



fast. forward. fun.

GSTIN/UIN- 07AAHCP2794E1Z9

## Tax Invoice

BUYER:

Krisumi Corporation Pvt. Ltd.  
3RD FLOOR, CENTRAL PLAZA MALL, DLF  
GOLF COURSE ROAD, SECTOR 53,  
Gurugram, Haryana, 122001.  
GSTIN/UIN-06AAECV0565A1ZR  
State Code-06, Place of Supply- Haryana.

Invoice No: PPR072324/R13

Date: 28<sup>th</sup> July 2023.

Sac Code-998319

Digital Marketing Services

S.No.	Description	Total (Rs.)
1.	<b>Towards the payment of Media spends for the month of June &amp; July 23- ₹1,27,777.71 8% management fee= INR 10,222.21</b>	1,38,000.00
2.	IGST@18%.	24,840.00
<b>Gross Total</b>		<b>1,62,840.00</b>

E & O E

**Grand Total**

**1,62,840.00**

Rupees One Lakh Sixty Two Thousand Eight Hundred Forty Only.

For Popkorn PR Plus Communication Pvt. Ltd.



Authorized Signatory

Note:

PAN AAHCP2794E

CIN No: - U64200DL2013PTC255082

All cheques and drafts to be made in favour of "Popkorn PR Plus Communication Pvt Ltd" payable at par at Delhi

Bank Name- Axis Bank Ltd, A/c No.914020002897974, IFSC Code-UTIB0000593,  
Branch- E-224, East Of Kailash, New Delhi-110065

*Verified  
Shah Jha*

011- 41169396

Contact@thepopkorn.com

www.thepopkorn.com

249, Second Floor, Okhla Phase 3,

Okhla Industrial Estate,

New Delhi, Delhi - 110020.

PART OF V360 GROUP

June 2023								
Lead Generation								
Frequency	Reach	Impressions	Link Clicks	CTR	CPC	Leads	Cost Per Lead	Amount Spent
1.10	2,409	2,643	28	1.06%	₹12.51	4	₹87.60	₹350.40
Call CTA								
Frequency	Reach	Impressions	Link Clicks	CTR	CPC	Estimated Calls	Cost Per Estimated Call	Amount Spent
1.64	26,26,545	43,09,345	25,918	0.60%	₹3.10	4,200	₹19.15	₹80,430.26
July 2023								
Lead Generation								
Frequency	Reach	Impressions	Link Clicks	CTR	CPC	Leads	Cost Per Lead	Amount Spent
1.84	95,168	1,75,347	1,254	0.72%	₹37.48	88	₹534.06	₹46,997.05
Total Amount Spent								₹1,27,777.71

Campaign Name contains krisumi X Search and filter Save Clear 1 Jun 2023 - 28 Jul 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Reports

Off/On	Campaign	Reach	Impressions	Link clicks	CPC (cost per link click)	Cost per result	Amount spent	Ends
●	New Awareness campaign	-	-	-	-	-	-	0
●	Krisumi_Awareness_CallCTA_FB_IN_22062023	-	-	-	-	-	-	0
●	Krisumi_LeadGen_LeadForms_FB_IN_070720...	95,168	1,75,347	1,254	₹37.48	₹534.06	₹46,997.05	28.07.23
●	Krisumi_Clicks_CallCTA_FB_IN_22062023	2,626,545	4,309,345	25,918	₹3.10	₹19.15	₹80,430.26	21.07.23
●	Krisumi_LeadGen_LeadForms_FB_IN_070620...	2,409	2,643	28	₹12.51	₹87.60	₹350.40	14.07.23
Results from 5 campaigns		2,705,906	4,487,335	27,200	₹4.70	-	₹1,27,777.71	

Campaign	Reach	Impressions	Link clicks	Leads	Website leads	Amount spent
<a href="#">Krisumi_LeadGen_LeadForms_FB_IN_070...</a>	95,168	1,75,347	1,254	88	-	₹46,997.05
<a href="#">Krisumi_Clicks_CallCTA_FB_IN_22062023</a>	2,626,545	4,309,345	25,918	-	-	₹80,430.26
<a href="#">Krisumi_LeadGen_LeadForms_FB_IN_070620...</a>	2,409	2,643	28	4	-	₹350.40
Results from 3 campaigns	2,705,906	4,487,335	27,200	92	-	₹1,27,777.71

*Shah*

Campaigns 3 selected Ad sets for 3 Campaigns Ads for 3 Campaigns

[+ Create](#) [Edit](#) [More](#) [Preview](#) [View Setup](#) [Columns: Clan Leadgen](#) [Breakdown](#) [Reports](#)

Off/On	Ad	Reach	Impressions	Link clicks	Leads	Website leads	Amount spent
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_FB_1107202	1,689	1,763	21	2	—	₹923.12
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_FB_1107202	443	451	6	1	—	₹195.09
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_FB_07072023	54,784	103,093	958	67	—	₹27,317.69
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_FB_carousel	5,658	6,940	60	2	—	₹1,485.72
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_IN_carousel	6,342	7,355	24	1	—	₹1,660.53
<b>Results from 13 ads</b>		<b>2,705,906</b> <small>Accounts Cent.</small>	<b>4,487,335</b> <small>Total</small>	<b>27,200</b> <small>Total</small>	<b>92</b> <small>Total</small>	— <small>Total</small>	<b>₹1,27,777.71</b> <small>Total Spent</small>

Campaigns 3 selected Ad sets for 3 Campaigns Ads for 3 Campaigns

[+ Create](#) [Edit](#) [More](#) [Preview](#) [View Setup](#) [Columns: Clan Leadgen](#) [Breakdown](#) [Reports](#)

Off/On	Ad	Reach	Impressions	Link clicks	Leads	Website leads	Amount spent
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_IN_carousel	6,342	7,355	24	1	—	₹1,660.53
<input checked="" type="checkbox"/>	Krisumi_LeadGen_LeadForms_IN_07072023	37,688	55,745	185	15	—	₹15,414.90
<input checked="" type="checkbox"/>	Krisumi_CallCTA_FB_Carousel_2206202... <a href="#">View Charts</a> <a href="#">Edit</a> <a href="#">Duplicate</a> <a href="#">Pin</a>	841,088	1,182,332	8,472	—	—	₹25,559.43
<input checked="" type="checkbox"/>	Krisumi_CallCTA_IN_Static_22062023	65	65	—	—	—	₹0.00
<input checked="" type="checkbox"/>	Krisumi_CallCTA_IN_Carousel_22062023	1,634	1,651	—	—	—	₹0.00
<input checked="" type="checkbox"/>	Krisumi_CallCTA_FB_Static_22062023	2,021,360	3,125,297	17,446	—	—	₹54,870.83
<b>Results from 13 ads</b>		<b>2,705,906</b> <small>Accounts Cent.</small>	<b>4,487,335</b> <small>Total</small>	<b>27,200</b> <small>Total</small>	<b>92</b> <small>Total</small>	— <small>Total</small>	<b>₹1,27,777.71</b> <small>Total Spent</small>

Campaigns 3 selected Ad sets for 3 Campaigns Ads for 3 Campaigns

[+ Create](#) [Edit](#) [More](#) [Preview](#) [View Setup](#) [Columns: Clan Leadgen](#) [Breakdown](#) [Reports](#)

Off/On	Ad	Reach	Impressions	Link clicks	Leads	Website leads	Amount spent
<input checked="" type="checkbox"/>	Krisumi_CallCTA_IN_Static_22062023	65	65	—	—	—	₹0.00
<input checked="" type="checkbox"/>	Krisumi_CallCTA_IN_Carousel_22062023	1,634	1,651	—	—	—	₹0.00
<input checked="" type="checkbox"/>	Krisumi_CallCTA_FB_Static_22062023 <a href="#">View Charts</a> <a href="#">Edit</a> <a href="#">Duplicate</a> <a href="#">Pin</a>	2,021,360	3,125,297	17,446	—	—	₹54,870.83
<input checked="" type="checkbox"/>	Krisumi_DesktopAd_07062023	—	—	—	—	—	₹0.00
<input checked="" type="checkbox"/>	Krisumi_iOSAd_07062023	878	1,024	14	2	—	₹152.01
<input checked="" type="checkbox"/>	Krisumi_AndroidAd_07062023	1,532	1,619	14	2	—	₹198.39
<b>Results from 13 ads</b>		<b>2,705,906</b> <small>Accounts Cent.</small>	<b>4,487,335</b> <small>Total</small>	<b>27,200</b> <small>Total</small>	<b>92</b> <small>Total</small>	— <small>Total</small>	<b>₹1,27,777.71</b> <small>Total Spent</small>

*Shah R*