

SHARDA **UNIVERSITY**

ONE CAMPUS - A WORLD OF POSSIBILITIES

Since its inception in 2009, Sharda University has emerged as one of the premier centers for education, research and innovation in the Delhi NCR region. With a steadfast commitment to academic excellence, Sharda has been honored as one of South Asia's top institutions by the QS Asia University Rankings 2024. Its prestigious A+ accreditation from NAAC and a remarkable NIRF ranking of 86 in India affirm Sharda's position among the nation's elite Universities.

But Sharda is more than rankings—it's a global community with students from over 95+ countries, Sharda fosters an inclusive, multicultural campus that goes beyond traditional learning. This vibrant community is a melting pot of cultures, ideas, and perspectives, preparing students for a future where global collaboration is a key.

Driven by the motto, "The World is Here, Where are You?" Sharda University invites you to join a thriving environment that celebrates diversity, nurtures curiosity, and empowers students to become leaders on the world stage. Here, students are not just educated, they are transformed!!



PRESTIGIOUS RECOGNITIONS & ACCREDITATIONS



IN UNIVERSITY

CATEGORY

SHARDA UNIVERSITY NIRF RANKING 2024

11-50th

101-125th INNOVATION MANAGEMENT



WORLD UNIVERSITY NATIONAL RANKING 2025





is listed among top 10 Universities



PROUD TO BE PLACED IN **EXCELLENT BAND**







University Grants Commission



Member of Association of Commonwealth Universities



Accreditation Service for International Schools, **Colleges & Universities**



SHARDA SCHOOL OF BUSINESS STUDIES

Sharda School of Business Studies (SSBS) offers innovative and enriching educational exposure to the corporate world of work, services, and businesses. With interactions with industry leaders from India and abroad, SSBS fosters a local and global understanding of the evolving needs of emerging economies. The educational programme at SSBS help students realize their potential, enabling them to become promising youth who contribute to building India as a commercial hub of international interest and activity in Asia in the 21st century.

Sharda School of Business Studies believes in preparing the students to approach business obstacles and to solve them, the way established corporations do. Learning happens both inside and outside the classroom, hence, technology plays a big part in the core culture, and so do global exposure, project management, critical reasoning and business communication skills.

The school pays extreme emphasis on experiential learning opportunities throughout the curriculum including a required internship, course assignments, and other industry-driven projects.



To become a world class institution imparting education based on values, fostering culture of research, innovation and entrepreneurial spirit and exhibiting professional excellence for better and sustainable society.

(a) MISSION

- Building conducive learning ecosystem
- Creating socially responsible future business leaders and entrepreneurs
- Imparting cutting-edge applicationbased curriculum
- Boosting industry -academia connect

SSBS @A GLANCE

- Comprehensive & Inclusive Learning: A holistic, multi-disciplinary, and multicultural approach to education, fostering global perspectives.
- International Learning Environment: A diverse academic setting that nurtures achievers with a global outlook.
- World-Class Faculty: Over 80+ experienced educators with global exposure.
- **Vibrant Global Community:** A dynamic campus with students from 95+ nationalities, promoting crosscultural learning.
- **Legacy of Excellence:** over 15 years of leadership in marketing education.
- Wisdom from Nobel Laureates: Exclusive expert talks by Nobel Prize winners.

- Industry-Integrated Learning: Regular interactions with business leaders, entrepreneurs, and alumni for practical insights.
- Flexible & Holistic Curriculum: Choice-Based Credit System (CBCS) fostering well-rounded student development.
- Experiential Learning & Industry Projects: Handson learning through industry-academia projects with leading industries in North India.
- Entrepreneurship & Startup Incubation: initiatives like The Next StartUp, Syncubator, and Xcelerator foster innovation and entrepreneurship.
- 100% MBA placement with top recruiters such as Deloitte, KPMG, EY, HDFC, Wipro, and HCL.

Management Ranking 2025

Ranked

among the Top 40 Universities in India and Top 20 B-Schools in North India Ranked
#14th
among the
Top 100 B-School

in India

ıol

in Placement among the Top 50 Institutes in India

Ranked



Featured among the 10 Must-Watch Business Schools in India by Higher Education Digest Magazine

dun & bradstreet

Rated amongst India's Leading Business Schools by Dun & Bradstreet

THE ACADEMIC INSTGHTS

Among India's Best listed in the Top 50 Non-IIM B-Schools by Academic Insights Magazine

Crisil

Accredited as an 'A' Business School by CRISIL, a Global Analytics Company



Prof. (Dr.) Nikhil KulshresthaDean, School of Business Studies



Prof. (Dr.) Santhi Narayanan Associate Dean Experience: 22+ years



FACULTY THAT'S TRULY INSPIRING

Prof. (Dr.) Yogendra
Pratap Singh
Professor & Head
Department of
Business & Commerce
Experience: 23+ years



Prof. (Dr.) Ruchi
Jain Garg
Professor & Head
Department of Management
Experience: 20+ years



Prof. (Dr.) Arun Kumar Professor of Practice Experience: 40+ years



Prof. Vineet Suri
Professor of Practice
Experience: 39+ years



Prof. Arvind Kumar Professor of Practice Experience: 37+ years



Prof. Shashank Kumar Professor of Practice Experience: 32+ years



Prof. Kishore Talukdar Professor of Practice Experience: 25+ years



Prof. (Dr.) Sumesh RaizadaProfessor
Experience: 34+ years



Prof. Michail Barmpas Professor Experience: 30+ years



Prof. (Dr.) Suneel Sharma Professor Experience: 29+ years



Prof. (Dr.) Manmohan Rahul Professor Experience: 25+ years



Prof. (Dr.) Ratnesh Chandra Sharma Professor Experience: 25+ years



Prof. (Dr.) Hari Shankar Shyam Professor Experience: 23+ years



Prof. (Dr.) Monica Agarwal Professor Experience: 23+ years



Prof. (Dr.) V. K Satya Prasad Professor Experience: 22+ years



Prof. (Dr.) Sweta DixitProfessor
Experience: 20+ years



Prof. (Dr.) Vikas BhargawProfessor
Experience: 19+ years



Prof. (Dr.) Rimple Manchanda Professor Experience: 18+ years

PEDAGOGY THAT SETS BENCHMARKS Tools & Technology

We harness technology and best management practices:

- University Academic Alliance with SAP, Germany for Online Access to the ERP Software and Certification
- Analytical Tools-IBM SPSS and Strata
- Banking Software-Simulation of Finance
- · Oracle Databases and Siebel CRM Software
- Microsoft Project Management Cloud Computing Tools
- MIS-Microsoft Office Suite
- Corporate Strategy Tools-SWOT/TOWS, Balance Score Card, BCG Matrix, SAP/PEST, Porter Five Force Model, etc.
- EBSCO Online Database of Research Articles and Case Studies
- HBR Education

Academic administration provides a ground for handson experience and provides phased exposure to students in the following manner:

- Participatory Learning
- Management Games
- Group Discussions
- Simulated Interviews
- Presentation
- Mentoring
- Experiential Learning
- Industry Visits
- Lectures/Tutorials
- Guest Lectures
- Village Visit
- Business Simulation
- Lab Based Courses
- Flipped Classroom
- Personality Development Programmes

PATHWAY TO GLOBAL LEARNINGS

300+ Tie-Ups with leading Global Universities

Option to earn MBA Degree from World's Top Ranked Universities













Heriot Watt University, UK The University of Queensland, Australia Cardiff Metropolitan University, UK University of Plymouth, England Ramon Llull University, Spain Curtin University, Australia

Credit Transfer Programme

From Sharda University to Partner Universities-Pathway to Foreign Degrees: Sharda University runs credit transfer agreements with several high-ranked international universities in the UK, USA, Australia, France, Cyprus, Israel and Switzerland. Interested students can start their studies in Sharda University and transfer to the partner university in Year 1 or in Year 2 or in Year 3. Credit transfer students graduate with the degree of the partner university.

Semester Exchange Programme - @Zero Tuition Fee* (Duration: One Semester)

In the semester exchange programme Sharda University students and students from partner universities across the globe can transfer for one semester to the collaborating institution and vice versa. Sharda University students pay zero tuition fees in the partner universities.

Credits of courses passed in the semester exchange will be transferred from Sharda University and vice versa after the courses have been mapped & approved in advance by both Sharda University & the partner universities.



Students Selected For Semester Exchange Programme in Croatia 2025

Kareena Gupta, MBA | Shruti Sharma, MBA | Shreya Parashar, BBA

International Immersion Programmes



Student Internship at American College, Athens, Greece



Student Internship at Hiram College, Cleveland, Ohio, US



Student Internship at International College, Payap University, Thailand

PROGRAMMES OFFERED

BBA/BBA (Hons./Research) with specialization in

- Banking & Finance
- International Business
- Marketing Management
- Entrepreneurship
- Business Analytics
- Human Resource Management
- Health Care Management
- Logistics & Supply Chain Management

BBA - Finance & Accounting (with ACCA, UK)

B.Com./B.Com. (Hons./Research)

B.Com. - Finance & Accounting with ICA

B.Com. - International Accounting &

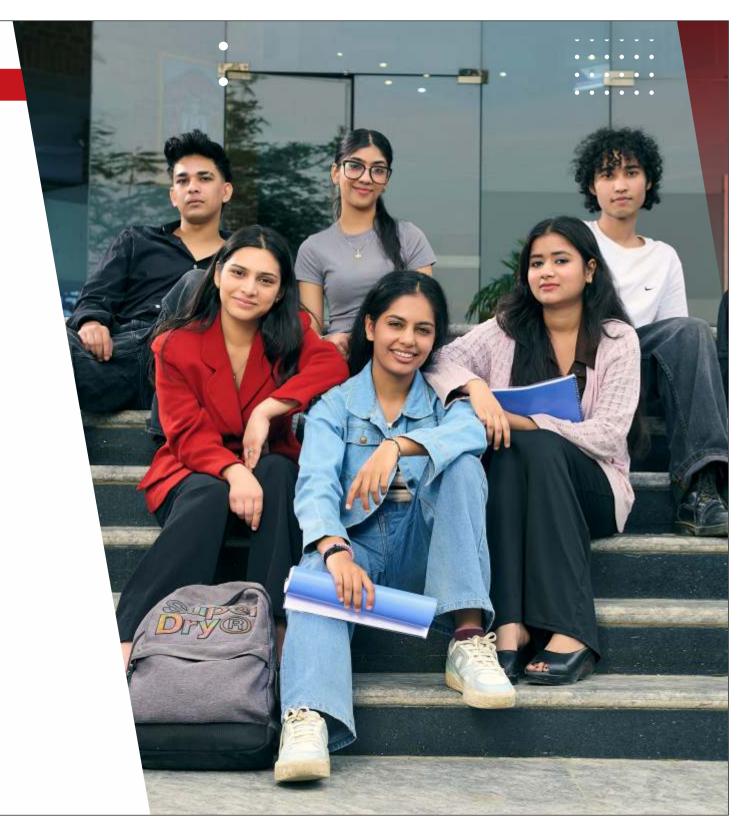
Finance (with ACCA, UK)*

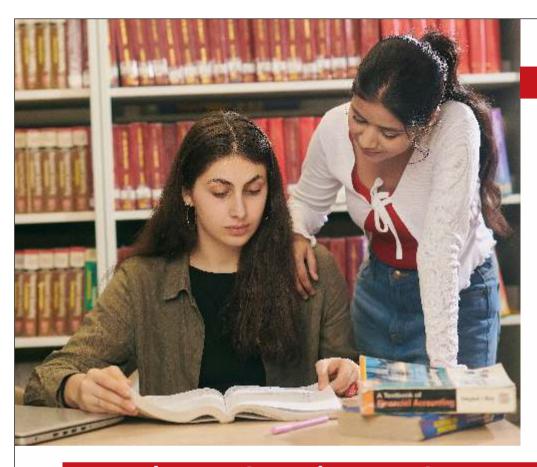
MBA with Specialization in

- Marketing Management
- Digital Marketing
- International Business
- Business Analytics
- · Banking & Finance
- Human Resources Management
- **Entrepreneurship & Family Business**
- Logistics & Supply Chain Management
- Health Care & Hospital Administration
- Dual Specialization

Executive MBA

M.Com.





BBA/BBA (Hons./Research) Duration: 3/4 years

- ▶ Banking & Finance ▶ International Business ▶ Health Care Management
- ▶ Entrepreneurship ▶ Marketing Management ▶ Logistics & Supply Chain Management
- ▶ Business Analytics ▶ Human Resource Management
- Comprehensive Foundation: Provides a solid foundation in business management principles.
- **Skill Development:** Focuses on leadership, critical thinking and problem-solving.
- Real-World Applications: Integrates academic knowledge with practical business applications.
- **Practical Exposure:** Emphasizes internships, industry visits and workshops for hands-on experience.
- Networking Opportunities: Allows students to build a strong professional network.
- Focus on Global Trends: Prepares students for global business trends and emerging technologies.

Scope: BBA graduates can pursue careers in various fields:

- Management: Overseeing operations in sectors like retail, hospitality and healthcare.
- Marketing: Roles in brand management, digital marketing and market research.
- Finance: Careers in financial analysis, banking and investment management.
- **Human Resources:** Focussing on recruitment, training and employee management.
- International Business: Opportunities in import/export management or multinational corporations.
- **Entrepreneurship:** Starting businesses or consulting with startups.
- Further Studies: Pursuing advanced degrees like an MBA for specialization or leadership roles.
- Global Skill Set: Versatile skills suitable for multinational companies, consulting firms & government org.
- Continued Growth: Strong demand for skilled business professionals and growth opportunities.

B.Com./B.Com. (Hons./Research) Duration: 3/4 years

- Comprehensive undergraduate course focussing on commerce, accounting, and finance.
- Designed to provide students with the knowledge and skills for careers in accounting, finance, taxation, business law, economics and management.
- A blend of theoretical knowledge and practical exposure.
- Encourages participation in internships, industry visits and workshops for hands-on experience.
- Emphasizes critical thinking, problem-solving, and communication skills.

Career Opportunities for B.Com. Graduates:

- Accounting and Auditing: Roles in accounting, auditing, and tax consulting.
- Finance: Careers in banking, financial analysis, investment management and financial planning.
- Banking and Insurance: Positions in banking, loans and insurance.
- **Corporate Sector:** Management roles in marketing, operations and HR.
- Entrepreneurship: Opportunities to start and manage businesses.
- Government and Public Sector: Jobs in finance, taxation and auditing with government agencies.
- Further Studies: Options for CA, CMA, CS or an MBA.
- **Global Career Scope:** High employability in India and internationally with growing demand for skilled professionals.





BBA Finance & Accounting (with ACCA, UK) B.Com. International Accounting & Finance (with ACCA, UK)

- **Global Recognition:** Sharda University has partnered with the Association of Chartered Certified Accountants (ACCA), UK. ACCA certification is recognized globally in 180+ countries, enhancing career opportunities worldwide.
- Opportunity to pursue ACCA qualification alongside their undergraduate studies.
- Industry-Relevant Skills: The programme equips students with practical, real-world skills in accounting, finance, taxation, and auditing.
- Designed to equip students with comprehensive knowledge in International Accounting and Finance.
- **Career Advancement:** Graduates of the programme are well-prepared for leadership roles in accounting firms, banks, financial institutions, and multinational corporations.

Programmes Offered:

- ▶ BBA in Finance and Accounting (with ACCA, UK)
- B.Com International Accounting and Finance (with ACCA, UK)



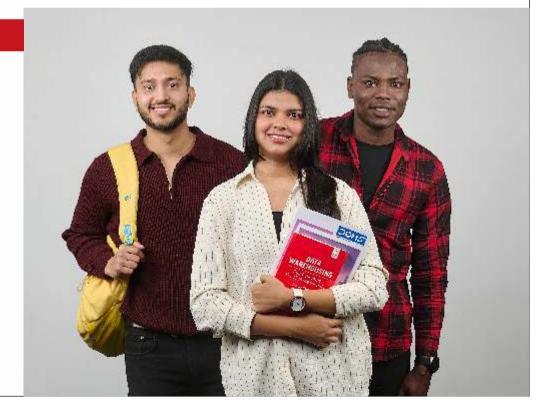
B.Com. Finance & Accounting with ICA



Sharda University has entered into a strategic alliance with ICA Edu Skills, a pioneer company in the field of Finance, Accounts, Banking & Taxation training to provide BCom in Finance & Accounting.

Key features of the programme include:

- Comprehensive Curriculum: Focuses on financial accounting, management accounting, taxation, auditing, corporate finance, and financial analysis.
- **Industry Exposure:** Includes internships, practical training, and industry visits to provide real-world experience.
- **Skill Development:** Emphasizes technical skills in accounting software, financial reporting, and decision-making, along with soft skills like communication and problem-solving.
- **Career Opportunities:** Prepares students for roles in accounting, auditing, taxation, corporate finance, and more in both national and international organizations.
- Internship & Placement: Providing 1 year of extensive internship (Paid) as part of curriculum.
- Exposure of Accounting Softwares: Tally/ZOHO/Advance Excel etc.





MASTER OF BUSINESS ADMINISTRATION (MBA)

- ▶ Marketing Management ▶ International Business ▶ Business Analytics
- ▶ Banking & Finance ▶ Human Resources Management ▶ Digital Marketing
- ▶ Entrepreneurship & Family Business ▶ Logistics & Supply Chain Management
- ▶ Health Care & Hospital Administration ▶ Dual Specialization

The Master of Business Administration (MBA) programme at Sharda University is designed to provide students with advanced knowledge and skills in business management, preparing them for leadership roles in the global business environment.

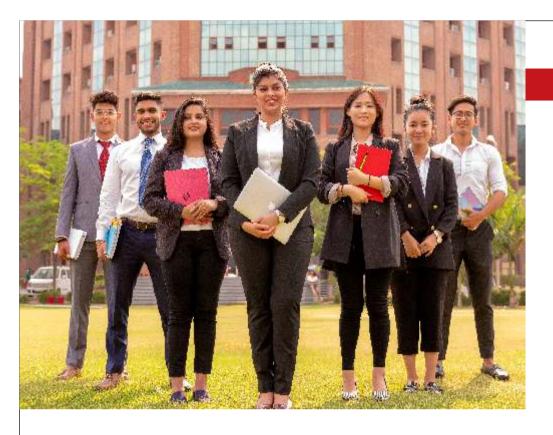
Sharda University's MBA programme is known for its practical approach, integrating theoretical concepts with real-world applications. Students benefit from case studies, industry visits, internships, and interaction with industry professionals, ensuring they are well-prepared for the challenges of the business world.

In addition to academic excellence, the university focuses on the development of leadership, communication, problem-solving, and decision-making skills. The MBA programme at Sharda University is designed to cultivate an entrepreneurial mindset and a global perspective, making graduates equipped to succeed in a variety of industries such as finance, consulting, marketing, entrepreneurship, and corporate management.

Career Opportunities after MBA:

- Leadership Roles: Managerial positions like CEOs and general managers, leading teams and driving growth.
- Consulting: Management consultants helping businesses improve operations and profitability.
- **Finance & Investment:** Roles in investment banking, corporate finance, financial analysis, & wealth mgmt.
- **Marketing & Sales:** Positions like brand manager or marketing director, developing strategies to grow customer bases.
- Human Resources (HR): Leadership roles in talent acquisition, employee development, & organizational mgmt.
- Entrepreneurship: Starting or managing businesses, including startups or family ventures.
- **Operations Management:** Streamlining operations, supply chain management, and process optimization.
- **International Business:** Roles in global trade, marketing, and operations for multinational corporations.
- Academia and Research: Teaching business subjects or conducting research.
- Government & Non-Profit Sector: Leadership roles applying management expertise in public policy & social enterprises.





Executive MBA

- ▶ Marketing and Sales Management ▶ Human Resource Management
- ▶ International Business ▶ Entrepreneurship and Family ▶ Finance
- ▶ Supply Chain and Logistics Management ▶ Public Policy and Administration
- ▶ Health Care and Hospital Administration
- Renowned Faculty: Gain insights from industry veterans and academic leaders.
- Industry-Aligned Curriculum: Learn what top businesses demand.
- Leadership & Strategy Development: Master decision-making, problem-solving, and innovation.
- Designed for ambitious professionals seeking to enhance leadership potential while balancing careers.
- Provides real-world business acumen, strategic decision-making skills, and valuable networking opportunities.
- Help professionals thrive in a competitive landscape.
- Tailored for private and public sector professionals, self-employed individuals, family business owners, and aspiring entrepreneurs.
- Aims to transform participants into skilled, visionary leaders.

MASTER OF COMMERCE (M.Com.)

- **Comprehensive Curriculum:** Covers core areas such as accounting, finance, economics, business law, taxation, and research methodology, along with specialized topics based on industry needs.
- Advanced Knowledge: Focuses on developing critical thinking, analytical skills, and strategic decisionmaking abilities in the context of global business environments.
- **Industry Interaction:** Provides opportunities for internships, case studies, industry visits, and expert sessions to bridge the gap between academia and real-world business challenges.
- **Research Opportunities:** Encourages students to conduct research, helping them develop expertise in emerging areas of commerce and business.
- **Career Prospects:** Prepares graduates for senior roles in accounting, finance, banking, auditing, taxation, and corporate management in various organizations, both nationally and internationally.

M.Com. graduate student can explore a wide range of career profiles like:

- Financial Manager Private Equity Fund Controller Fund Management Risk Manager Stock Broker
- Professionally Financial Consultant Compliance Manager Costing Advisor Auditing & Tax Consultant
- Investment Banker Academician



TRAINING & PLACEMENT

Sharda University has a dedicated Training and Placement (T&P) Department that plays a pivotal role in bridging the gap between academia and industry. Sharda University has a well laid-out systematic process of dovetailing our student career aspirations with corporate expectations.

It focuses on preparing students for their future careers by:

- Training Programmes: Skill Development | Industry Exposure | Mock Interviews
- Placement Activities: Internships | Campus Recruitment
- Career Counselling
- Soft Skills and Personality Development
- **Strong Alumni Network** of 30,000+ students who support current students by providing guidance and mentoring
- Extensive Recruiter Network:

Total No. of Recruiters: **600+** | Total No. of MNC's: **150+** CMM level-5 companies: **50+** | Fortune **500** companies: **55+**



SCHOLARSHIPS

7220

Students studying with
SCHOLARSHIP & FREE SHIP worth

Rs. 41 Crores in 2024-25.

TYPES OF SCHOLARSHIPS

- Merit Scholarship
- State Board Toppers Scholarship
- Jain Students Scholarship
- Sibling Scholarship
- R&D/Bravery/Social Service Scholarship
- Defense Scholarship
- CUET Scholarship
- Cultural and Co-curricular Scholarship
- JKPMSSS Scholarship
- Sports Scholarship
- SUAT Scholarship
- SGI/Alumni Scholarship
- Mission Shakti Scholarship
- Innovation Ideas Scholarship
- Wards of Sharda University Staff Scholarship

Master of Business Administration (MBA) - Merit based Scholarships

MAT Percentile	CAT/XAT Percentile	Graduation %	Scholarship %		
			Gold	Silver	Bronze
98 and above	90 and above	95 and above	100	100	100
90 - 97.99	85 - 89.99	90 - 94.99	60	50	40
85 - 89.99	80 - 84.99	85 - 89.99	40	30	20
80 - 84.99	75 - 79.99	80 - 84.99	20	10	10
75 - 79.99	60 - 74.99	75 - 79.99	10	5	5

BBA/B.Com. - Merit based Scholarships

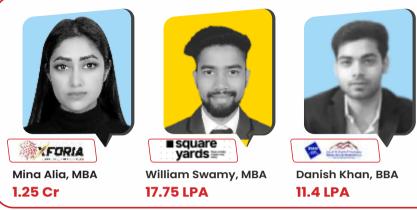
% Marks in #SSE or Equivalent	Scholarship %		
Examination (overall)*	Gold	Silver	Bronze
95 and above	100	100	100
90 - 94.99	60	50	40
85 - 89.99	40	30	20
80 - 84.99	20	10	10
75 - 79.99	10	5	5

CUET Percentile Scholarship

Average of CUET Percentile Score	Scholarship%
95 and above	100
85 - 94.99	50
80 - 84.99	20
70 - 79.99	10

* 5% tuition fee waiver for first academic year as scholarship for students who have chosen Sharda University as their university preference in CUET (Common University Entrance Test). Documentary proof needed.

RISING ST*RS OF SHARDA





Shaurya Jain, MBA

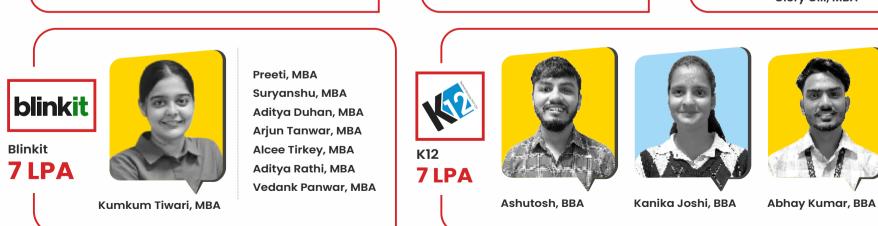
Package: 10.2 LPA



Manu Tomar, BBA



REGILLO



RISING ST*RS OF SHARDA



Bhutan Civil Service Examination



1st Rank in Bhutan Civil
Service Examination



Norbu Jamtsho

5th Rank in Bhutan Civil
Service Examination



Shudhanshu Sharma Pursuing MBA Technopreneur | Founder & CEO, Voltrack by Navstream innovation



Pursuing MBA
Content Creator (YouTube & Insta)
with the fame of Participating in ECL
(Entertainers Content League)



Dikshya Bhatta, BBA Analyst, UK Property Accoutant, UK Property Tax Specialists, Nepal



ACCA Certified Students

Devensh Bhandari, BBA Arjun Singh, BBA Tushar Garg, B.Com. Levy, B.Com. Amrita Rao, B.Com. Dhruv Mohata, B.Com.



Company: TECHSHARKS Package: 7 LPA

Rohan Handa, BBA Harsh Vardhan, BBA Manu Tomer, MBA Kajal Parween, MBA Lokendra, MBA Aditya Verma, MBA



Company: EMPUEST Course: BBA/MBA

Package: 7 LPA

Hetesh Akshay Chirag Ruhi Shubham Rakshinda

Sanya Neha Adhyan Aryan Khushi



Company: Jayanita
Package: 7 LPA

Harshit, BBA
Piyush, BBA
Shaurya, BBA
Ayusha, BBA
Neha, BBA
Akhyani, B.Com.



Atmadeep Das

Head of Innovation
Ringover & Co-founder
ReChord Al & Acciolbis, Paris



Maiwand Quraishi Admin. Officer, Afghanistan Embassy, Ministry of Foreign Affairs Afghanistan



Prachi Kaushik
Chief Manager
Corporate Human Resources
Hero Honda Motors Ltd.



Shashikant Singh Managing Director Srigee DLM Ltd Group Turnover: 80Cr



Rishi Bhatia

Deputy Manager F & A

DLF Limited



Swati MishraAssistant Manager
IDFC



Kabir Choudhary V.P Markiting, Business Exchange Canada

THE LARGEST INTEGRATED HEALTHCITY IN THE REGION

Sharda Care - Healthcity (A Unit of Sharda University, Sharda Hospital) is a cutting-edge, Multi-Super-Specialty Hospital delivering World-Class Medical Care. With 600+ beds and state- of-the-art facilities, we stand as a beacon of excellence in healthcare. Our commitment to innovation and Patient-Centric Care ensures that every individual receives the Highest Standards of Treatment. At Sharda Care - Healthcity, we redefine healthcare with compassion and expertise.

KEY FACILITIES & SERVICES:

- 600+ Bedded Quaternary Care Facility
- 240 ICU Beds
- Most Advanced NICU & PICU
- $\bullet \ {\sf Cardiac\,Catheterization\,Lab\,Labour, Delivery\,\&\,Recovery\,Suite\,(LDR)}\\$
- Largest Level 1 Emergency in the Country (in Collaboration with Sing Health Singapore)

• 125 Critical Care Beds

• 43 Operation Theatres

• 24X7 Ambulatory Services



Healthier World Together



Legacy of 18+ Years | Doctors with 40+Years of Experience | 100000+ Surgeries | Trust of Patients from 80+ Countries

CUTTING EDGE EMERGENCY & TRAUMA CARE CENTRE



One of the nation's largest 60-bedded Emergency & Trauma Care Units, established in collaboration with SingHealth Singapore-one of the world's leading healthcare institutions.

ADVANCED & COMPREHENSIVE ONCOLOGY CARE

Medical, Surgical & Radiation Oncology, Radiotherapy, Gamma Camera, Interventional Radiology & Nuclear Medicine facilities by experienced oncologists.

NEXT GEN FACILITIES FOR HOLISTIC CARE

600+ bedded super-speciality hospital equipped with 160+ ICU beds and 24+ modular operation theatres, ensuring advanced critical care and precision in surgical procedures.

ENHANCED RADIOLOGY AND IMAGING

Al enhanced MRI, CT scans, and X-rays, enabling faster, more accurate diagnosis of complex conditions like cancer and neurological disorders.

A venture of Sharda Hospital



Book your appointment today at Sharda Care - Healthcity



Building 10A, Plot No 32-34, Knowledge Park 3, Greater Noida, Uttar Pradesh 201310 Web: www.shardacare.com

REGIONAL REACH-SHARDA COUNSELLING CENTRES

AIZAWL

admission.aizawl@sharda.ac.in +91-9311211519, +91-8826998009

ALIGARH

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VIJAYAWADA

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CAMPUS: Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR)

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