special Discount @20% (-)	**1,20,000/-**
			Total Investment for Highrise Licenses – Web - Corporate Lite Suite (A)	**4,80,000/-**

10.2 Investment for Highrise License – Client Access License

Product Code	Product / Module Name	No.of Quantity/ Users	Amount (INR)	Investment Amount (INR)
PCCLE3122	Client Access Licenses [2 CAL per module complimentary]	4	30,000/- (Per User)	**Complimentary**
PCCLE3122	Client Access Licenses [CAL for Web Version]**Extra under 1:1 free scheme**	4	30,000/- (Per User)	**1,20,000/-**
			Total Investment for Highrise Licenses – Client Access License	1,20,000/-
			Less Special Discount @15% (-)	18,000/-
			Total Investment for Highrise Licenses – Client Access License [B]	**1,02,000/-**

10.3Investment onfor Highrise License – Desktop Version

Product Code	Product / Module Name	Product Quantity	Amount (INR)	Investment Amount(INR)
PCCLS4002	Tender Module	0	2,50,000/-	NA
PCACC7109	Property Management System	0	2,50,000/-	NA

PCACC7026	Leasing Module	0	2,50,000/-	NA
PCACC7053	Land & Legal Module	0	2,50,000/-	NA
	Tally Interface Tool	0	1,00,000/-	NA
			Total Investment for Highrise Licenses – Desktop Version[C]	**NA**

10.4 Investment for Mobile App

Mobile App Modules	Product Quantity	Amount (INR)	Investment Amount(INR)
Quality Cheque App	0	2,50,000/-	NA
Site App	0	2,50,000/-	NA
Workflow App	0	2,50,000/-	NA
Marketing App	0	2,50,000/-	NA
Employee Portal App	0	2,50,000/-	NA
		Total Investment for Mobile App	**NA**

* We also have different portals available at an additional investment.

10.5 Pricing for Professional Services

Professional Services	Requirement	Amount (INR)	Investment Amount(INR)
Implementation Charges	15 sessions of 8 Hrs each	50,000/-	50,000/-
Project Manager			
Sr. Implementation Engineer			
Jr. Implementation Engineer			
		Total Investment for Professional Services [E]	**50,000/-**

10.6 Hosting on Kanix Cloud

Cloud Hosting – Kanix Cloud	Unit	Amount (INR)	Investment Amount (INR)
Hosting on Licences on co-located Server of Kanix	Annual	NA	NA
Hosting on Licences on co-located Server of Kanix	Monthly	NA	NA
One-time Setup Charges	One-time	NA	NA
Total Investment for Kanix Cloud Hosting [F]			**NA**

10.7Total Investment for HIGRISE

Total Investment	Investment Amount (INR
Total Investment for Highrise Licenses – Web Version - Corporate Lite Suite [A]	**4,80,000/-**
Total Investment for Highrise Licenses – Client Access License[B]	**1,02,000/-**
Total Investment for Highrise Licenses –Desktop Version [C]	**NA**
Total Investment for Mobile App [D]	**NA**
Total Investment for Professional Services [E]	**50,000/-**
Total Investment for Kanix Cloud Hosting [F]	**NA**
Total Investment for HIGHRISE	**6,32,000/-**

10.8 Payment Schedule

Payment Schedule	Percentage
Along with Purchase Order	75%
Within 45 Days from Date of Installation of Base Product	25%

10.9Annual Maintenance Charges

Service Name	Charges	Description
Annual Maintenance Charges	20%	100 Support Tokens, 15 hours of online Refresh Training and 2 Online Audits Statuary Updates + Functional Updates
***Above AMC charges is applicable from second year onwards**		

10.10 Terms and Conditions

1. Supplied Product shall be covered under warranty against programming bugs and non-Compliance with the specifications for a period of one year from date of Installation of the base Product.

2. Product Updates & Support is Included in the price for the first year from date of Installation of base product.

3. Taxes Extra as applicable. Currently 18% GST will be applicable under SAC Code 997331

4. Client is expected to have IT Infrastructure ready in place before start of Implementation

5. Costs of hardware & infrastructure software licenses are not included; Requirements are MS WIN OS, MS SQL Standard

6. Implementation will be the joint responsibility of Kanix team & team of Client. Kanix assures successful implementation in above quoted efforts and cost subject to dedicated efforts from Mangolia Side and deployment of sufficient and qualified manpower. It decided between the parties that Implementation will not follow the Blue-Print approach and the “To Be” implementation shall be implemented.

7. For SMS Alerts client has to purchase the Transactional SMS packs based on their requirement. Package range from 20 Thousand to 1 Lakh SMS messages at 20 paisa per SMS message.

8. Call centre functions are built-in the web application the client will need to subscribe for virtual numbers. Details of this Call Centre and pricing are given above in section 7.1

9. AMC will be applicable from second year onwards and will be applied as per confirmed category.

10. All required customization will be charges extra.

11. Temporary Licenses shall be issued upon receipt of Purchase Order and Initial Payment with a validity of 90 days. Permanent shall be issued upon receipt of complete license fees.

12. This order nullifies and supersedes all and every other oral and written agreements or commitments of any nature that the parties may have reached prior to the date of this order and shall be final & binding to all in all respect.

11. Infrastructure & Hardware Requirement

11.1 IT Infrastructure Requirement Specification

Highrise ERP hosted on Campus (i.e.at HO) - Dedicated server with specification (incl. Microsoft licenses) as indicated	
Server Speed	CPU 2.8 G Hz. & above, Intel Processor Server
RAM	32 GB with scalability option - (more users would mean to increase the RAM)
Hard Disk	1 TB with scalability option
OS	Microsoft Win 2012 & above (either 32 or 64 bit) licenses
Database	Microsoft SQL - Standard 2012 & above licenses
IIS	Internet Information Services
MS Windows Terminal Services	(Remote Desktop) - Microsoft Remote Desktop connectivity licenses - depends on no. of remote users - One user license required for Kanix remote support

11.2 Hardware specification and Internet connectivity requirement at the users end

- Any machine or laptop running: Windows 10 or above, Android, IOS with browser (Home edition OS will not be supported.)
- All the users should have good access to the ERP server hosted on campus thru a dedicated good bandwidth internet line

DISCLAIMER

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STATEMENT OF UNDERSTANDING

Between

Avant Group

and

Kanix Infotech Pvt. Ltd.

This proposal has been prepared in accordance with Kanix's understanding of as per the given requirements by you. All information contained in this proposal represents Kanix's best estimates. However, since the actual results in your particular operations may vary from those indicated in the proposal due to variations in software programs, volume environment, personnel, and other factors, the final determination that the proposed products and services meet your requirements must be yours.

This proposal contains confidential information of Kanix Infotech Pvt. Ltd. In consideration of receipt of this response document, you agree not to reproduce or make this information available in any manner to persons outside the group directly responsible for the evaluation of its contents, except as is required by applicable public access regulations or law.

We are keen to partner with your esteemed organization and look forward to a long term mutually beneficial engagement as your preferred technology partner.

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