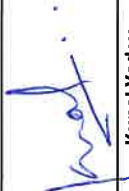








Marketing Approval Note

Additional Approval Note for Digital Campaign				
Subject		01/02/25		
Date		HO/MKT/FY24-25/141		
Document Ref No.				
S.No.	Description of item	Vendor	Cost	Taxes
1	Digital Campaign for February'25 Budget to be spent on the campaign - ₹30,00,000 + 8% Agency Commission over and above the campaign budget	Two99 Tech Marketing Pvt Ltd	₹32,40,000	₹5,83,200
			₹38,23,200	₹38,23,200
Remarks: <ul style="list-style-type: none"> 100% advance will be paid against Tax Invoice along with the applicable taxes for the campaign budget and the agency commission & taxes will be paid post completion of the campaign. Urgent & immediate payments (without ERP process) required for the advance payment. 				
Total		Total Till Now		Balance
Marketing Budget	Consumed till date	This Approval Note		
₹51,42,16,438.00	₹28,26,78,811.00	₹33,23,200.00	₹22,77,14,427.00	
 Kunal Yadav Preparec By	 Shalini Jha Verificc By	 Vireet Manda Approved By	 Manu Gupta Verified By	
 Akash Khurana Approvec By	 Yuka Nagao Verificc By	 Fuji Kato Approved By		

Subject: External Mail :Re: Awareness & CP - Feb Paid Plan - Krisumi
Date: Saturday, 1 February 2025 at 1:22:22 PM India Standard Time
From: Umar Daraz <umar.daraz@two99.org>
To: Shalini Jha <shalini.jha@krisumi.com>
CC: Agam Chaudhary <agam.chaudhary@two99ecommerce.com>, Arti Chaudhary <arti.chaudhary@two99ecommerce.com>, Kanishak Rajpal <kanishak.rajpal@two99ecommerce.com>, Divyansh Gupta <divyansh.gupta@two99marketing.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Kunal Yadav <kunal.yadav@krisumi.com>, Aditi Singh Content - Two99 <aditi.singh@two99marketing.com>
Attachments: Krisumi_Waterside _ Two99 Marketing _ Performance Plan_Feb_V1.2.xlsx

Hello Mam,

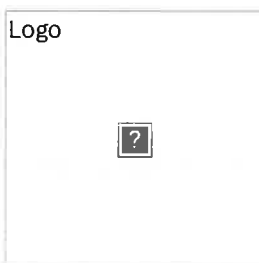
Please ignore previous email,

Please find attached the first draft of the February plans for Krisumi (Awareness & CP). Kindly review and let us know if you have any questions.

Quick Summary:

- **Awareness: Budget – ₹30 Lacs**
 - **Platforms:** Google Ads, Meta, and Programmatic Ads
- **CP: Budget – ₹42 Lacs**
 - **Platforms:** Display & Meta

Please refer to the attached document for further details & let us know if you have any queries.



UMAR DARAZ
Digital Marketing - Lead
E-commerce / Marketing / Consulting / Cyber Security
Influencer Marketing / GenShark Engine
[+91-99907 89624](tel:+91-9990789624)

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On Sat, 1 Feb 2025 at 13:20, Umar Daraz <umar.daraz@two99.org> wrote:

Hi Shalini,

Please find the revised plan attached.

Krisumi_Waterside Residencies	
Geo	PAN India
Total Budget	₹30,00,000.00
Tentative start date	-
Website	https://krisumi.com/project/waterside-residencies/

Total Budget

S.No	Account	Total Budget	Expected CPC (Approx.)	Expected Clicks	Expected CTR	Expected Impressions
1			₹19.25	31,169	9.60%	3,24,675
2			₹1.74	86,207	2.77%	31,12,162
3	Google Ads (Remarketing, Google search & Display)		₹1.43	1,04,895	8.50%	12,34,060
4		₹30,00,000.00	₹26.50	5,660	13.84%	40,899
5	Meta Ads		₹6.50	69,231	0.80%	86,53,846
6			₹4.15	72,289	4.50%	16,06,426
7	Programmatic Ads		₹7.65	58,824	6.10%	9,64,320
8	Content Marketing					
	Total			4,28,275		1,59,36,388

Please note -

- *Budget allocation is flexible depending upon the performing campaigns & the final deliveries may change as per the performance across the medium
- *Campaign deliveries also depend upon the creative, landing page/website and the geo being targeted hence final delivery might vary
- *Taxes & Agency commission extra as applicable
- * This is just a projection based on industry trends. The click-through, conversion rates & other metrics may vary while the campaign is running.
- * Will add/remove new channel/account according to the requirement.

Campaign Type	Funnel Objective	Campaign Details	Example Brands of Affinity Audiences	Creatives & Text Requirements
SEARCH	Objective: Reach users searching for luxury real estate and drive traffic through YouTube for maximum visibility.	<p>Brand Only DSA</p> <p>Generic Ads</p> <p>Affinity Audiences (properties for sale, Avid Investors, Avid News Readers, Investment Services, Residential Properties, Moving & Relocation)</p> <p>In-market Audiences (Residential Properties, Air Travel, Moving soon, Purchasing a Home Soon, Recently Retired)</p> <p>Custom Intent Audiences (Users searching for terms like "Luxury apartments in Gurgaon," "premium residences," "real estate investments," "Krisumi Waterside Residences")</p> <p>Remarketing Audiences (Website Visitors: Target users who have visited the Krisumi website but haven't filled the form. YouTube Engagement: Retarget viewers who have interacted with previous Krisumi videos or ads but didn't fill the form yet)</p>	<p>1. Avid Investors Financial News Platforms: Bloomberg, CNBC, Financial Times Investment Services: Charles Schwab, Fidelity Investments, Vanguard Stock Market Apps: Robinhood, E*TRADE, TD Ameritrade</p> <p>2. Avid News Readers News Outlets: The New York Times, BBC News, The Guardian News Aggregators: Google News, Flipboard, Feedly Specialized Publications: The Economist, National Geographic, Wired</p> <p>3. Investment Services Brokerage Firms: Merrill Lynch, Morgan Stanley, Edward Jones Robo-Advisors: Betterment, Wealthfront, Personal Capital Financial Planning Tools: Mint, YNAB (You Need A Budget), Quicken</p> <p>4. Residential Properties Real Estate Platforms: Zillow, Realtor.com, Redfin Property Management Companies: Greystar, Lincoln Property Company, AvalonBay Communities Home Builders: Lennar, D.R. Horton, PulteGroup</p> <p>5. Moving & Relocation Moving Services: U-Haul, Mayflyer, Two Men and a Truck Relocation Assistance: SIRVA, Cartus, Orinbell Storage Solutions: Public Storage, Extra Space Storage, CubeSmart</p> <p>6. Luxury Shoppers Luxury Retail Brands: Louis Vuitton, Gucci, Prada, Chanel, Hermes Luxury E-commerce Platforms: Net-a-Porter, Farfetch, MatchesFashion Jewelry Brands: Tiffany & Co., Cartier, Bulgari High-End Department Stores: Neiman Marcus, Saks Fifth Avenue, Harrods</p> <p>7. Luxury Travelers Luxury Hotels & Resorts: Four Seasons, Ritz-Carlton, Aman Resorts Travel Concierge Services: Quintessentially, Black Tomato, Abercrombie & Kent Luxury Airlines & Private Jets: Emirates First Class, NetJets, VistaJet High-End Cruise Lines: Silversea, Seabourn, Regent Seven Seas</p>	<p>Ad Sizes</p> <ul style="list-style-type: none"> - 200x200 - 300x250 - 336x280 - 560x400 - 250x360 <p>File types</p> <ul style="list-style-type: none"> - Formats (GIF, JPG, PNG) - Max. Size (150KB)
Search & Display (Remarketing)	Top Funnel (Awareness & Engagement)			
YOUTUBE		<p>Affinity Audiences (properties for sale, Avid Investors, Avid News Readers, Investment Services, Residential Properties, Moving & Relocation)</p> <p>In-market Audiences (Residential Properties, Air Travel, Moving soon, Purchasing a Home Soon, Recently Retired)</p> <p>Custom Intent Audiences (Users searching for terms like "Luxury apartments in Gurgaon," "premium residences," "real estate investments," "Krisumi Waterside Residences")</p> <p>Remarketing Lists (YouTube Engagement: Retarget viewers who have interacted with previous KEI videos or ads but didn't convert.)</p>	<p>YouTube Video Link in 16:9 (video) & 9:16 (shorts) aspect Ratios</p>	

Campaign Type	Funnel	Campaign Details	Targeting	Creative Strategy
<p>Display Banners Ads</p>	<p>Objective: Drive brand awareness among industry professionals and potential buyers. Generate leads for bulk orders and inquiries for electrical cables and wiring solutions.</p>	<p>Brand Awareness/ Engagement</p>	<p>Demographics: 30-50 years old, income group Top 20%, interested in luxury real estate. Interests: Property investment, real estate, luxury brands, modern living. Placement: Economic Times, MoneyControl, Financial Express, real estate blogs.</p>	<p>Project Highlights: Visual banners of Krisumi's project with click-throughs to the landing page</p>
<p>Native Ads</p>		<p>To target user take action on website</p>		<p>Blog-style promotional content highlighting Krisumi's luxury project in Gurgaon.</p>

Creatives & Text Requirements

<p>Design recommendations Image file type: JPG or PNG Ratio: 9:16 Resolution: At least 1080 x 1080 pixels</p> <p>Text recommendations Primary text: 125 characters</p> <p>Technical requirements Maximum file size: 30 MB Minimum width: 500 pixels Aspect ratio tolerance: 1%</p>	<p>Single Image Ads</p>
<p>Design recommendations File type: MP4, MOV or GIF Ratio: 9:16 Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128 kbps+ Resolution: At least 1080 x 1080 pixels Video captions: Optional, but recommended Video sound: Optional, but recommended</p> <p>Text recommendations Primary text: 125 characters</p> <p>Technical requirements Video duration: 1 second to 60 minutes Maximum file size: 250 MB Minimum width: 500 pixels Aspect ratio tolerance: 1%</p>	<p>Video Ads</p>
<p>Design recommendations Image file type: JPG or PNG Video file type: MP4, MOV or GIF Ratio: 1:1 Resolution: At least 1080 x 1920 pixels</p> <p>Text recommendations Primary text: 125 characters Headline: 40 characters Landing page URL: Required</p> <p>Technical requirements Number of carousel cards: 2 to 10 Image maximum file size: 30 MB Video maximum file size: 4 GB Video duration: 1 second to 15 seconds Aspect ratio tolerance: 1%</p>	<p>Carousel Ads</p>
<p>Design recommendations Image type: JPG or PNG Video file type: MP4, MOV or GIF Ratio: 1.911 to 1:1 Resolution: At least 1080 x 1080 pixels</p> <p>Text recommendations Primary text: 125 characters Headline: 40 characters Landing page URL: Required</p> <p>Technical requirements Instant Experience: Required Image maximum file size: 30 MB Video maximum file size: 4 GB Minimum image/video width: 500 pixels Minimum image/video height: 500 pixels</p>	<p>Collection Ads</p>

Kunal Yadav

Saturday, February 1, 2025 at 14:21:50 India Standard Time

Subject: RE: Approval Solicited | Digital Campaign for Feb'25
Date: Saturday, 1 February 2025 at 2:21:38 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Attachments: image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.png

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



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Saturday, February 1, 2025 2:19 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Approval Solicited | Digital Campaign for Feb'25

Dear Sir,

Appended is the approval note for the Digital Campaign for the month of Feb'25. Kindly accord your approval.