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Contract

International Student Recruitment South Asia (India)

LONDON METROPOLITAN UNIVERSITY

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-014676

Procurement identifier (OCID): ocds-h6vhtk-0561b0 ([view related notices](#))

Published 18 February 2026, 11:41am

Scope

Reference

LMU2025-1870

Description

London Met is looking to hire an experienced specialist provider to proactively support and improve student recruitment. The provider will be responsible for recruiting, assessing, and converting prospective students into enrolled students, with the overall aim of boosting recruitment and conversion rates for the University.

Lot 1. International Student Recruitment South Asia

Description

This successful Service Provider shall deliver recruitment and conversion management services for prospective students from South Asia at both undergraduate and postgraduate levels, including enquirers, applicants, offer holders and acceptors of offers. The Service Provider will be expected to manage London Met's agent network in South Asia and support the International Recruitment Team with expanding the partner network in-country.

Contract 1. International Student Recruitment South Asia

Lots

Lot 1. International Student Recruitment South Asia

Supplier

- SANNAM S4 LIMITED

Contract value

- £800,000 excluding VAT
- £1,000,000 including VAT

Above the relevant threshold

Date signed

3 February 2026

Contract dates

- 3 February 2026 to 31 December 2029
- Possible extension to 31 December 2031
- 5 years, 10 months, 26 days

Description of possible extension:

Can be extended on 2 occasions for 1 year each as proposed in the ITP document.

Main procurement category

Services

CPV classifications

- 79600000 - Recruitment services

Contract locations

- UK - United Kingdom

Key performance indicators

Name	Reporting frequency
Conversion rates, enquiry to application and offer to enrolment	12 months
Enquiry management	1 months
Agent management and handling	12 months

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

SANNAM S4 LIMITED

- Companies House: 09002645
- Public Procurement Organisation Number: PLWC-8369-RVYR

6th Floor 2 London Wall Place

London

EC2Y 5AU

United Kingdom

Email: invoicing@sannams4.com

Website: <https://acumen.education/>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. International Student Recruitment South Asia

Contracting authority

LONDON METROPOLITAN UNIVERSITY

- Companies House: 00974438
- Public Procurement Organisation Number: PWRV-6768-MQCM

London Metropolitan University

London

N7 8DB

United Kingdom

Email: strategic-procurement@londonmet.ac.uk

Website: <https://www.londonmet.ac.uk/>

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government