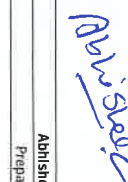








**Marketing Approval Note**

Subject	Approval Note for Sponsorship of Durgotsav Festival of Purbapalli Durgabari Samiti and Garden city Bengali Cultural Association (GCBCA)				
	Durga Puja has become a significant event in NCR. Expected footfall be 1 lakh to 1.25 lakhs during the 5 Puja days. The target audience visiting this place are mostly from Bengal, Odisha, Assam, Bihar, Jharkhand and are very well placed Professionals (CEOs, CTOs, Marketing Directors, Government officials) ranging from IT, Auto, Steel, Hospitals, Pharma, FMCG to Media and Businessmen and start ups.				
Date	20-09-2024				
Document Ref No.	HO/MKT/FY24-25/078				
S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Purbapalli Durgabari Samiti is a 36-year-old, Socio-Cultural Organization in Gurgaon. Over the years, this Durga Puja has become a significant event in NCR, which is attended by many. Award Winning (National level), tallest idol of NCR and one of the most recognised puja of Gurgaon Cultural Performance by National and International Artists. Purbapalli Durgotsav Samiti will be celebrating durga puja for the thirty sixth year from 8th october to 13th october 2024. Deliverables: 6 banners which has the best view from the entrance size 10x15 ft (2 nos), 10x6 (1), 10x3 (3 nos) Pillar branding Digital: Brand video on LED screen as backdrop of Cultural Stage (24 ft x 10 ft)	Purbapalli Durgabari Samiti	₹1,50,000	₹0	₹1,50,000
2	(DLF) Garden City Bengali Cultural Association (GCBCA) at Gurugram Sector 86 GCBCA will be celebrating Durga Puja for the ninth time from 9th october to 13th october Deliverables: Main Gate Entrance Backdrop - Cultural Stage 1,00,000+ families with over 15,000 to 20,000 footfalls during the four days, the GCBCA, Durga Puja has grown from strength to strength since its inception in 2015 and is one of the most esteemed and looked forward Durga event in the DLF Garden City, New Gurugram region today.	(DLF) Garden City Bengali Cultural Association (GCBCA)	₹1,25,000	₹0	₹1,25,000
3	Branding Collaterals at the venue (Including installation and transportation)	Providence Adworks	100000	₹18,000	₹1,18,000
Remarks:	* Payment will be 100% Advance				
	Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
	₹51,42,16,438.00	₹14,43,12,445.00	₹3,53,000.00	₹4,47,05,445.00	₹36,95,10,993.00
	Prepared By:  Abhishek Singh	Verified By:  Shalini Jha	Approved By:  Vinod Nanda	Verified By:  Manu Guha	
	Approved By:  Akash Khurana	Verified By:  Yvika Nagao	Approved By:  Vijl Kato		

Kunal Yadav

Friday, September 20, 2024 at 15:37:40 India Standard Time

**Subject:** RE: Approval Solicited | Durga Puja Sponsorships  
**Date:** Friday, 20 September 2024 at 3:35:50 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](mailto:nanda@krisumi.com)  
Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from home: [www.krisumixperience.com](http://www.krisumixperience.com)



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**From:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>  
**Sent:** Friday, September 20, 2024 3:02 PM  
**To:** Vineet Nanda <[nanda@krisumi.com](mailto:nanda@krisumi.com)>  
**Cc:** Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>; Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>  
**Subject:** Approval Solicited | Durga Puja Sponsorships

Dear Sir,

Appended is the approval note for Durga Puja Sponsorships. Kindly accord your approval.