

Marketing Approval Note

Waterfall Residences

Approval Note for Kusumi Experience.com Premiere (The event is important as this is the last pull this month to achieve the monthly target for December 2021)

24-12-2021

HQ/MK/60-FY21-22

S.No.	Description of Item	Vendor	Quantity	Approved Earlier		Total	Quantity	Revised MFA		Total	
				Approved Cost	GST			Revised Cost	GST		
1	LED Screen, Setup, Light & Sound, Sitting Bar, Heaters (Revised cost is for 200 pax and additional element of lighting the area outside the sales lounge for 7 days)	Pooja Rustagi (Earlier it was Rock Castle)	100	2,75,000.0	49,500.0	3,24,500.0	200.0	3,05,000.0	54,900.00	3,59,900.00	
2	External area lighting for eight days (New Element)	Pooja Rustagi					Eight Days (around 50 lights for colour wash)	1,95,000.0	35,100.00	2,30,100.00	
3	Photography and videography (Was added in the Setup cost by previous vendor but current vendor doing the setup has not included)	Bindal Studio		0.0	0.0	0.0	1 Still photographer and 1 videographer	18,000.0	3,240.00	21,240.00	
4	3 Person Band	Hemart	3 Person Band for 1 day	28,000.00	0.0	28,000.0	3 Person Band for 1 day and 2 person band for 2 days	68,000.00	0.00	68,000.00	
5	Live Webcast	Vinbox Martech Pvt. Ltd.		1,45,000.00	26,100.0	1,71,100.0		1,45,000.00	26,100.00	1,71,100.00	
6	Catering for 200 (Snacks and Dinner)	Chef Kitchen	200	2,43,000.00	12,150.0	2,55,150.0	200.0	2,43,000.00	12,150.00	2,55,150.00	
7	Food for Drivers	Chef Kitchen	50	10,000.00	500.0	10,500.0	80.0	16,000.00	800.00	16,800.00	
8	Licence for Liquor		1 Day	12,000.00	0.0	12,000.0	1 Day	12,000.00	0.00	12,000.00	
9	Liquor		125	1,50,000.00	0.0	1,50,000.0	200.0	2,00,000.00	0.00	2,00,000.00	
10	Bar tender with Glassware	Chef Kitchen	3	13,000.00	650.0	13,650.0	4.0	19,000.00	650.00	19,650.00	
11	Hand Sanitizers		150	7,500.00	0.0	7,500.0	150	7,500.00	0.00	7,500.00	
12	Videorecording of the Management (New addition)	Bindal Studio			0.0		4	20,000.00	3,600.00	23,600.00	
13	Beverages (Water bottles, Juice, Cold drinks)		100	15,000.00	0.0	15,000.0	200.0	20,000.00	0.00	20,000.00	
14	3 telecallers for 8 days to call on the data base		3	38,400.00	6,912.0	45,312.0	3	38,400.00	6,912.00	45,312.00	
Total Marketing Expense Budget				1,54,60,000.00	Consumed till date		This Approval Note		Total Till Now		Balance
				1,16,53,293.62	14,50,352.00		1,31,03,645.62		4,17,640.00		23,56,354.38

Note - 100% Advance for Vinbox Martech. For catering min. guarantee of 150 will be given to vendor.  
 Note - Six paid will be issued to the CP on the day of event on the basis of lucky draw. We already have 6 paid procured with us.

Date: 24.12.2021  
 Prepared By: Roshan Singh  
 Verified By: Shailini Isha  
 Approved By: Aash Kivana

Approved By: Vineet Nanda  
 Approved By: Vineet Nanda  
 Approved By: Takahito Yamazaki

Approved By: Mohit Jain  
 Verified By: Gulshan Kumar

MA to be secured closer to the event. Vinbox ready. Atk