

NOTE FOR APPROVAL
KRISUMI CORPORATION PVT. LTD.

Dated : July 10 , 2021

SR No. 013

Sub : Request release of marketing support to 6 shortlisted Key Accounts under Campaign 75

Dear Sir,

As a part of Campaign 75, we had proposed 43 Key accounts (mail sent on 19th June'21 by Mr. Nanda) for digital marketing support in the month of June'21 (as attached '**Annexure B**: Proposed Digital marketing support to 43 key accounts ASAP to activate the channel to give us sales within June & July'21).

Determined from the previous performance of these Channel Partners and footfalls last month, 05 Channel partners from 43 key account were shortlisted and approved by your kind self for the digital marketing.

Out of the 05 shortlisted CPs, digital marketing support cheques have been handed over to the following:

1. Panache of 1 Lacs + GST against committed 1.5 Lacs for 02 Units C1002 & C1006 sold in March'21.
2. Vinayak Nandan Bharna of 50K inclusive of GST, for unit C802 sold in Feb'21.
3. Symbiosis for old pendency of 1.68 Lacs inclusive of GST, towards marketing support committed against previous sales done (previous MOU).
4. Bhupinder Singh (Inder Reality) for advance amount of 1.50 Lacs + GST for fresh MOU done in this FY. Closure expected by 12th July'21. He is a previous performer and closed 06 units in the last FYI (previous MOU).

Based on the Channel Sales done in the month June'21, we have prioritized & shortlisted 04 Key Channel Partners who have performed & 02 Bulk Channel Sales i.e. Savills & 360 Realtors; who have given us the confidence to promote & sell our product. To keep the momentum going, they need marketing support from the Company's end for the generation of leads.

Therefore, we request you to kindly release Marketing Support Amount of Rs.10,50,000 + Applicable Taxes in total for the CPs mentioned here as under. This was discussed today during our weekly review.

S.No.	Booking Date (D/M/Y)	SOLD Unit No.	Unit Type	Payment Plan	Area (in Sq. Ft.)	Channel Partner Name	RERA Status	Marketing Support Amount + GST (in Rs.)	Sanctioned Scheme/MOU	Remarks/Sanctioned Scheme June'21/MOU
1	19-06-2021	C 402	3 LDK (C2)	25:25:50	1946.84	Census Consultant	Registered	50000	Sanctioned Scheme June'21	-
2	29-06-2021	B 2303	2 LDK (B3)	35:65	1448.41	Earthlinks Realty Pvt. Ltd.	Registered	50000	New CP activated, Sanctioned Scheme June'21	New Channel Partner activated
3	30-06-2021 & 03-07-2021	C 1602	3 LDK (C2)	30:70	1946.84	Rajeev Ahlawat	Registered	50000	New CP activated, Sanctioned Scheme June'21	New Channel Partner activated
4	30-06-2021 & 04-07-2021	C 3002	2LDK + Personal Work Space	30:70	1946.84	YHATAW Real Estate Facilitators Pvt. Ltd.	Registered	200000	MOU Channel Partner	Rs.50K against 01 closure in June'21 & 1.5 Lac advance against fresh MOU signed.
Total								350000		

Dishfor... Vinayak

We request an immediate release of Marketing support to these CPs, so that the CPs stand committed to the sales in July'21 (14 sales committed by our sales team for July'21). This will help us in motivating them and make them more committed towards Krisumi.

In addition,

1. Total marketing support committed to achieve international sales from Savills (MOU CP) is 9Lacs (as per mutually agreed terms), out of which 5 Lacs is for the set-up cost. We request to an immediate release of 5 Lacs and 4 Lacs for the Digital Marketing Support can be released post 10-15 days. Deadline to close the agreement is 12th July'21.
2. We request an immediate release of 2 Lacs to support 360 Realtors (MOU CP) for digital marketing post the agreement is signed. Deadline to close the agreement is 12th July'21.

Request your good self to Please accord Approval to move forward.

Approved By:

Mr. Gulshan Kumar

Vineet Nanda

Mr. Vineet Nanda

Mr. Akash Khurana

Yamazaki San

Disha

San
