Business Standard Private Limited

Nehru House, 4 Bahadur Shah Zafar Marg, New Delhi-110 002 Telephone : 23720202,23739840 Fax : (011) 23720201
Visit us at www.business-standard.com

PROFORMA INVOICE

R V Institute Of Management (RVIM)
CA 17 , 36 TH CROSS , 26 TH MAIN ,
4TH 'T' BLOCK JAYANAGAR BANGALORE -560041

GST NO :

INVOICE NO.: PRO/WEB/2025-26/0117
INVOICE DATE 17-Mar-26
Place of Supply: Delhi
State Code: 7
GSTIN: 07AABCB2115P1ZR
PAN NO AABCB 2115 P

	DESCRIPTION			RUPEES
	ONLINE SUBSCRIPTION OF BS Business Standard B Smart app + Digital subscription @ 550/- each incl. GST One year duration from the date of commencement - 180 students			99000
	Payment terms in Advance			
	Contact person -	S JAYARAAM		
	Mobile - Mail -	DGM Market Development 7299068568 s.jayaraama@bsmail.in		
			Total	99,000
	Rupees Ninty Nine Thousands Only			

For Business Standard Pvivate Limited

(Authorised Signatory)

Online Remittance Particulars : -
Bank : DCB BANK, New Delhi
IFSC Code of beneficiary Bank : DCBL0000046
Beneficiary A/c Type & No : 04645100000356
Full Name of beneficiary :-Business Standard Pvt Ltd

A/cs
Approved
Pl. process
28/3

RV Institute of Management
CA 17, 36th Cross Rd, 26th Main, 4th T Block East
Jayanagar, Bengaluru - 560041, Karnataka, India

Affiliated to Bengaluru Central University

Approved by AICTE, New Delhi
Accredited by NAAC with A+ Grade

contact.rvim@rvei.edu.in
www.rvim.edu.in
Tel: 080 42540300
080 26547048

To,
The Director
RV Institute of Management
Bengaluru.

23.03.2026

Dear Sir,

Sub: Renewal of Subscription to BSmart Learning Application for the Batch 2025–27

BSmart by Business Standard, a learning application designed to provide a comprehensive platform that enhances learning for management students while supporting faculty engagement offers a variety of features that support academic and professional development of students. These include contemporary case studies related to Indian businesses, quizzes, business jargon modules, curated business news for management students, interview and resume preparation tips, and informative video content. The platform also provides faculty with the ability to upload case studies, quizzes, and polls through an integrated Content Management System (CMS).

RV Institute of Management has been using the BSmart application for the past two academic years for previous batches, and the platform has proved beneficial for our students in multiple ways. Students have been able to participate in case competitions, gain exposure to industry insights, and explore internship and job opportunities shared through the platform. In addition, the Business Standard team has conducted several guest talks and industry interaction sessions featuring senior professionals such as CEOs, CFOs, and CXOs, which have been valuable for our students in understanding real-world business perspectives. Another important advantage has been the visibility provided to RVIM through coverage of institute events in the Campus Talk section of the Business Standard e-newspaper, helping highlight our academic and co-curricular activities. All these features are in addition to the benefits of the Business Standard Premium Digital Subscription, which is provided complimentary with the BSmart App subscription. This gives access to 26 years of Business Standard archives, e-paper editions, and premium digital content, enabling students and faculty to stay updated with business and economic developments.

The pricing details are as follows:

- Actual price per subscription: **Rs. 1999/-**
- Offer price: **Rs. 650/- per student**
- Special price for RVIM: **Rs. 550/- per student** for 180 students (inclusive of GST)
- Complimentary access will be provided to all the faculty

The detailed proposal received from Business Standard is attached herewith for your reference. Considering the benefits experienced over the past two years and the value it provides to students in terms of learning and industry exposure, it is proposed that the BSmart subscription be renewed for the batch of 2025-27. I request you to kindly review the proposal and approve the renewal of the subscription.

Sincerely,
Prof. Pooja Takalkar
Assistant Professor, RVIM, Bengaluru.

23/3

A/cs
Renewal of subscription for 180 students of 2025-27 batch. Rate quoted is same as that of L/y and usage/benefits is also increasing year after year. L/y proposal enclosed.
Pl. process it in SAP.

Lottaus:
23-03-2026

Business Standard

Business Standard Private Limited
C/o Regus CBD
L 9, Raheja Towers East Wing
No 26/27 MG Road
Bengaluru 560001
Cin U00000DL1970PLC100242

And much more to come.

In terms of pricing, we offer a flexible and cost-effective model that is based on a recurring per-student charge that is payable on an annual basis as below:

Pricing	
Actual Pricing	₹1799/-
Pricing (BSmart +BS Digital)	₹650/- per student (incl GST)

The special price for RVIM is Rs.550/- per student, the subscription is taken for all the 180 students.

All faculty get complimentary access to BSmart if the institution takes the subscription for all the students.

We're confident that **BSmart** can provide significant value to your institution and we would be happy to schedule a follow-up meeting to discuss the way forward. Please let us know if you have any questions or concerns.

Nominate a student Campus Reporter

Looking forward to transforming the B-school learning experience together with you!

Thanking you in anticipation.

Kind regards,

Madhu C
Group Officer-Market Devl
M-9742220570
E- madhu chikkaiah@bsmail.in

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Business Standard

Business Standard Private Limited
C/o. Regus CBD
L 9, Raheja Towers, East Wing
No. 26/27 MG Road
Bengaluru - 560001
Cin : U00000DL1970PLC100747

Dear Sir/Madam,

Thank you for the courtesy shown to us when we met you recently at your campus and for assuring all support for the BSmart app.

Business Standard is launching BSmart, the learning App, the first of its kind potential technology solution for your institution. We would be thrilled to work with you to provide a comprehensive solution that is designed to support the various needs of different user groups.

BSmart is a user-friendly and intuitive platform that includes a wide range of features aimed toward enhancing the overall learning experience of the management student.

The subscription to **BSmart** will also include seamless access to our Business Standard Premium App and to all the new **BSmart** features along with the existing benefits of Business Standard Premium Subscription, for free.

Benefits for the B School

1. **The BSmart App can be named after the College/B School itself.** *For eg; 'RVIM-DOMS' with a photograph/logo of your institution.*
2. **BSmart shall have a local Admin** from your college, who can post polls, quizzes, case studies, etc., and the intimation to students.
3. The Global Admin shall be Business Standard itself and,
   a) The students will get free and full access to **Business Standard digital and e-paper** for a year, so they can read full business news on the go.
   b) **Case Studies** (created by our team for all domains)
   c) Business Quiz which can be accessed by the faculty and conducted every week for internal assessment.
   d) **Interview tips** and inspirational videos from CEO's across the globe.
   e) Polls
   f) Business Jargons
   g) Motivation videos
   h) Resume Tips

MAKE YOUR DEVICES SMART WITH BS PREMIUM



Unlock **30+** **premium stories** daily, hand-picked by our editors

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Say Hi to your new campus Buddy



BSmart

Your Ultimate B-School Companion

A study buddy for students | An assistant to professors
An enabler for the college administration



Students

- News
- Quizzes
- Case Studies
- Interview Tips
- Polls
- Business Jargons
- Leadership Videos
- Resume Tips



Professors

- Student Progress Tracking Dashboard
- Seamless Content Upload
- Teaching Support Content



Admins

- Comprehensive CMS System
- Cross Platform Availability:
- Secure AWS Cloud Hosting

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BS

The Brand

A quality leader trusted for its integrity, objectivity and incisiveness

Widely regarded for opinion pieces by the best domain experts

The Newspaper

- 13 English, 6 Hindi editions, 1,000+ cities; has been leading readership growth for the category*
- Read by influencers, opinion leaders and trend-setters: 78%* readers from NCCS A

Digital - business-standard.com

- A pioneer in digital presence, for 25 years
- More than 600,000 registered users, over 15 mn unique visitors and 25 mn page views every month

Our Readers

Influencers, Decision makers, Trendsetters

Union finance ministers, *heads of regulatory bodies & corporate leaders often* ***refer to/ quote*** *BS in their* ***discussions*** *and* ***decision making process***

Trust Us

BS is among the ***most trusted**** *media brands in India*

Are discerning from an early age

Business Standard is the ***most read financial publisher*** *in the* ***top 20 B-Schools of India***

*IRS 2019 Q4 (latest round of IRS) | **reutersinstitute.politics.ox.ac.uk/digital-news-report/2021/india

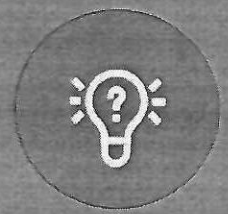
Interactive content that can be accessed through BSmart



News



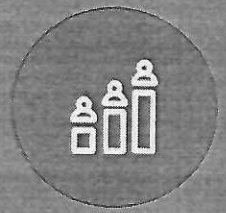
Case Studies



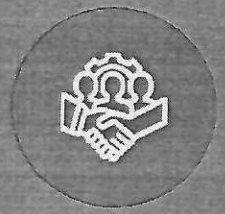
Quizzes



Interview Videos



Polls



Business Jargons

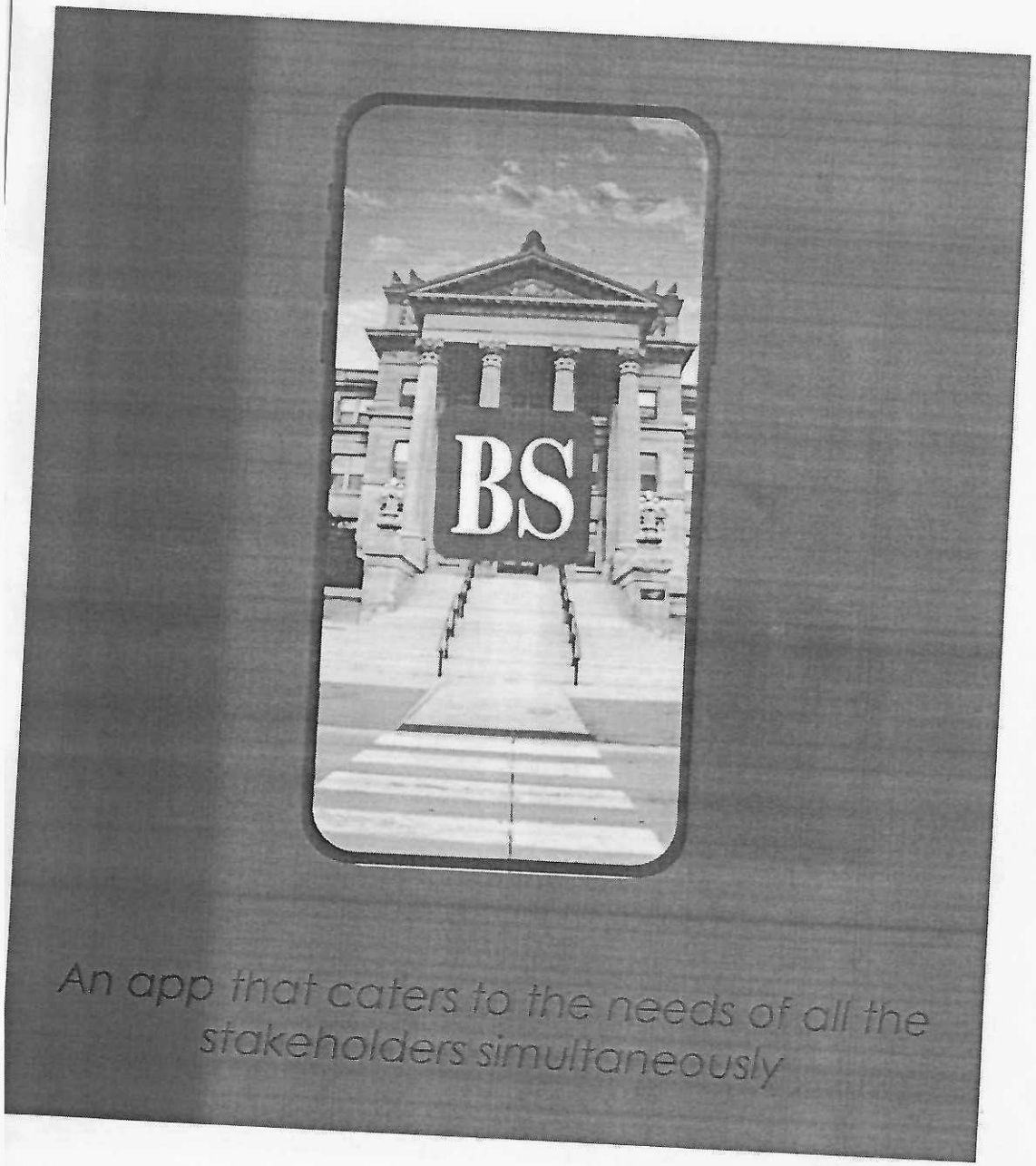


Leadership Videos



Resume Tips

More features coming soon...



An app that caters to the needs of all the stakeholders simultaneously

BS

Students

A buddy for students that helps them in getting industry ready through curated content from industry experts

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Professors

An assistant for the college professors that helps them in creating their own case studies and quizzes, monitoring student progress and a lot more

---

College Admin

An enabler for the college administration that takes away all the tech & data hassles through a centralised management system

Say Hi to your new campus Buddy



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