

### Marketing Approval Note

**Approval Note for Procurement of Amazon Shopping Vouchers and Gold Tokens**

We are implementing approved reward schemes for both our channel partners and customers. Channel partners will receive an Amazon Shopping Voucher worth ₹20,000 for every successful sales closure, while customers investing in Waterside Residences will be rewarded with gold worth ₹4 lakhs and those investing in Waterfall Suites II will receive gold worth ₹1.5 lakhs upon successful registration or investment. These initiatives aim to incentivize and recognize their contributions and trust.

Note: Both schemes have been reviewed and approved by the management.


Date		10/12/24	
Document Ref No.		HO/MKT/FY24-25/124	
S.No.	Description of item	Vendor	Total
1	2 Gold Tokens for Waterside Residences Customers worth ₹4,00,000/qualified customers	Hari Shankar Sumil Kumar	₹20,00,000
2	8 Gold Tokens for Waterfall Suites II Customers worth ₹1,50,000/qualified customers  Rewards for Channel Partners on Sales Closure 35 Amazon Shopping Vouchers of value @ ₹20,000 each (The effective price for the Voucher becomes ₹19,300 after a discount of 3.5%.)	Sellebrate Moments Pvt. Ltd.	₹7,97,090
			<b>₹28,57,090</b>

**Remarks:**

- For S. No. 1: Due to regulatory guidelines, the vouchers have a maximum denomination of ₹10,000. Hence, for larger amounts like ₹20,000, we will split them into two vouchers of ₹10,000 each.
- 100% advance will be paid along with the applicable taxes.
- For S. No. 2: Quantity/weight may vary basis the availability or current rates, however the value will be unchanged.
- 100% advance will be paid.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹26,65,00,385.00	₹28,57,090.00	₹26,93,57,475.00	₹24,48,58,963.00
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manoj Gupta Verified By	
Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By		

**Proforma Invoice**

 <b>Sellebrate Moments Pvt Ltd</b> 3B, C Running Loco Road, Bhaskar Choraha, Ratanada Jodhpur Rajasthan 342001 Contact No. +91 78784 22461 GSTIN/UIN: 08ABJCS3398G1ZU State Name : Rajasthan, Code : 08 E-Mail : finance@awwgment.com	Invoice No.	Dated
	<b>PI/058</b>	<b>10-Dec-24</b>
Consignee (Ship to) <b>KRISUMI CORPORATION PRIVATE LIMITED</b> 11th Floor, Unit-02, Emaar Capital Tower-2, Sector 26, MG Road, Gurugram, Gurugram GSTIN/UIN : 06AAECV0565A1ZR State Name : Haryana, Code : 06	Delivery Note	Mode/Terms of Payment
	Reference No. & Date.	Other References
Buyer (Bill to) <b>KRISUMI CORPORATION PRIVATE LIMITED</b> 11th Floor, Unit-02, Emaar Capital Tower-2, Sector 26, MG Road, Gurugram, Gurugram GSTIN/UIN : 06AAECV0565A1ZR State Name : Haryana, Code : 06 Place of Supply : Haryana	Buyer's Order No.	Dated
	Dispatch Doc No.	Delivery Note Date
	Dispatched through	Destination
	Terms of Delivery	

Sl No.	Description of Goods	HSN/SAC	Quantity	Rate	per	Disc. %	Amount
1	<b>Gift E Vouchers</b>	49111090	<b>70 PCS</b>	10,000.00	PCS	3.50 %	<b>6,75,500.00</b>
	<b>IGST</b>						<b>1,21,590.00</b>
<b>Total</b>			<b>70 PCS</b>				<b>₹ 7,97,090.00</b>

Amount Chargeable (in words) E. & O.E  
**INR Seven Lakh Ninety Seven Thousand Ninety Only**

HSN/SAC	Taxable Value	IGST		Total Tax Amount
		Rate	Amount	
49111090	6,75,500.00	18%	1,21,590.00	1,21,590.00
<b>Total</b>			<b>1,21,590.00</b>	<b>1,21,590.00</b>

Tax Amount (in words) : **INR One Lakh Twenty One Thousand Five Hundred Ninety Only**

Company's Bank Details  
 Bank Name : **Yes Bank - 0941**  
 A/c No. : **11786330000941**  
 Branch & IFS Code: **YESB0001178**  
 SWIFT Code :

**Declaration**

We declare that this invoice shows the actual price of the goods described and that all particulars are true and correct.

for Sellebrate Moments Pvt Ltd

Authorised Signatory

SUBJECT TO JODHPUR JURISDICTION

This is a Computer Generated Invoice

Kunal Yadav

Tuesday, December 10, 2024 at 14:48:17 India Standard Time

**Subject:** External Mail :Re: External Mail :Re: External Mail :Re: External Mail :Re: External Mail :Re: Gift Cards  
**Date:** Tuesday, 10 December 2024 at 2:06:41 PM India Standard Time  
**From:** Vikas Vyas <vvyas@jodhpurdesignstudio.com>  
**To:** Shalini Jha <shalini.jha@krisumi.com>, Shikha Menon <smenon@awwgment.com>  
**CC:** Vishal Bindal <vbindal@chirpn.com>, Krisumi Marketing <marketing@krisumi.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Vipin Nair <vnair@awwgment.com>, Kunal Yadav <kunal.yadav@krisumi.com>  
**Attachments:** Outlook-4mewx4dl.png, Outlook-fhn05puc.png, Outlook-ndatnrgv.png, Outlook-l510jajx.png, Outlook-k2lsswb0.png, Outlook-ap1kytgf.png, image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, Outlook-nmmr4wrt.png, Outlook-cfw5ptsg.png, Outlook-ap3caxip.png, Outlook-w33xs353.png, Outlook-pagnjary.png, Outlook-rymz4lsm.png, krushmi pi 58.pdf

Dear Shalini,

Please find attached PI for your reference

Regards,  
Vikas Vyas

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**From:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>  
**Sent:** Tuesday, December 10, 2024 2:00 PM  
**To:** Shikha Menon <[smenon@awwgment.com](mailto:smenon@awwgment.com)>; Vikas Vyas <[vvyas@jodhpurdesignstudio.com](mailto:vvyas@jodhpurdesignstudio.com)>  
**Cc:** Vishal Bindal <[vbindal@chirpn.com](mailto:vbindal@chirpn.com)>; Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>; Agomani Sengupta <[agomani.sengupta@krisumi.com](mailto:agomani.sengupta@krisumi.com)>; Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>; Vipin Nair <[vnair@awwgment.com](mailto:vnair@awwgment.com)>; Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>  
**Subject:** Re: External Mail :Re: External Mail :Re: External Mail :Re: External Mail :Re: External Mail :Re: Gift Cards

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I'd appreciate if you could expedite the process. It shouldn't take this long to generate a PI.

Warm Regards,



**Shalini Jha**

Vice President Marketing  
Email: [shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)  
Mobile: 9818387982  
Sector 36A, Gurugram



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



Image



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**From:** Shikha Menon <[smenon@awwgment.com](mailto:smenon@awwgment.com)>  
**Sent:** Tuesday, December 10, 2024 11:24:22 AM  
**To:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>; Vikas Vyas <[vvyas@jodhpurdesignstudio.com](mailto:vvyas@jodhpurdesignstudio.com)>  
**Cc:** Vishal Bindal <[vbindal@chirpn.com](mailto:vbindal@chirpn.com)>; Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>; Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Agomani Sengupta <[agomani.sengupta@krisumi.com](mailto:agomani.sengupta@krisumi.com)>; Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>; Vipin Nair <[vnair@awwgment.com](mailto:vnair@awwgment.com)>  
**Subject:** External Mail :Re: External Mail :Re: External Mail :Re: Gift Cards

Hi Kunal,

We appreciate your interest in vouchers. Due to regulatory guidelines, our vouchers have a maximum denomination of ₹10,000. For larger amounts like ₹20,000, we can split them into two vouchers of ₹10,000 each. Would you like to proceed with this arrangement?

Please suggest.

Thanks,  
Shikha

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**From:** Shikha Menon <[smenon@awwgment.com](mailto:smenon@awwgment.com)>  
**Sent:** Monday, December 9, 2024 7:14:33 PM  
**To:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>; Vikas Vyas <[vvyas@jodhpurdesignstudio.com](mailto:vvyas@jodhpurdesignstudio.com)>  
**Cc:** Vishal Bindal <[vbindal@chirpn.com](mailto:vbindal@chirpn.com)>; Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>; Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Agomani Sengupta <[agomani.sengupta@krisumi.com](mailto:agomani.sengupta@krisumi.com)>; Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>  
**Subject:** Re: External Mail :Re: External Mail :Re: Gift Cards

[@Vikas Vyas](#) please share

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**From:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>  
**Sent:** Monday, December 9, 2024 6:35:18 PM  
**To:** Shikha Menon <[smenon@awwgment.com](mailto:smenon@awwgment.com)>  
**Cc:** Vikas Vyas <[vvyas@jodhpurdesignstudio.com](mailto:vvyas@jodhpurdesignstudio.com)>; Vishal Bindal <[vbindal@chirpn.com](mailto:vbindal@chirpn.com)>; Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>; Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Agomani Sengupta <[agomani.sengupta@krisumi.com](mailto:agomani.sengupta@krisumi.com)>; Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>  
**Subject:** Re: External Mail :Re: External Mail :Re: Gift Cards

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Shikha,

Please note-GST will be applicable on vouchers and payment terms for the same is 100% advance.

Please suggest.

Thanks,  
Shikha

---

**From:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>

**Sent:** 21 November 2024 14:33

**To:** Shikha Menon <[smenon@awwgment.com](mailto:smenon@awwgment.com)>; Vikas Vyas <[vvyas@jodhpurdesignstudio.com](mailto:vvyas@jodhpurdesignstudio.com)>; Vishal Bindal <[vbindal@chirpn.com](mailto:vbindal@chirpn.com)>

**Cc:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>; Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>; Agomani Sengupta <[agomani.sengupta@krisumi.com](mailto:agomani.sengupta@krisumi.com)>

**Subject:** Re: External Mail :Re: Gift Cards

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Please share the proposal. That's the next step.

*Warm Regards,*

**Error!**

**Filename not specified.**

**Shalini Jha**

*Vice President Marketing*

Email: [shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)

Mobile: 9818387982

Sector 36A, Gurugram

**Error! Filename not specified. Error! Filename not specified. Error! Filename not specified.**

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---

**From:** Shikha Menon <[smenon@awwgment.com](mailto:smenon@awwgment.com)>

**Sent:** Thursday, November 21, 2024 2:22:45 PM

**To:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Vikas Vyas <[vvyas@jodhpurdesignstudio.com](mailto:vvyas@jodhpurdesignstudio.com)>; Vishal Bindal <[vbindal@chirpn.com](mailto:vbindal@chirpn.com)>

**Cc:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>; Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>; Agomani Sengupta <[agomani.sengupta@krisumi.com](mailto:agomani.sengupta@krisumi.com)>

**Subject:** External Mail :Re: Gift Cards

Hi Shalini ,

Please share gst certificate as discussed.

Thanks,  
Shikha

S.No	Project	APARTMENT NO.	EOI Recd Date	Months	Booking	Booking Remarks	Final Channel Name	Customer Name	Approved Rate	Sell Price	Difference	Offer Status
1	Waterfall Suites II	WS II 3408	30-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Amogh Buildtech Pvt Ltd	Ajay Yadav & Shikha Yadav	21462	21700	238	Gold 1.5 Lacs
2	Waterside Residences	WR3 705	22-Oct-24	Oct	Booking Till Nov'24	Sold - Agent	Pratham Singhal	Sandeep Gupta	21168	21800	632	3 Lacs Gold
3	Waterside Residences	WR2 2206	10-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Vishal Bangia	Harpeet Singh & Preeti Kaur	20816	21350	534	Gold 4 Lacs
4	Waterside Residences	WR3 3306	10-Nov-24	Nov	Booking Till Nov'24	Sold - Direct	Direct Sales	Akanksha Verma	21026	20800	-226	Gold 4 Lacs
5	Waterfall Suites II	WS II 508	11-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Prakhar Bhushan Srivastava	Vidhu Pal	21147	21800	653	Gold 1.5 Lacs
6	Waterfall Suites II	WS II 208	12-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Manish Kumar jain	Manish Kumar jain	21147	21500	353	Gold 1.5 Lacs
7	Waterfall Suites II	WS II 1910	23-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	GAGGAN SINGH	Anu Kumari & Anil Kumar	21037	21800	763	Gold 1.5 Lacs
8	Waterfall Suites II	WS II 2001	29-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Pratham Singhal	Nidhi Tayal	20754	21500	746	Gold 1.5 Lacs
9	Waterfall Suites II	WS II 203	30-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Ankita Singh	Mrs. Manju Jain	21147	21500	353	Gold 1.5 Lacs
10	Waterfall Suites II	WS II 2103	30-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Deepak	Ajay Gupta	21357	21700	343	Gold 1.5 Lacs
11	Waterfall Suites II	WS II 2208	30-Nov-24	Nov	Booking Till Nov'24	Sold - Direct	Direct Sales	Aastha Vij	21357	21700	343	Gold 1.5 Lacs
12	Waterfall Suites II	WS II 1901	29-Oct-24	Oct	Booking Till Nov'24	Sold - Agent	Gulshan Yadav	BIKRAM SINGH	20754	21500	746	Gold 1.5 Lacs
13	Waterside Residences	WR1 103	10-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	REYARDS CONSULTING PRIVATE L	Preeti Sharma	20811	21350	539	Gold 1.5 Lacs
14	Waterfall Suites II	WS II 1902	20-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Shankar Kholi	Shashank Khattar & Rohini Khattar	21252	22000	748	Gold 1.5 Lacs

Builey date

Nov/Dec

28  
3  
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**NOTE FOR APPROVAL**  
**KRISUMI CORPORATION PVT. LTD.**

**Dated : November 5<sup>th</sup>, 2024**

**Sub : Promotional Scheme for Phase 3 (Waterside Residences) & Phase 4 (Waterfall Suites II)  
Sector 36A, Gurugram.**

**Ref: Approved Sales scheme Dated 8th October 2024**

Dear Sir,

This is in reference to the approved Sales Scheme Dated 8<sup>th</sup> October 2024 valid for 3 Months effective from 1<sup>st</sup> October 2024 till 31<sup>st</sup> December 2024 or Sales of 150 Units, whichever is earlier.

For Pushing Sales of Phase 3 & 4, we propose to approve the promotional scheme effective from 1<sup>st</sup> Oct. 2024 till 31<sup>st</sup> Dec. 2024 in addition to the above approved Sales Scheme approved till 31<sup>st</sup> December 2024. The market needs a fresh push and kick start from our end.

**Promotional Scheme proposed for Channel Sales & Direct Sales :**

**a.) Channel Sales:**

b.) On the Spot Shopping Voucher on Closure of Sale - Amazon or Any Shopping Voucher worth Rs. 20,000/- for the frontline Salesperson of Channel Partner. It will keep them motivated on regular Site visits and closure of Sales. We will issue an on-the-spot letter stating the amount of Shopping Voucher & qualification under the closure scheme from our side. The Voucher will be issued immediately on the execution of Agreement for Sale of that respective Unit.

**Budget: The above Expense is recommended to be booked under Marketing Expense Head.**

c.) On Channel Sales, we will increase the All-Inclusive closure price (Including the Cascades Club) by Rs. 200/- Per Sq.ft. on the approved price(s). The advantage of the increased price of Rs. 200/- Per Sq.ft. will be given back to the customer either in the form of Gold Coin or Apple Vouchers worth Rs. 200/- Per sq.ft. (Including GST). This is valid till 31<sup>st</sup> December 2024.

Note: This step will help us in establishing a new price in January 2025 (as there will be no such scheme at that time) for the balance inventory to be sold other than above-mentioned sale of 150 Units by 31<sup>st</sup> December 2024.

Note: we have already saved approx. 9 Cr. on the past sales of Phase 3 & 4 by achieving higher price from the approved Prices.

d.) **International Trip Scheme for CP already approved for Waterside Residences:** The value of each International trip proposed to be Rs. ~~5 Lacs~~ 2 Lacs (Inclusive of GST) and the channel partner should have an option to either opt for the International trip or may encash 100% of the trip Value i.e. Rs. ~~5 Lacs~~ 2 Lacs Per Trip (Inclusive of GST). This scheme is applicable if any Channel Partner who achieves 8 Bookings Or Sales Value of 35 Cr.; whichever is achieved in Waterside Residences. (For Example: On achieving Sales of 16 Bookings or Sale Value of 70 Cr.; whichever is achieved in Waterside Residences. The Channel Partner will be eligible for 2 International Trips or encashment of 10 Lacs and so on.

Note: Sale Value is defined as All Inclusive Price including The Cascades Club.

e.) **Channel partner Commission / Brokerage :** The Channel Partner Commissions will remain same as approved in Sales Scheme Dated 8<sup>th</sup> October 2024

*Sneha*

*Nitin R. Bhatnagar*

*Vinay*

*AK*

*98*

2.) Direct Sales / Referral Scheme: Direct Closure Discount up to 3% as approved in the Sales scheme Dated 8<sup>th</sup> October 2024 (In both Phase 3 & 4). We propose to promote the referral scheme in Direct Sale.

To promote the Direct Sale under referral scheme,

a.) we recommend closure discount of 1.5% to the Customer &

b.) 1.5% as Referral Scheme (in form of Gold Coin or Apple Voucher worth 1.5% of the Box Price)

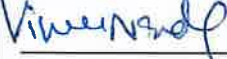
c.) In the case of Direct Sale without referral, closure discount up to 3% will be applicable, as approved and mentioned above.

**Note: There will be no additional cost impact on the Co.**

Please accord approval.

Recommended By : Nitin Bhatia / Sachin Bhargv

Approved By:



Mr. Vineet Nanda



Mr. Akash Khurana



Yuji Kato San

Mr. Mohit Jain