

Marketing Approval Note

Project		Phase 3	
Subject		NFA for Project Film for Phase 3 & Club	
Date		05/10/23	
Document Ref No.		HO/MK-P3/002-FY23-24	
S.No.		Vendor	
1	Walkthrough Film for Club House	TheAttic (Mark Harrison)	£1 = ₹101 (as on 5th Oct'23)
2	Walkthrough Film for Phase 3	[Parent Company: Nice & Easy Limited]	
		Cost (£)	Total (₹)
		£54,450.00	₹54,99,450.00
		£70,300.00	₹71,00,300.00
			₹1,25,99,750.00

✦ The mentioned costing is given as per the current Great British Pound rates which may vary at the time of the payment depending on the ongoing exchange rates.

✦ The payments will be done in three parts amounting ₹41,583 each. 1 will be to start the work, 2nd on the mid-way (half work done), and 3rd will be on delivery. → *Advance Payment*

Total Marketing Budget for Phase 3	Consumed till date	This Approval Note	Total Till Now
₹3,24,30,000.00	₹15,12,760.00	₹1,25,99,750.00	₹1,41,12,510.00
			Balance
			₹1,83,17,490.00

<i>Kunal</i>	<i>Shalini Jha</i>	<i>Vineet Nanda</i>	<i>Manu Gupta</i>
Kunal Yadav	Shalini Jha	Vineet Nanda	Manu Gupta
Prepared By	Verified By	Approved By	Verified By

<i>TJ</i>	<i>AK</i>	<i>Email Approval</i>
Takahiro Yamazaki	Akash Khurana	Mohit Jain
Approved By	Approved By	Approved By

Client: Krisumi
Project: Cascades Club

October 4th 2023
vers 3.0

Pre Production including shoot	Quantity (days)	Rate	Cost
Script Dev	2	£600.00	£1,200.00
Project Management	4	£600.00	£2,400.00
		SUB TOTAL	£3,600.00

Post Production	Quantity (days)	Rate	Cost
Edit	12	£450.00	£5,400.00
Kinetic Motion graphics Japanese	5	£500.00	£2,500.00
Kinetic Motion graphics English	3	£500.00	£1,500.00
Audio mix and music	1	£1,250.00	£1,250.00
Voice over English	1	£500.00	£500.00
Voice over Japanese	1	£500.00	£500.00
		SUB TOTAL	£11,650.00

Building animation costs	Quantity (days)	Rate	Cost
Asset development for 22 units	49.5	£600.00	£29,700.00
Graphics supervisor	15	£400.00	£6,000.00
Render farm	15	£200.00	£3,000.00
Hard drives	1	£500.00	£500.00
		SUB TOTAL	£39,200.00

Totals			Cost
Pre Prod			£3,600.00
Post Prod			£11,650.00
Futureworks costs			£39,200.00
Agency Fee	10%	£0.00	£0.00
		TOTAL	£54,450.00

Client: Krisumi
Project: Watersides Residences

October 4th 2023
ver 3.0



Pre Production including shoot	Quantity (days)	Rate	Cost
Script Dev	3	£600.00	£1,800.00
Project Management	4	£600.00	£2,400.00
Storyboard artist	3	£400.00	£1,200.00
		SUB TOTAL	£5,400.00

Production	Quantity (days)	Rate	Cost
Model / Cast	1	£1,000.00	£1,000.00
Wardrobe	1	£300.00	£300.00
Stylist / Make-up / Hair	1	£700.00	£700.00
Location fee	1	£2,000.00	£2,000.00
Props / Art Direction	1	£1,000.00	£1,000.00
Japanese language advisor	1	£500.00	£500.00
DOP	2	£1,000.00	£2,000.00
Gaffer / Spark	1	£1,000.00	£1,000.00
Producer	4	£450.00	£1,800.00
Creative Direction	2	£600.00	£1,200.00
Production Assistant / Runner	1	£250.00	£250.00
Kit Hire	1	£1,450.00	£1,450.00
Travel & Expenses	1	£750.00	£750.00
Hard Drives	1	£500.00	£500.00
		SUB TOTAL	£14,450.00

Post Production	Quantity (days)	Rate	Cost
Edit	10	£450.00	£4,500.00
Kinetic Motion graphics Japanese	5	£500.00	£2,500.00
Kinetic Motion graphics English	3	£500.00	£1,500.00
Audio mix and music	1	£1,250.00	£1,250.00
Grade	1	£500.00	£500.00
Voice over English	1	£500.00	£500.00
Voice over Japanese	1	£500.00	£500.00
		SUB TOTAL	£11,250.00

Building animation costs	Quantity (days)	Rate	Cost
Asset development for 22 units	49.5	£600.00	£29,700.00
Graphics supervisor	15	£400.00	£6,000.00
Render farm	15	£200.00	£3,000.00
Hard drives	1	£500.00	£500.00
		SUB TOTAL	£39,200.00

Totals			Cost
Pre Prod			£5,400.00
Prod			£14,450.00
Post Prod			£11,250.00
Futureworks costs			£39,200.00
Agency Fee	10%	£0.00	£0.00
		TOTAL inc shoot	£70,300.00

Kunal Yadav

Subject: RE: Approval Solicited - For Production of Walkthrough Films for Phase 3
Date: Friday, 6 October 2023 at 12:42:40 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Kamal Bhalla <kamal.bhalla@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Attachments: image007.png, image008.png, image009.png, image010.png, image011.png, image012.png, image013.png

Approved.

Thanks & Regards,
Vineet Nanda

From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Friday, October 6, 2023 11:38 AM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Kamal Bhalla <kamal.bhalla@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Approval Solicited - For Production of Walkthrough Films for Phase 3

Dear Sir,

Please find appended the Approval Note for Production of Walkthrough Films for Phase 3 & Club House. Kindly accord your approval .

Marketing Approval Note					
Project	Phase 3				
Subject	NFA for Project Film for Phase 3 & Club				
Date	05/10/23				
Document Ref No.	HO/MK-P3/002-FY23-24				
S.No.	Description of Item	Vendor	Cost (£)	Rate	Total (₹)
1	Walkthrough Film for Club House	TheAttic (Mark Harrison)	£54,450.00	£1 = ₹101	₹54,99,450.00
2	Walkthrough Film for Phase 3	(Parent Company: Nice & Easy Limited)	£70,300.00	(as on 5th Oct23)	₹71,00,300.00
					₹1,25,99,750.00
Note	⚡ The mentioned costing is given as per the current Great British Pound rates which may vary at the time of the payment depending on the ongoing exchange rates ⚡ The payments will be done in three parts amounting ₹41,583 each. 1st will be to start the work, 2nd on the mid-way (half work done), and 3rd will be on delivery. → Advance Payment				
Total Marketing Budget for Phase 3	Consumed till date	This Approval Note	Total Till Now		Balance
₹3,24,30,000.00	₹15,12,760.00	₹1,25,99,750.00	₹1,41,12,510.00		₹1,83,17,490.00
Kunal Yadav Prepared By		Shalini Jha Verified By		Vineet Nanda Approved By	
Manu Gupta Verified By					
Takahiro Yamazaki Approved By		Akash Khurana Approved By		Mohit Jain Approved By	

Warm Regards,



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



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

Kunal Yadav

Subject: Re: Approval Solicited | Production of Walkthrough Films for Phase 3
Date: Friday, 6 October 2023 at 7:14:06 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>
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

Please consider the environment before printing this email

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 06-Oct-2023, at 6:40 PM, Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Dear Sir,

Please find appended the Approval Note for Production of Walkthrough Films for Waterside Residences & The Cascades Club. Kindly accord your approval . I've also attached the supporting documents for your ref in PDF format.

<image007.png>

Thanks!

Warm Regards,