



Shriraj Dusane <shriraj.dusane@mnlumumbai.edu.in>

Proposal for Media Partnership | All India Tax Law Conference 2.0 | CATTL, MNLU Mumbai

Centre for Advanced Training in Taxation Laws MNLUM <cattl@mnlumumbai.edu.in>

Wed, May 8, 2024 at 3:28 PM

To: Shriraj Dusane <shriraj.dusane@mnlumumbai.edu.in>

Dear Shriraj,

We agree to the terms and have provided the write up, poster and other documents as discussed. The links to the brochure, flyer and form are also attached to the writeup for easy reference.

Thanks and Regards,

Centre for Advanced Training in Taxation Laws | MNLU Mumbai

On Wed, May 8, 2024 at 11:43 AM Shriraj Dusane <shriraj.dusane@mnlumumbai.edu.in> wrote:

Dear Team CATTL,

Greetings from the EBC - SCC Online Ambassador to MNLU Mumbai!

I had conveyed your request regarding Media Partnership for the All India Tax Law Conference 2.0, to the authorities at EBC - SCC Online. They said that they are happy to associate SCC Times as exclusive "Media Partner" for the event. Pursuant to it, this is the agreement they sent:

SCC Online will provide the following:

1. Advertising on the SCC Times about AITLC 2.0.
2. Other publicity through EBC's and SCC's Facebook pages (Collectively 4,00,000+likes), Twitter, LinkedIn, Instagram, Telegram and WhatsApp accounts.

In return, SCC Online will receive the following benefits from CATTL, MNLU Mumbai:

1. SCC Online would be recognised with the title of SCC Times as exclusive as 'Media Partner' for "All India Tax Law Conference 2.0".
2. The logo of SCC Times will be displayed on the official publications concerning the Competition. The association with SCC Online will be highlighted in print and electronic media relating to the competition.

Please note: Our offer is based on the understanding that no other legal publisher or database provider shall be associated with in any other category. Please also ensure that photos of the event are sent to us within 7 days of the completion of the event.

Please send us a line of confirmation.

On Tue, May 7, 2024 at 10:47 AM Centre for Advanced Training in Taxation Laws MNLUM <cattl@mnlumumbai.edu.in> wrote:

Dear Sir/ Ma'am,

Greetings from the Centre for Advanced Training in Taxation Laws (CATTL) at Maharashtra National Law University Mumbai!

The CATTL is a forum for enhancement of scholarly work in the field of taxation. It offers rigorous programs to equip professionals with cutting-edge knowledge and analytical skills in taxation laws. Pursuant to it, we are delighted to announce the second edition of our flagship event, the **All India Tax Law Conference (AITLC)**, scheduled on the **8th June 2024** in **virtual** mode.

The AITLC serves as a pivotal platform for fostering insightful discussions on the latest developments and trends within the domain of taxation. The first edition of this conference featured keynote speeches by distinguished tax experts and presentations by research scholars and students. This edition's

comprehensive agenda encompasses diverse subjects, including tax policy, planning, compliance, administration, and international taxation.

Since SCC Times is one of the largest and most trusted media platforms in the legal fraternity, we wish to associate with you as our media partners. The following is our proposal for the same:

The CATTL at MNLU Mumbai, expects EBC/SCC Online to provide the following:

1. Advertising about our Virtual Tax Law Conference on the SCC Times
2. Other publicity through SCC Online's Facebook pages, Twitter, LinkedIn, Instagram, Telegram and WhatsApp accounts.
3. Publishing Post Event Report on the SCC Times.

In return, EBC/SCC Online will receive the following benefits:

1. SCC Online Times would be recognized with the title of Media Partner for our "All India Tax Law Conference 2.0". No other legal publisher shall be associated with in any other category. The CATTL may publicise about this event on other media platforms, however this would be mere publicity and not association.
2. The logo of SCC Online Times will be displayed on the official publications regarding the Conference. The association with SCC Online Times will be highlighted in print and electronic media relating to the Conference.
3. An announcement about the Media Partnership shall be made at the start of the event.

We'll appreciate it if you can approve the media partnership and initiate our online promotion at the earliest. In furtherance of it, see attached brochure and flyer (with your logos) for your confirmation.

Thanks and Regards,

Centre for Advanced Training in Taxation Laws | MNLU Mumbai

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Best Regards,

Shriraj Dusane
EBC-SCC Online Student Ambassador
Maharashtra National Law University Mumbai



Contact: +91 8928128784 | Email: shriraj.dusane@mnlumumbai.edu.in

4 attachments

 **AITLC Write-up.docx**
19K

 **AITLC Poster.pdf**
81K

 **AITLC Brochure.pdf**
4349K

 **AITLC Flyer.pdf**
260K