

**Marketing Approval Note**

Approval Note for Sponsoring Jashn-e-Adab's Cultural Kaarva'n Virasat

**Description** Sahityotsav Jashn-e-Adab has consistently received support from the Ministry of Culture (GoI), Ministry of Tourism (GoI), Indian Postal Department, Income Tax Departments of various states, and other cultural organizations. The guests in this event would include who's who of Delhi NCR. Branding at this event would be just right exposure to our TG as the key sponsor of the event. We will get acknowledgement on Jashn-e-Adab's official social handles.

**Date**

15/05/25

**Document Ref No.**

HO/MKT/FY25-26/021

S.No.	Description of item	Vendor	Cost	Total
1	<p><b>Event Sponsorship</b> Sahityotsav Jashn-e-Adab's Cultural Kaarva'n Virasat on 24th &amp; 25th May 2025 at The Esplanade Mall by Dhoot Group, Gurugram, Haryana.</p> <p><b>Gold Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Publicity through our YouTube channel (656K+ organic subscribers).</li> <li>• Logo on the backdrop and standees at the venue.</li> <li>• Logo presence on Hoardings around the venue.</li> <li>• Logo presence on social media publicity.</li> <li>• Logo presence on the event website.</li> <li>• On-stage gratitude and mention.</li> </ul>	Jashn-e-Adab	₹5,00,000	₹5,00,000
<b>Remarks:</b>				<b>₹5,00,000</b>

- 100% advance payment required.
- Taxes extra as applicable.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹3,34,40,067	₹5,00,000	₹3,39,40,067	₹48,29,63,733
<p><b>Prepared By:</b> Kunal Yadav <i>[Signature]</i></p> <p><b>Verified By:</b> Shalini Jha <i>[Signature]</i></p> <p><b>Approved By:</b> Vineet Nanda <i>[Signature]</i></p> <p><b>Verified By:</b> Manu Gupta <i>[Signature]</i></p> <p><b>Prepared By:</b> Kunal Rishi <i>[Signature]</i></p> <p><b>Verified By:</b> Yuka Nagao <i>[Signature]</i></p> <p><b>Approved By:</b> Yuji Kato <i>[Signature]</i></p> <p><b>Approved By:</b> Akash Khurana <i>[Signature]</i></p>				

## Abhishek Kumar Singh

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**From:** Vineet Nanda  
**Sent:** Thursday, May 15, 2025 6:46 PM  
**To:** Abhishek Kumar Singh  
**Cc:** Shalini Jha; Krisumi Marketing  
**Subject:** RE: Event sponsorship

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:** Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>  
**Sent:** Thursday, May 15, 2025 6:42 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:** Event sponsorship

Dear Sir,

Appended is the Approval Note for event Sponsorship Jashn-e-Adab's cultural kaarvan Virasat . I've attached the PDF for your reference . Kindly accord your approval.

To

**Subject: Request for Sponsorship/Financial Grant/Donation for Sahityotsav Jashn-e-Adab Cultural Kaarva'n Virasat on 24<sup>th</sup> & 25<sup>th</sup> May 2025 at The Esplanade Mall by Dhoot Group, Gurugram, Haryana.**

Dear sir

I hope this letter finds you well.

We are pleased to announce that **Sahityotsav Jashn-e-Adab**, a renowned cultural platform dedicated to promoting and preserving classical art forms and literature, will be hosting the **Cultural Kaarva'n Virasat on 24<sup>th</sup> & 25<sup>th</sup> May 2025 at The Esplanade Mall by Dhoot Group, Gurugram, Haryana.**

Having travelled across several states in India, including **Uttar Pradesh, Jammu & Kashmir, Karnataka, Rajasthan, Madhya Pradesh, Himachal Pradesh, Maharashtra, Delhi, Telangana, Bihar, Chandigarh, Gujarat, Uttarakhand Punjab (Ludhiana)**, and more, this prestigious event is now set to the beautiful city of **Gurugram.**

The **Sahityotsav Jashn-e-Adab** aims to showcase and preserve India's rich cultural heritage by bringing together diverse art forms such as **Kavi Sammelan, Classical Singing, Classical Kathak Dance, Panel Discussions, Folk Singing, Qawwali, Instrumental** and more—on the same platform. The 2025 edition will feature performances by some of the most acclaimed names in the world of literature and performing arts, including:

- **Padma Bhushan Pt. Sajan Mishra** (Classical Vocalist)
- **Padma Shri Surender Sharma** (Renowned Poet & Humourist)
- **Padma Shri Malini Awasthi** (Renowned Folk Singer)
- **Padma Shri Dr. Yash Gulati** (Saxophone Player)
- **Sunita Rajwar** (Renowned Actress)
- **Rehman Khan** (Stand-Up Comedian)
- **Mamta Joshi** (Renowned Sufi Singer)
- **Farhat Ehsas** (Renowned Poet)

In addition, several other distinguished artists, poets, scholars, and performers will grace this prestigious event.

We are also thrilled to inform you that the **Sahityotsav Jashn-e-Adab** has consistently received support from the **Ministry of Culture (GoI), Ministry of Tourism (GoI), Indian Postal Department, Income Tax Departments** of various states, and other cultural organizations.

In order to ensure the success of this cultural extravaganza, we are seeking your valuable **support and partnership** in the form of sponsorship, donation, or financial assistance.

#### **Sponsorship Opportunities:**

We are pleased to offer the following sponsorship categories:

#### **Gold Sponsorship (INR 5 Lakh + applicable taxes)**

- Logo on the backdrop and standees at the venue.
- Logo presence on social media publicity.

- Logo presence on the event website.
- Logo presence on Hoardings around the venue.
- On-stage gratitude and mention.
- Publicity through our YouTube channel (656K+ organic subscribers).

**Silver Sponsorship (INR 3 Lakh + applicable taxes)**

- Logo on the backdrop and standees at the venue.
- Logo presence on social media publicity.
- Logo presence on the event website.
- On-stage gratitude and mention.

Account Details of the Sahityotsava Jashn-e-Adab is as follows:

**Account Holder Name:** Jashn E Adab  
**Bank Name :** Yes Bank Ltd  
**Account No:** 020388700000028  
**Bank Address :** Ground Floor, A II/33, Alankar Cinema Road, Lajpat Nagar 2  
New Delhi-110024  
**IFSC:** YESB0000203  
**Swift Code:** YESBINBB  
**PAN No:** AABAJ6674K  
**GST Number:** 07AABAJ6674K1Z9  
**Bank Branch Code:** Lajpat Nagar 2 (203)

**Tax Benefits:**

Your sponsorship, donation, or financial contribution is eligible for a **tax rebate** under sections **80G** and **12A**. Additionally, we are eligible under **CSR 1** guidelines.

We believe that your esteemed organization's support will play a crucial role in the success of this event and further our shared mission of promoting and preserving India's rich cultural heritage. We eagerly look forward to your positive response and hope to welcome you as a partner for this remarkable cultural journey.

Thank you for considering our request. We are happy to discuss any further details or answer any questions you may have.

Yours sincerely,



Kunwar Ranjeet Singh Chauhan  
Founder & Secretary  
Jashn-e-Adab (Sahityaotsav)  
Mob: 9313822799  
Email: [jashneadab@gmail.com](mailto:jashneadab@gmail.com)



Shri Navneet Soni (IRS Retd.)  
President Sahityotsava Jashn-e-Adab