

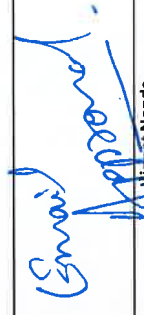







Marketing Approval Note

Approval Note for Renewal of P. E. Analytics Limited License

Subject:	Approval Note for Renewal of P. E. Analytics Limited License				
Date:	18/07/24				
Document Ref No.:	HO/MKT/FY24-25/057				
S.No.:	Description of Item	Vendor	Cost	Taxes	Total
1	<p>Renewal of P. E. Analytics Limited License for Proprietary PE Plus Application</p> <ul style="list-style-type: none"> • Proprietary PE Plus Application (Residential) + Customised Competition Tracker, etc. • Year 1 : INR 6,95,500, Year 2 : INR 7,30,275 	P. E. Analytics Limited	₹6,95,500	₹1,25,190	₹8,20,690
Remarks:	• Payments will be paid in 2 half-yearly installments.				
Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance	
₹51,42,16,433.00	₹13,20,28,231.00	₹8,20,690.00	₹13,28,48,921.00	₹38,13,67,517.00	
					
Kunal Yadav Prepared By	Shalini Jha Verified By	Manu Gupta Approved By	Manu Gupta Verified By		
					
Akash Khurana Approved By	Yuji Kato Approved By	Yuji Kato Approved By	Morit Jain Approved By		

Kunal Yadav

Friday, July 19, 2024 at 17:48:38 India Standard Time

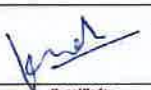

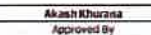

Subject: Re: Approval Solicited | Renewal of PropEquity Application
Date: Friday, 19 July 2024 at 5:47:18 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Ok jee!

From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: 19 July 2024 17:43
To: Vineet Nanda <nanda@krisumi.com>
Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: Approval Solicited | Renewal of PropEquity Application

Dear sir,

Appended is the Approval Note for Renewal of PropEquity Application. Kindly accord your approval.

Marketing Approval Note					
Subject:	Approval Note for Renewal of P.E. Analytics Limited License				
Date:	18/07/24				
Document Ref No.:	HD/MKT/Y24-25/057				
S.No.:	Description of Item	Vendor	Cost	Taxes	Total
1	Renewal of P. E. Analytics Limited License for PropEquity PE Plus Application • PropEquity PE Plus Application (Residential) – Customised Construction Tracker, etc. • Year 1: INR 9,95,500, Year 2: INR 7,30,275	Classic Golf & Country Club (ITC Limited)	₹6,95,500	₹1,25,190	₹8,20,690
₹8,20,690					
Remarks:	• Payments will be paid in 2 half-yearly instalments.				
	Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
	₹1,42,16,438.00	₹13,20,28,231.00	₹8,20,690.00	₹13,28,48,921.00	₹35,13,37,517.00
					
	Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By	
					
	Akash Khurana Approved By	Vima Nagao Verified By	Yujit Kato Approved By	Mohit Jain Approved By	

Thank you!
Best Regards,



Kunal Yadav
 Deputy Manager - Marketing
 Email: kunal.yadav@krisumi.com
 Mobile: 956 5050 555
 Sector 36A, Gurugram

Kunal Yadav

Monday, July 22, 2024 at 17:24:18 India Standard Time

Subject: Re: Approval Solicited | License Renewal for PropEquity P E Plus Application
Date: Monday, 22 July 2024 at 5:14:21 PM India Standard Time
From: Mohit Jain <mj@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Binu Jacob <binu.jacob@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Approved



Mohit Jain
Managing Director

Email: mj@krisumi.com

Mobile: 9811041255

Sector 36A, Gurugram



Website: www.krisumi.com | Take a walkthrough from home: www.krisumiexperience.com

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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.

On 22 Jul 2024, at 6:38PM, Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Dear sir,

Appended is the approval note for Renewal of P. E. Analytics Limited License for PropEquity PE Plus Application. I've attached the supporting documents for your ref. Kindly accord your approval.

<image007.png>

Thank you!
Best Regards,

<image001.png>

Kunal Yadav
Deputy Manager - Marketing

Date: July 03, 2024

To,

Krisumi Corporation Pvt Ltd.

3rd Floor, Central Plaza mall,

Golf Course Road,

Sector -53, Gurugram,

Haryana 122001

Dear Sir,

Subject – Renewal of the License Agreement dated April 22, 2019

Krisumi Corporation Pvt Ltd. and P.E. Analytics Ltd (Formerly known as P.E. Analytics Pvt Ltd) had entered into a License Agreement dated April 22, 2019 (“**Agreement**”) for the purpose of use of Licensed Materials. Under the said Agreement the term for the use of Licensed Materials ended on April 22, 2020. Vide the renewal letters dated May 25, 2020 , April 18, 2022 and May 05, 2023 the term for the use of Licensed Materials was renewed till April 22, 2024.

As per the provisions of the Agreement the Parties hereby agree to renew the term for the use of the Licensed Materials for an additional period of 2 (two) years starting from April 23, 2024 to April 22, 2026 on the following terms and conditions:

Cities Access: Gurgaon City.

Product Access: PropEquity PE PLUS Application (Residential) + Customized competition tracker once in 2 months and cost sheet as in when required.

Users: 04 users

License Fee : For 1st Year INR 6,95,500 per annum plus GST as applicable, payable in advance upon signing of the present renewal or in two equal half yearly instalments of Rs. 3,47,750 each plus GST as applicable.

For 2nd Year INR 7,30,275 per annum plus GST as applicable, payable in advance upon signing of the present renewal or in two equal half yearly instalments of Rs. 3,65,138 each plus GST as applicable.

Lock in Period : Non Terminable for the period April 23, 2024 to April 22, 2026.

The Agreement shall always be read in conjunction with this letter. The Agreement as modified / varied by the Renewal Letters and further modified by this letter of modification shall be fully binding on the Parties. The renewal of the term is effective from April 23, 2024. This letter of renewal is supplemental to the Agreement and the Renewal letters. Except to the extent amended by this letter of modification, all other terms, conditions and provisions of the Agreement shall remain the same.

This letter is governed by and is to be construed in accordance with the laws of India. Capitalized terms used but not defined herein, shall have the meaning set forth in the Agreement.

For P.E. Analytics Ltd

P.E. Analytics Limited

Director/Authorised Signatory

Authorised Signatory

Agreed and Accepted by

Krisumi Corporation Pvt Ltd.

For KRISUMI CORPORATION PVT. LTD.

Authorised Signatory

Date: July 03, 2024

To,

Krisumi Corporation Pvt Ltd.

3rd Floor, Central Plaza mall,

Golf Course Road,

Sector -53, Gurugram,

Haryana 122001

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For P.E. Analytics Ltd
P.E. Analytics Limited


Director/Authorised Signatory

Authorised Signatory

Agreed and Accepted by
Krisumi Corporation Pvt Ltd.
For KRISUMI CORPORATION PVT. LTD.


Authorised Signatory

Authorised Signatory