

Marketing Approval Note

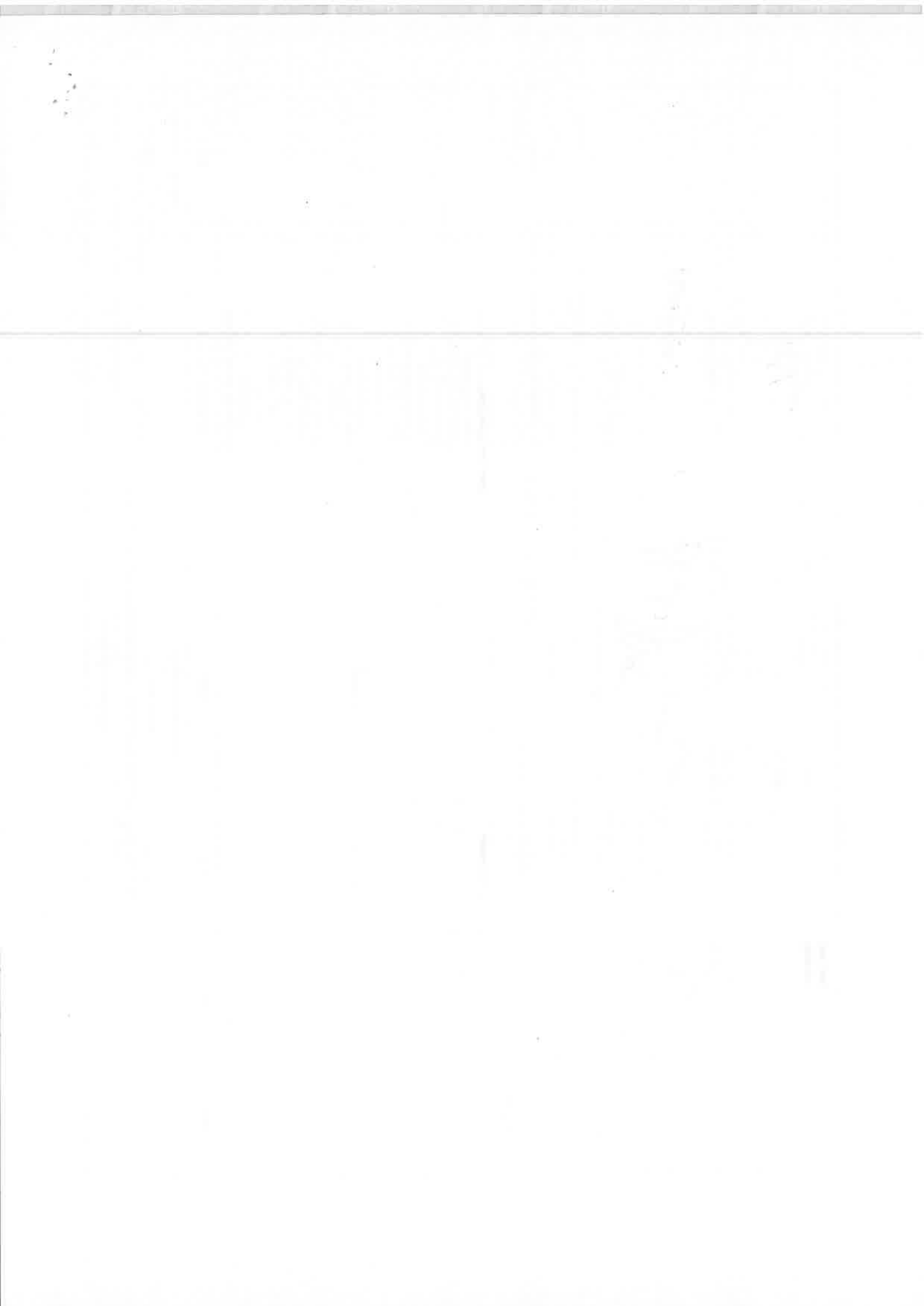
Marketing Approval Note for Brand Awareness Campaign with My Gate

18-10-2024

HO/MKT/Y24-25/090

S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	<p>Brand Awareness Campaign with My Gate</p> <p>Deliverables:</p> <p>Spotlight</p> <ul style="list-style-type: none"> -Expanding/Static banner -Impressions per day with CTA -Available on a city level <p>(Coverage - Delhi NCR) (CTR 1% - 1.5%)</p> <p>Feed Card-</p> <ul style="list-style-type: none"> -Static/Video banner -Impressions with CTA -Available on a city level <p>(Coverage - Delhi NCR) (CTR 1.4% - 1.8%)</p> <p>Post Approval Card</p> <ul style="list-style-type: none"> -Full screen capture -Impressions per day with CTA -Available on a city level <p>(Coverage - Delhi NCR) (CTR 1.3% - 1.6%)</p>	MWGATE	₹4,50,000	₹81,000	₹5,31,000
<p>Remarks: * payment terms will be 100% advance. DURATION: 1 MONTH</p>					₹5,31,000

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,436	₹17,08,32,193	₹5,31,000	₹17,14,23,193	₹34,27,93,245
<p>Abhishek Singh</p> <p>Prepared By: <i>Abhishek Singh</i></p> <p>Shalini Jha</p> <p>Verified By: <i>Shalini Jha</i></p> <p>Vineet Nanda</p> <p>Approved By: <i>Vineet Nanda</i></p> <p>Manu Gupta</p> <p>Verified By: <i>Manu Gupta</i></p>				
<p>Akash Khurana</p> <p>Approved By: <i>Akash Khurana</i></p> <p>Yuka Nagao</p> <p>Verified By: <i>Yuka Nagao</i></p> <p>Yuji Kato</p> <p>Approved By: <i>Yuji Kato</i></p>				



Abhishek Kumar Singh

From: Vineet Nanda
Sent: 18 October 2024 16:10
To: Abhishek Kumar Singh
Cc: Shalini Jha; Agomani Sengupta; Kunal Yadav
Subject: RE: Approval Solicited | Brand Awareness with MY Gate

Ok jee

Warm Regards,



Vineet Nanda
Director Sales and Marketing



Email: nanda@krisumi.com
Sector 36A, Gurugram



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




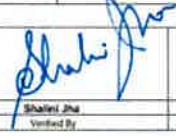
Please consider the environment before printing this email

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.

From: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Sent: Friday, October 18, 2024 1:11 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>; Kunal Yadav <kunal.yadav@krisumi.com>
Subject: Approval Solicited | Brand Awareness with MY Gate

Dear Sir,

Please approve the appended approval note for "Brand Awareness Campaign with MY Gate" .

Marketing Approval Note					
Marketing Approval Note for Brand Awareness Campaign with My Gate					
Date:	18-10-2024				
Document Ref No.:	HO/MKT/FY24-25/090				
S No.:	Description of Item	Vendor	Cost	Taxes	Total
1	Brand Awareness Campaign with My Gate Deliverables: Spotlight Expanding/Static banner Impressions per day with CTA Available on a city level (Coverage - Delhi NCR) (CTR 1% - 1.5%) Feed Card Static/Video banner Impressions with CTA Available on a city level Duration can be customized (Coverage - Delhi NCR) (CTR 1.4% - 1.6%) Post Approval Card Full screen capture Impressions per day with CTA Available on a city level (Coverage - Delhi NCR) (CTR 1.3% - 1.6%)	MYGATE	₹4,50,000	₹81,000	₹5,31,000
					₹5,31,000
Remarks:	• payment terms will be 100% advance				
Total Marketing Budget		Consumed till date	Till Approval Note	Total Till Now	
₹51,42,16,438		₹17,08,82,193	₹5,31,000	₹17,14,23,193	
Balance					
₹34,27,93,245					
 Abhishek Singh Prepared By		 Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By	
Akash Khurana Approved By		Yuka Nagao Verified By	Yujit Kato Approved By	Mohit Jain Approved By	

Warm Regards,



Abhishek Kumar Singh
 Deputy Manager – Marketing (Sales)

Email: abhishek.singh@krisumi.com
 Mobile: 9958917554
 Sector 36A, Gurugram



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

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.

The following are all the ad properties we will be using for the campaign for your reference:



Sharing the deliverables of the properties:

Property	Deliverables	Coverage	CTR
Spotlight	- Expanding/Static Banner - Impressions per day with CTA. - Available on a city level	Delhi NCR	1% - 1.5%
Feed Card	- Static/Video Banner - Impressions with CTA. - Available on a city level - Duration can be customized according to you	Delhi NCR	1.4% - 1.8%
Post Approval Card	- Full screen capture. - Impressions per day with CTA. - Available on a city level	Delhi NCR	1.3% - 1.6%

The following are the commercials for the campaign:

City	Property Type	Guaranteed Impressions	CPM	Total Cost
Delhi NCR	ROS	10,00,000	₹450	₹4,50,000 + GST

Consumption of all properties mentioned above to achieve the guaranteed amount of impressions within the time period

PFA the society list and the case studies.

Abhishek Kumar Singh

From: Agomani Sengupta
Sent: 18 October 2024 11:15
To: Devanshi Govil; Shalini Jha
Cc: Kunal Yadav; Abhishek Kumar Singh; Central Brand Team
Subject: RE: External Mail :mygate x Krisumi Corporation

Hi Devanshi,

The proposal is fine. We are internally processing the same.

Warm Regards,



Agomani Sengupta
Assistant General Manager – Marketing

Email: agomani.sengupta@krisumi.com

Mobile: 9910978503

Sector 36A, Gurugram



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

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.

From: Devanshi Govil <devanshi.govil@mygate.in>
Sent: 14 October 2024 19:04
To: Shalini Jha <shalini.jha@krisumi.com>
Cc: Agomani Sengupta <agomani.sengupta@krisumi.com>; kunal.rajendra@krisumi.com; abhishek.sengupta@krisumi.com; Central Brand Team <cbt.ads@mygate.in>
Subject: External Mail :mygate x Krisumi Corporation

Hi Shalini,

Greetings from mygate! Thank you for your time on call, it was lovely speaking with you!

As discussed, I'm sharing a **brand awareness** campaign plan for **Delhi NCR**:

Please find the details of the ROS (Run On Schedule) campaign below:

The following are the benefits of the campaign

1. Run on all engagement banners that mygate has to offer
2. A chance to explore and understand the user behaviour
3. Avoid backlashes due unavailability

Do let me know if we can proceed with this arrangement.

Warm Regards,

Devanshi Govil
Brand Manager - Central Brand Team
+91 9108932832

This email may contain confidential information and/or copyright material. This email is intended for the use of the addressee only. Any unauthorised use may be unlawful. If you have received this email by mistake, please advise the sender immediately by using the reply facility in your email software.



