

Divya Misra

From: Disha Rao
Sent: 12 July 2021 11:03
To: Parveen yadav
Cc: Vineet Nanda; Gulshan Kumar; Sachin Kumar; Nitin Bhatia; Divya Misra
Subject: FW: Request release of marketing support to 6 shortlisted CPs

Importance: High

Dear Parveen San,

Ref below email, request you to initiate the process of disbursing marketing support to below mentioned 6 accounts. Divya from my team will provide the docs, invoice and will create vendor codes wherever applicable.

Best regards,
Disha Rao

From: Akash <akash@krisumi.com>
Sent: 10 July 2021 15:44
To: Takahiro Yamazaki <takahiro.YAMAZAKI@krisumi.com>; Disha Rao <disha.rao@krisumi.com>
Cc: Vineet Nanda <nanda@krisumi.com>; Sachin Kumar <sachin.kumar@krisumi.com>; Nitin Bhatia <nitin.bhatia@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Re: Request release of marketing support to 6 shortlisted CPs

Approved.

Thanks,
Akash

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From: Takahiro Yamazaki <takahiro.YAMAZAKI@krisumi.com>
Sent: Wednesday, July 7, 2021 3:53:07 PM
To: Disha Rao <disha.rao@krisumi.com>; Akash <akash@krisumi.com>
Cc: Vineet Nanda <nanda@krisumi.com>; Sachin Kumar <sachin.kumar@krisumi.com>; Nitin Bhatia <nitin.bhatia@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Re: Request release of marketing support to 6 shortlisted CPs

Ok.

Kind Regards,
Takahiro Yamazaki / 山崎 貴博

From: Disha Rao <disha.rao@krisumi.com>
Date: Wednesday, 7 July 2021 at 7:10 PM
To: Akash <akash@krisumi.com>, Takahiro Yamazaki <takahiro.YAMAZAKI@krisumi.com>
Cc: Vineet Nanda <nanda@krisumi.com>, Sachin Kumar <sachin.kumar@krisumi.com>, Nitin Bhatia <nitin.bhatia@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Subject: Request release of marketing support to 6 shortlisted CPs

Dear Mr. Khurana & Yamazaki San,

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 S
1	19-06-2021	C 402	3 LDK (C2)	25:25:50	1946.84	Census Consultant	Registe
2	29-06-2021	B 2303	2 LDK (B3)	35:65	1448.41	Earthlinks Realty Pvt. Ltd.	Registe
3	30-06-2021 & 03-07-2021	C 1602	3 LDK (C2)	30:70	1946.84	Rajeev Ahlawat	Registe
4	30-06-2021 & 04-07-2021	C 3002	2LDK + Personal Work Space	30:70	1946.84	YHATAW Real Estate Facilitators Pvt. Ltd.	Registe
							Tota

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.

Best regards,

Disha Rao | Assistant General Manager- Customer First & Sales
Krisumi Corporation

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Gurgaon | Haryana - 122016

India

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(GMT + 5:30 hrs)

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