

## Roshan Singh

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**From:** Vineet Nanda  
**Sent:** 20 August 2021 17:30  
**To:** Shalini Jha  
**Cc:** Roshan Singh; Gulshan Kumar; Kamal Bhalla  
**Subject:** Re: Note For Approval -Telecallers

Ok.

Regards,  
Vineet Nanda

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**From:** Shalini Jha <shalini.jha@krisumi.com>  
**Sent:** 20 August 2021 17:27  
**To:** Vineet Nanda <nanda@krisumi.com>  
**Cc:** Roshan Singh <roshan.singh@krisumi.com>; Gulshan Kumar <gulshan.kumar@krisumi.com>; Kamal Bhalla <kamal.bhalla@krisumi.com>  
**Subject:** Note For Approval -Telecallers

Dear Sir,

I am sharing herewith the approval note for additional tele callers required to contact database of over 4000 prospects who have walked-in so far to the Sales Lounge. Kindly accord your approval.

| Marketing Approval Note |   |                     |                    |                |
|-------------------------|---|---------------------|--------------------|----------------|
| Project                 | Waterfall Residences  |                     |                    |                |
| Subject                 | Approval For Additional Telecallers For 25 Days / Analytics Resource  |                     |                    |                |
| Date                    | 20.08.2021  |                     |                    |                |
| Document Ref No.        | HO/MK/19-FY21-22  |                     |                    |                |
| S.No.                   | Description of item   | Vendor              | Quantity           |                |
| 1                       | Additional Tele-callers required to contact database of over 4000 prospects who have visited Sales Lounge to date for 25 days. They would be stationed at the lounge and work under the supervision of Mr.Kamal Bhalla. | Analytic Resource   |                    |                |
|                         |   |                     | GRAND TOTAL        |                |
|                         | Total Marketing Expense Budget  | Consumed till date  | This Approval Note | Total Till Now |
|                         | 1,54,60,000   | 19,75,496           | 1,88,800           |                |
|                         |   | <i>Roshan Singh</i> | <i>Shalini Jha</i> |                |
|                         |   | Roshan Singh        | Shalini Jha        | Vineet Nanda   |
|                         |   | Prepared By         | Verified By        | Approved By    |
| Date                    | 20.08.2021  |                     |                    |                |
|                         |   |                     |                    |                |
|                         |   | Akash Khurana       |                    |                |
|                         |   | Approved By         |                    |                |

**From:** Vineet Nanda <nanda@krisumi.com>

**Sent:** Friday, August 20, 2021 5:12 PM

**To:** Shalini Jha <shalini.jha@krisumi.com>

**Cc:** Kamal Bhalla <kamal.bhalla@krisumi.com>; Gulshan Kumar <gulshan.kumar@krisumi.com>; Roshan Singh <roshan.singh@krisumi.com>

**Subject:** Re: Note For Approval - Rakhi Weekend

Ok.

Regards,  
Vineet Nanda

**From:** Shalini Jha <shalini.jha@krisumi.com>

**Sent:** 20 August 2021 17:11

**To:** Vineet Nanda <nanda@krisumi.com>

**Cc:** Kamal Bhalla <kamal.bhalla@krisumi.com>; Gulshan Kumar <gulshan.kumar@krisumi.com>; Roshan Singh <roshan.singh@krisumi.com>

**Subject:** Note For Approval - Rakhi Weekend

Dear Sir,

I am sharing herewith the approval note for the event at the Sales Lounge slated to be held on August 21<sup>st</sup> and August 22<sup>nd</sup>. Kindly accord your approval.

| Marketing Approval Note        |   |                             |                            |                             |           |  |
|--------------------------------|---|-----------------------------|----------------------------|-----------------------------|-----------|--|
| Project                        | Waterfall Residences  |                             |                            |                             |           |  |
| Subject                        | Approval For the Rakhi Weekend on August 21st and August 22nd |                             |                            |                             |           |  |
| Date                           | 20.08.2021  |                             |                            |                             |           |  |
| Document Ref No.               | HO/MK/18-FY21-22  |                             |                            |                             |           |  |
| S.No.                          | Description of Item   | Vendor                      | Quantity                   | Cost                        | GST @ 18% |  |
| 1                              | Designer Rakhi  | Archies/Kalpitaru           | 250                        | 50,000                      | 9,000     |  |
| 2                              | Designer sweetbox   | Harsh                       | 100                        | 30,000                      | -         |  |
| 3                              | Still Photos with print                                       | Bindal Studio               |                            | 20,000                      | 3,600     |  |
| 4                              | Photoshoot for 2 days   | Bindal Studio               |                            | 14,000                      | 2,520     |  |
|                                |   |                             |                            | GRAND TOTAL                 |           |  |
| Total Marketing Expense Budget |   | Consumed till date          | This Approval Note         | Total Till Now              |           |  |
| 1,54,60,000                    |   | 18,46,376                   | 1,29,120                   | 19,75,496                   |           |  |
|                                |   | <i>Roshan Singh</i>         | <i>Shalini Jha</i>         |                             |           |  |
|                                |   | Roshan Singh<br>Prepared By | Shalini Jha<br>Verified By | Vineet Nanda<br>Approved By |           |  |
| Date                           | 20.08.2021  |                             |                            |                             |           |  |
|                                |   | Akash Khurana               |                            |                             |           |  |
|                                |   | Approved By                 |                            |                             |           |  |

Regards,



**Shalini Jha**  
Senior General Manager - Marketing

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

Mobile: 9818387982

Sector 36A, Gurugram



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