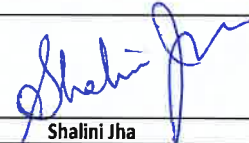
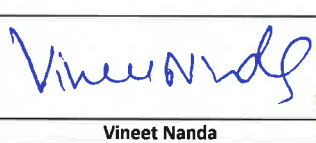







Marketing Approval Note					
Subject	Approval Note for OBD and Chatbot Services				
Date	08-05-2024				
Document Ref	HO/MKT/FY24-25/013				
S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Whatsapp Campaign (Cost is for 15,000,00 credits @ 16.5 paisa) 0.165 Rs	DIGIALAYA SOLUTIONS PVT.LTD.	2,47,500	44,550	2,92,050
2	Outbound dialler Services (Cost is for 15,000,00 credits @ 17 paisa)		2,55,000	45,900	3,00,900
3	Contact Center Services (Technical Dashboard along with dialler services for 10 agent) Cost @ Rs 3000 per agent. Duration-six months		1,80,000	32,400	2,12,400
4	Chatbot Services for 12 months @ Rs 25000 per month (unlimited interaction)		3,00,000	₹54,000	₹3,54,000
					₹11,59,350
Remarks:	100% advance payment				
	Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
	₹51,42,16,438.00	₹4,30,27,466.00	₹11,59,350.00	₹4,41,86,816.00	₹47,00,29,622.00
					
	Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By	
					
	Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By	Mohit Jain Approved By	