

**Marketing Approval Note**

Approval Note for Hiring Onsite Telecaller Agents

**Subject** Seeking approval to hire female telecalling executives dedicated to reaching out to a fresh database of approx. 30,000 leads, with the objective of increasing footfalls. Our existing in-house call center team is currently engaged with follow-ups on old and active data, hence this additional support is proposed to boost lead engagement and visitor conversions.

**Description** Our existing in-house call center team is currently engaged with follow-ups on old and active data, hence this additional support is proposed to boost lead engagement and visitor conversions.

**Date** 19/05/25

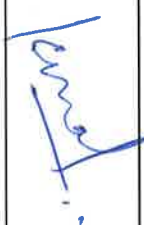

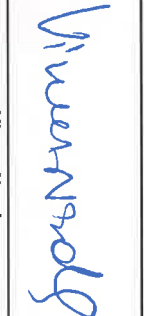

**Document Ref No.** HO/MKT/FY25-26/024

S.No.	Description of Item	Vendor	Cost	Taxes	Total
1	5 Telecaller Executives for 6 Months ₹51,100/Executive/Month	ARCIS e Services Pvt. Ltd.	₹15,33,000	₹2,75,940	₹18,08,940
					<b>₹18,08,940</b>

**Remarks:**

- Monthly payments will be made in advance at the start of every month.
- Prior notice of 1 months required to terminate the service.
- Transportation to be covered by Krisumi.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹3,44,77,321	₹18,08,940	₹3,62,86,261	₹48,06,17,539

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By

			
Kunal Rishi Approved By	Yuka Nagao Verified By	Yaji Kato Approved By	Akash Khurana Approved By

**Subject:** FW: External Mail :Pricing | Contractual Staff | Tele calling  
**Date:** Wednesday, 16 April 2025 at 2:27:47 PM India Standard Time  
**From:** Shalini Jha <shalini.jha@krisumi.com>  
**To:** Kunal Yadav <kunal.yadav@krisumi.com>  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png, image006.png

Warm Regards,



**Shalini Jha**

Vice President Marketing

Email: [shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)

Mobile: 9818387982

Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from home: [www.krisumixperience.com](http://www.krisumixperience.com)



Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

**From:** Chandresh Mathur <[chandresh.mathur@arcisindia.com](mailto:chandresh.mathur@arcisindia.com)>

**Sent:** 25 March 2025 17:39

**To:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>

**Subject:** External Mail :Pricing | Contractual Staff | Tele calling

Wishing you happiness today Shalini ,

Would love to partner with Krisumi in providing contractual staff and do the best as we did in the last assignment too.

Sharing the project pricing for the requirement mentioned PI reach out for any clarifications

**Scope: Onsite Tele-calling staff, Female candidates, #6Nos, Well-spoken & presentable**

- Transportation borne by Client / employee.
- Leaves – 2.5 leaves / month and accruable
- Holidays – As per Krisumi calendar.

- Location – On-site, Krisumi Sector 38.
- 6 days, rostered off, 9Am to 6PM
- 6 months Project for now, 30 days of notice period for termination if before 6 months
- Transportation borne by Client / employee.
- If employee is absorbed by Krisumi 8.33% of annual CTC as hiring charges applicable

**Per FTE (Tele-calling Staff) : Rs. 51,100/- FTE**

**Grateful always,**

**Chandresh Mathur**

Sr. Vice President - New Business & Delivery

ARCIS e Services Pvt. Ltd

415, Udyog Vihar, Phase - III

Gurgaon - 122 016, Haryana, India

Tel.: + 91 - 9818498686

Visit us: [www.arcisindia.com](http://www.arcisindia.com)

e-mail: [chandresh.mathur@arcisindia.com](mailto:chandresh.mathur@arcisindia.com)

*Living a life of commitment, not people's expectation's.*

--

This message has been scanned for viruses and dangerous content by [MailScanner](#), and is believed to be clean.

## **Justification for 5 Pre Sales girls (Telecalling Executives) on Contractual Basis**

1. We have to sell nearly 500 flats during next launch.
2. Considering 5% strike rate, we have to approach more than 10,000 potential customers. We already have data of existing customers and would get references from those customers.
3. We also have to approach nearly 5000 CPs whom we are in touch.
4. In addition to above, calling has to be done on the leads generated through social media and inbound calls.
5. Considering that we must finish one round of calling all customers/ CPs (15000) in one month, we will need 8 girls for calling as each girl can make 75 calls a day i.e. 600 calls/day for 25 days.
6. Then above exercise has to be repeated number of times.
7. Since we have 3 girls on our rolls, we should hire 5 more girls on contractual basis.

**Subject:** RE: Approval Note for Hiring Onsite Telecaller Agents  
**Date:** Tuesday, 20 May 2025 at 1:26:40 AM India Standard Time  
**From:** Shalini Jha <shalini.jha@krisumi.com>  
**To:** Kunal Yadav <kunal.yadav@krisumi.com>  
**CC:** Krisumi Marketing <marketing@krisumi.com>  
**Attachments:** image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.png

ok

Warm Regards,



**Shalini Jha**  
Vice President Marketing  
Email: [shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)  
Mobile: 9818387982  
Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from home: [www.krisumiexperience.com](http://www.krisumiexperience.com)



Please consider the environment before printing this email

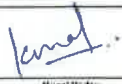
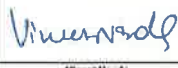


Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

---

**From:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>  
**Sent:** 19 May 2025 17:10  
**To:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>  
**Cc:** Krisumi Marketing <marketing@krisumi.com>  
**Subject:** Approval Note for Hiring Onsite Telecaller Agents

Dear Ma'am,

Appended is the **Approval Note for Hiring Onsite Telecaller Agents**, kindly check and let us know if we can proceed further.

KRISUMI Marketing Approval Note						
Approval Note for Hiring Onsite Telecaller Agents						
Subject	Seeking approval to hire female telecalling executives dedicated to reaching out to a fresh database of approx. 30,000 leads, with the objective of increasing footfalls. Our existing in-house call center team is currently engaged with follow-ups on old and active data, hence this additional support is proposed to boost lead engagement and visitor conversions.					
Description						
Date	18/05/25					
Document Ref No.	HO/HRIT/FY25-26/024					
S.No.	Description of Item	Vendor	Cost	Taxes	Total	
1	5 Telecaller Executives for 6 Months ₹51,100/Executive/Month	ARCIS® Services Pvt. Ltd.	₹15,33,000	₹2,75,940	₹18,08,940	
					₹18,08,940	
Remarks:	*Monthly payments will be made in advance at the start of every month. *Prior notice of 1 month is required to terminate the service. *Transportation to be covered by Krisumi.					
Total Marketing Budget		Consumed till date	This Approval Note	Total Till Now		Balance
₹51,69,03,800		₹2,44,77,321	₹18,08,940	₹3,62,06,291		₹48,06,17,539
						
Kunal Yadav Prepared By		Shalini Jha Verified By	Vineet Nanda Approved By		Mano Gupta Verified By	
						
Kunal Rishi Approved By		Yuka Nagao Verified By	Yujit Kato Approved By		Akash Khurana Approved By	

Thank you!  
Best Regards,



**Kunal Yadav**  
Senior Manager - Marketing  
Email: [kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)  
Mobile: 956 5050 555  
Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from home: [www.krisumixperience.com](http://www.krisumixperience.com)



Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.