

### Marketing Approval Note

**Approval Note for Co-Sponsor/Power Partner for Advocates Premier League**

**Description:** Avocates Premiere League is the first Lawyers Tournament with Player Auction. This event is being organised in Delhi from 14th September to 2nd October, 2024. There are total 8 teams with 136 players. This event will be attended by top lawyers from across the country. This event will provide a platform for lawyers to interact, network and build professional relationships across the fraternity

**Date:** 16/08/24

**Document Ref No.:** HO/MKT/FY24-25/067

S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	Co-Sponsor/Power Partner for Advocates Premier League	Advocate Sports Association	₹5,00,000.00	₹90,000.00	₹5,90,000.00
					<b>₹5,90,000</b>

**Remarks:** • 100% advance will be paid.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438	₹13,78,13,690	₹5,90,000	₹13,84,03,690	₹37,58,12,748

 <b>Kunal Yadav</b> Prepared By	 <b>Shalini Jha</b> Verified By	 <b>Vineet Nanda</b> Approved By	 <b>Manu Gupta</b> Verified By
 <b>Akash Khurana</b> Approved By	 <b>Yuka Nagao</b> Verified By	 <b>Yijit Kato</b> Approved By	 <b>Mohit Jain</b> Approved By

Kunal Yadav

Saturday, August 17, 2024 at 13:15:41 India Standard Time

**Subject:** RE: Approval Solicited | Advocates Premier League  
**Date:** Saturday, 17 August 2024 at 1:10:49 PM India Standard Time  
**From:** Vineet Nanda <nanda@krisumi.com>  
**To:** Kunal Yadav <kunal.yadav@krisumi.com>  
**CC:** Shalini Jha <shalini.jha@krisumi.com>, 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 jee.

Warm Regards,



**Vineet Nanda**  
Director Sales and Marketing  
Email: [nanda@krisumi.com](mailto:nanda@krisumi.com)  
Sector 36A, Gurugram



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



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**From:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>  
**Sent:** Saturday, August 17, 2024 12:57 PM  
**To:** Vineet Nanda <[nanda@krisumi.com](mailto:nanda@krisumi.com)>  
**Cc:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>  
**Subject:** Approval Solicited | Advocates Premier League

Dear Sir,

Appended is the approval note for the Advocates Premier League. Kindly accord your approval.



Sports Association of Lawyers presents

# ADVOCATES PREMIERE LEAGUE

## FIRST LAWYERS TOURNAMENT WITH PLAYER AUCTION!

Foster camaraderie, team spirit, and a sense of community within the legal fraternity.

**Organized by:**

Sports Association of  
Indian Lawyers

**Event Curated by:**

Mayank Wadhwa (Founder - Just Juris) and  
Dheeraj (Founder - Peritia Law Chambers)

**Dates and Venues:**

14.09.2024 to 02.10.2024  
Delhi

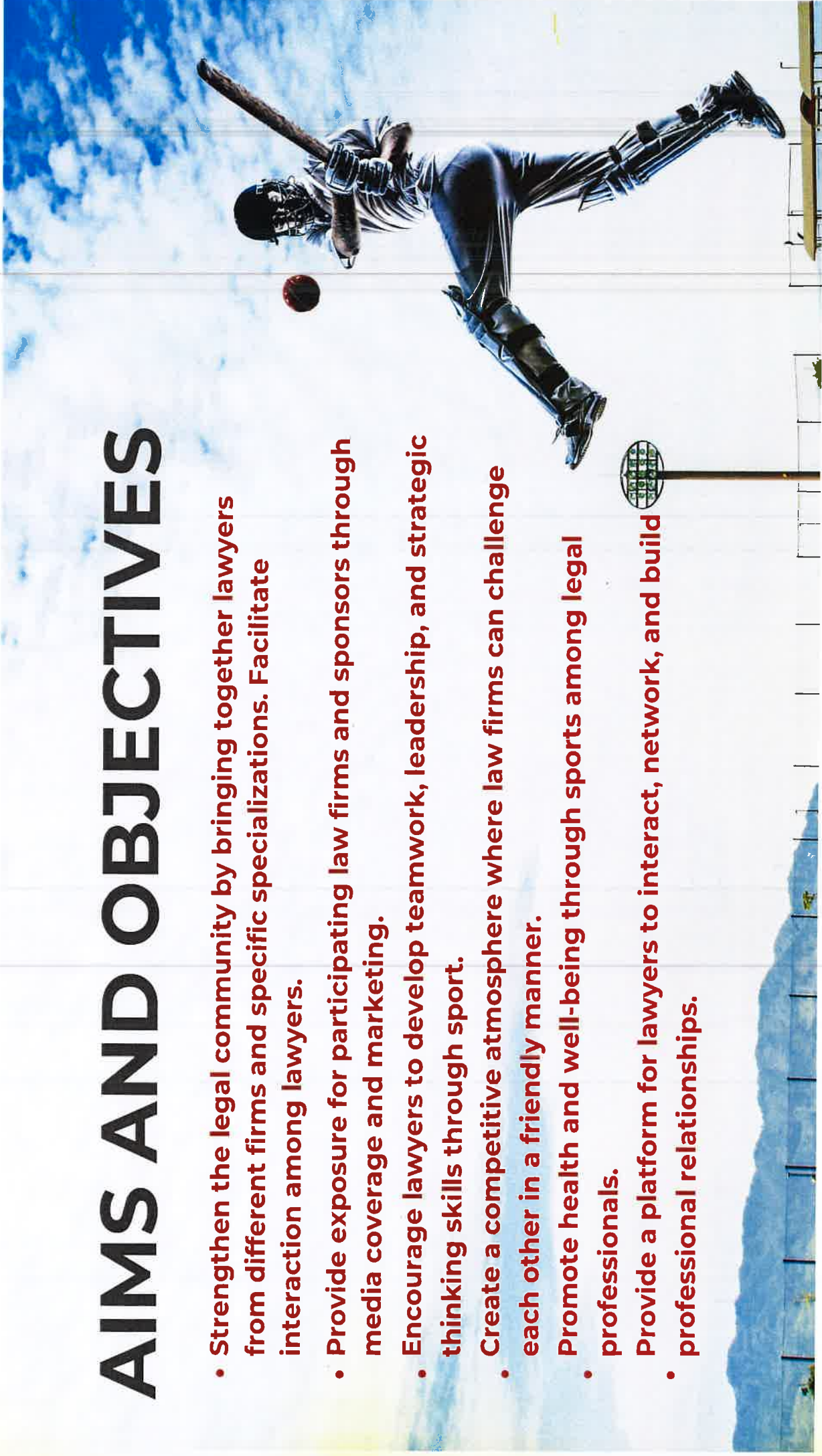
# TOURNAMENT HIGHLIGHTS

- **Gala Dinner and Player Auction** at a 5 star venue
- **Meet and greet** with legal luminaries
- Matches at the **Best Grounds of Delhi** with the final tentatively at **Feroze Shah Kotla**
- On ground **Meals and refreshments**
- **Live Streaming** of All Matches -Allowing remote viewing for friends, family, and supporters.
- **8 Teams**
- **136 Players**
- **Cup & Plate** Format
- Minimum **4 matches** per team



# AIMS AND OBJECTIVES

- **Strengthen the legal community by bringing together lawyers from different firms and specific specializations. Facilitate interaction among lawyers.**
- **Provide exposure for participating law firms and sponsors through media coverage and marketing.**
- **Encourage lawyers to develop teamwork, leadership, and strategic thinking skills through sport.**
- **Create a competitive atmosphere where law firms can challenge each other in a friendly manner.**
- **Promote health and well-being through sports among legal professionals.**
- **Provide a platform for lawyers to interact, network, and build professional relationships.**



# RULES FOR PARTICIPATION

## FOR LAW FIRMS

- Team **Ownership by Law Firms**
- **5 retained players** (mandatory)
- Retained players should be a **part of the firm** at the time of participation
- Name(s) once submitted **cannot be changed**
- Entry Fee – **Rs. 2.50 Lakhs**

## FOR INDIVIDUAL LAWYERS

- All participants must be **practicing lawyers**.
- Must be **enrolled members** of the Bar.
- Players affiliated with **BCCI tournaments** in the **last 5 years** are considered professional players and are **not eligible**.
- The player must be registered **prior to auction**.
- **First come first served**.
- **No reserved players**.
- The decision of the **Organizing Committee** as to registration of the player shall be **final**.
- Participation fee – **Rs. 7,500/-**

**\*The fee deposited by the individual participant shall be refunded in case its registration is not accepted.**

# ORGANIZERS AND PARTNERS

ORGANIZED BY  
SPORTS ASSOCIATION  
OF  
INDIAN LAWYERS

EVENT CURATED BY  
MAYANK WADHWA  
(FOUNDER - JUST JURIS)

DHEERAJ  
(FOUNDER - PERITIA LAW  
CHAMBERS)

**Just Juris**<sup>™</sup>  
ADVOCATES, CONSULTANTS & SOLICITORS

LEGAL PARTNER  
JUST JURIS



PRIVACY PARTNER  
PERITIA LAW CHAMBERS



EVENT MANAGERS  
INVINCIBLE SPORTS MANAGEMENT

# JOIN US FOR AN EXCITING TOURNAMENT!

Engage, compete, and build lasting connections.

# SPORTS ASSOCIATION OF INDIAN LAWYERS



Dated: 14<sup>th</sup> August, 2024

To  
Krisumi Corporation,  
Gurugram

**Co-Sponsorship/Power Partner**  
**1<sup>st</sup> Advocates Premier League, New Delhi**

Dear Sir,

As discussed with you regarding the co-sponsorship/power partner proposal for the inaugural Advocates Premier League which will be the 1<sup>st</sup> Edition among lawyers holding a player auction.

Over the years, lawyers' cricket has gained significant popularity and it is with that endeavour, intent and great excitement that we are initiating the 1<sup>st</sup> Advocates Premier League to have a player auction.

**Event Details:**

The tournament will consist of 8 Teams which will be owned by Law Firms/Law Offices and/or Senior Advocate(s).

The 8 owned teams will have the option of retaining 5 players each. The rest of the players in the team will be bought through the auction process. The teams will be adding 12 players through the auction making a total squad of 17 players for each team.

The auction will be conducting among lawyers who have registered themselves individually and a total of 96 players will be part of the auction pool. Every single participant in the event is a practicing member of the Bar.

Address: B – 4/170, Ground Floor, Safdarjung Enclave, New Delhi – 110029  
Contact – [lawyersports@gmail.com](mailto:lawyersports@gmail.com)  
Mobile – 9810945207, 9999196424

# **SPORTS ASSOCIATION OF INDIAN LAWYERS**

The matches will be played at New Delhi and the venues for the matches will be Karnail Singh Stadium, Jamia Millia Islamia and Siri Fort Sports Complex and other such grounds at New Delhi.

The auction dinner will be held on 23<sup>rd</sup> August, 2024 at the Le Meridian Hotel, New Delhi and the matches will begin from 14<sup>th</sup> September, 2024 with all matches being played on weekends only at New Delhi. The inaugural/auction dinner is being inaugurated and will see the august presence of the Hon'ble Judges of Hon'ble Supreme Court of India and the Hon'ble High Court of Delhi.

The tournament matches will be streamed live along with online scoring. The teams/players will be provided with personalized kits (clothes) and training sets.

The trophies for the tournament shall also be completely customized with several trophies being presented in each match.

The tournament shall be played in a Cup and Plate format and will also have the impact player rule so as to enable maximum participation in the event.

## **Making you a part**

We write to you with an endeavour to *make you a part* of this *Grand Event* being organized at New Delhi in this 1<sup>st</sup> Edition and taking it further in the editions to come.

*We see you as a part of this commendable event and hope that we will make it memorable with your participation and support.*

## **Co – Sponsorship/Power Partner**

As discussed, you will be providing an amount of Rs.6,50,000/- (Rupees Six Lakhs Fifty Thousand Only) to be on board as the Co-Sponsor/Power Partner throughout the event.

# **SPORTS ASSOCIATION OF INDIAN LAWYERS**

Accordingly, you will have a kiosk/standee setup at the Inaugural dinner as well as on the match days (subject to your confirmation). You will be able to interact with the participants throughout the event days and we will have a dedication brief interaction session at the inaugural dinner as well.

You are welcome to place any branding items at the inauguration dinner as well as during the match days.

You will have your logos displayed at the main screen of the event.

You will also be provided with the Logo placement on the Team jerseys and the team bags being provided to the participants.

You will further get to setup kiosks/standees at the match venues and also interact with the players/lawyers on all match days.

You will also get to present your brand on the digital platforms where the match will be streamed. (YouTube)

We also have Indian Express as the Digital Partner which will also contain the Live Streaming link of the matches.

We will also be playing the advertisement/marketing clip provided by you on the inaugural night and we can play the same on the live steaming of the matches as well. The clip that can be played between the matches will have to be a short clip not exceeding 30-40 seconds.

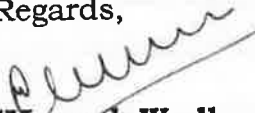
We can also provide you with an exclusive trophy awarding the impact player/power performer of the entire tournament. The said trophy will exclusively be sponsored by you and will be provided to the top performer in the tournament. (This will be different from the player of the tournament award).

# **SPORTS ASSOCIATION OF INDIAN LAWYERS**

After my discussion with Piyush, I further propose that we can have a smaller dinner (of about 40-50 packs) at your lounge. The said dinner will include all the team owners and captains and will further include eminent and senior lawyers of the Hon'ble Supreme Court of India as well as the Hon'ble High Court of Delhi.

Looking forward to associating with you and taking this partnership forward.

Regards,



(**Mayank Wadhwa**)

General Secretary  
Sports Association of Indian Lawyers

**Subject:** Fw: Co Sponsorship  
**Date:** Friday, 16 August 2024 at 4:33:14 PM India Standard Time  
**From:** Shalini Jha <shalini.jha@krisumi.com>  
**To:** Krisumi Marketing <marketing@krisumi.com>  
**Attachments:** Outlook-ylrslr0.png, Outlook-itefm5v3.png, Outlook-a54ssrly.png, Outlook-lkuistss.png, Outlook-y3zmyr0g.png, Outlook-pkgwbmd3.png

Warm Regards,



**Shalini Jha**

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



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**From:** Sports Association Indian Lawyers <[lawyerssports@gmail.com](mailto:lawyerssports@gmail.com)>  
**Sent:** Friday, August 16, 2024 4:32 PM  
**To:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Pradhuman Singh <[pradhuman.singh@krisumi.com](mailto:pradhuman.singh@krisumi.com)>; Bobby Kuramdas <[bobby.kuramdas@krisumi.com](mailto:bobby.kuramdas@krisumi.com)>; Vineet Chopra <[vineet.chopra@krisumi.com](mailto:vineet.chopra@krisumi.com)>  
**Cc:** [director@edharealtech.com](mailto:director@edharealtech.com) <[director@edharealtech.com](mailto:director@edharealtech.com)>  
**Subject:** Re: Co Sponsorship

Hi Shalini,

As per our discussion and my further discussion with Bobby today we are closing the proposal at Rs.5 lakh.

On Wed, 14 Aug 2024, 19:41 Sports Association Indian Lawyers, <[lawyerssports@gmail.com](mailto:lawyerssports@gmail.com)> wrote:

Dear Shalini,

As per our discussion today, please find attached the Sponsorship proposal.