



Reference number: KI-157715

May 16, 2023

LETTER OF REPRESENTATION

To whom it may concern:

We are pleased to inform you that Kotler Impact Inc. has appointed **Tuhin Mukharjee** as its Ambassador and authorized representative to publish the book "Essentials of Modern Marketing (EOMM) India Edition" in India. The book will be authored and published by Kotler Impact and Partners.

Therefore,

1. **Tuhin Mukharjee** is allowed to act, deal, and transact for endowment /sponsorship fees from eligible companies, for the inclusion of their success stories/case studies and highlights, in the book.
2. **Tuhin Mukharjee** can act, deal, and transact with Universities, Contributors, other organizations, and individuals for the related work/s in the book.

The pertinent detail is as follows:

Name: **Tuhin Mukharjee**

Designation: Ambassador & Representative for EOMM, India

Company Name: 4 ISTRATEGIC CARE FOUNDATION

Company Address: LALPUR, NEAR PADMAPUKUR, CHAKDAHA, DISTRICT-NADIA, PIN- 741222, India, Phone /Mobile -+ 918617466593

Email: mukharjee.tuhin@gmail.com

Any courtesies extended to **Tuhin Mukharjee** and their official representatives will be most appreciated.

Thank you.

Sadia Kibria

Group CEO

Kotler Impact Inc. &

World Marketing Summit Group Inc.

(sadia@kotlerimpact.com)