Marketing Approval Note - Phase 5

Subject:	**Approval Note for Budget, Brochure & Teaser Design, Project Model & Walkthrough Film for Phase 5**
Description:	We haven't finalized the budget for Phase 5 yet since it's still too early for that. However, **we need to allocate Rs 5 crores + taxes for Phase 5 in this fiscal year** for the creation of marketing materials, including the Model, 3D Film, Brochure, and other collateral items. We'll input this budget into our ERP system to initiate the work orders for these tasks.
	BENA and Futureworks have been partnering with us since 2017, and EDC has been designing our brochures since Phase 2. Therefore, there is no cost comparison.
Date:	**25-07-2024**
Document Ref No.:	**HO/MK/P5/001-FY24-25**

S.No.:	Description of item	Vendor	Cost	Total
1	**Brochure Design**	**The Entertainment Design Co.**	₹2,75,000	₹2,75,000
2	**E-brochure** (Adaptation of actual brochure for digital use)		₹93,500	₹93,500
3	**Teaser Video**		₹1,75,000	₹1,75,000
4	**Project Model** (3 towers including landcapes- 1/75 scale)	**BENA India Pvt. Ltd.**	₹27,97,000	₹27,97,000
5	**Walkthrough Film** Includes:Hi-res Rendering, Story Board, Mood Board, Texturing, Crowd Animation, Cinemat c Lighting, Color Grading, BGM & Sound Designing, Direction, Execution & Production Fees. *(Detailed scope attached for ref.)*	**Futureworks**	₹1,50,00,000	₹1,50,00,000
				₹1,83,40,500

Remarks:
- **50%** advance payment (for EDC and BENA) will be made and in case of Futureworks 20% payment will be made on execution of agreement and the balance payment will be milestone based as pere the agreement.
- Taxes will be charged extra as applicable.

Total Phase 5 Marketing Budget	This Approval Note	Total Till Now	Balance
₹5,00,00,000.00	₹1,83,40,500.00	₹1,83,40,500.00	₹3,16,59,500.00

	Shalini Jha	Vineet Nanda	Manu Gupta
	Verified By	Approved By	Verified By

Akash Khurana	Yuka Nagao	Yuji Kato	Mohit Jain
Approved By	Verified By	Approved By	Approved By

* To be reshuffled from current FY Marketing Budget..