

Marketing Approval Note

Cost Approval for Testimonial Shoot

Subject Seeking approval for conducting a testimonial shoot featuring residents (targeting 50 unique families) of Waterfall Residences to capture their real-life experiences and satisfaction with the project. These authentic stories will serve as powerful social proof, enhancing the credibility and emotional appeal of our marketing efforts. The content will be leveraged across digital platforms, events, and sales presentations to build trust with prospective buyers and strengthen the brand's premium positioning. Resident testimonials offer a compelling narrative that no scripted campaign can replicate, making them a valuable asset for driving conversions and reinforcing customer confidence.

Description

Date

19/06/25

Document Ref No.

HO/MKT/FV25-26/041

S.No.

Description of Item

Vendor

Cost

1	<p>Testimonial Shoot of Residents (Upto 50 Customers)</p> <p>Equipment used in testimonials videos and photos with family</p> <p>Full frame camera sony mark 4, Prime lense 50 mm 1.8, Prime lene 35 mm 1.8, Wireless hollyland mic, Godox SL200 light, Godox LC light, Digitek 150 light, 2 - 65mm softbox, 3 stands for light, 1 tripod, 1 photographer, 1 assistant</p> <p>P.S.: Shoots can be conducted at the customer's residence (anywhere in Delhi-NCR).</p>	Sudarshan Jha	₹5,000/client (or family)
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Remarks:

• Invoices will be raised after completion of each shoot.

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
			
Kunal Rishi Approved By	Yuka Nagao Verified By	Yuji Kato Approved By	Akash Khurana Approved By



F-121, Palam Vihar, Gurgaon, 122017

Proposal For Testimonial Videos of 50 Families

To,

Krisumi Corporation Private Limited

Sector 36A, Gurgaon.

Respected Sir/maam

As per discussion with you I am sending you proposal for testimonials videos shoot of 50 Residents Families.

Equipment's uses of Shoot Time: - Full frame camera sony mark 4, Prime lense 50 mm 1.8, Prime lene 35 mm 1.8, Wireless hollyland mic with two transmitter and one receiver, Godox SL 200 light, Godox LC light, Digitek 150 light, 2 - 65mm softbox, 3 stands for light, 1 tripod, 1 Videographer, 1 assistant.

- The rate is negotiated for confirmation of 50 shoots over a period of time.
- We may have to travel anywhere in Delhi NCR for the shoot basis the location given by the customer/client.
- Invoices will be raised after completion of every shoots.

Should you have any questions, please don't hesitate to contact me.

Thanks, and Regards

Sudarshan Jha
+919326701060

Subject: RE: Approval - Testimonial shoot
Date: Wednesday, 25 June 2025 at 6:56:04 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
CC: Shalini Jha <shalini.jha@krisumi.com>, Krisumi Marketing <marketing@krisumi.com>
Attachments: image002.png, image003.png, image004.png, image005.png, image006.png, image007.png, image008.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.krisumiexperience.com



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From: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Sent: Wednesday, June 25, 2025 6:44 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Krisumi Marketing <marketing@krisumi.com>
Subject: Approval - Testimonial shoot

Dear Sir,

Appended is the Approval Note for Testimonial shoot .I've attached the PDF for your reference .
Kindly accord your approval.