

Marketing Approval Note

Marketing Approval Note for Campaign on 99 Acres

22-10-2024

HO/MKT/FY24-25/091

Date:	22-10-2024				
Document Ref No.:	HO/MKT/FY24-25/091				
S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	<p>Branding</p> <p>Top Exclusive Static Banner (Road Blocker)(Gurgaon City 60 days & Delhi City (South + West + North + East + Central 15 days), (Noida City) 10 days, In-Line / Carcusal Banner(Gurgaon City) 90 days, Competit on Banner(Top 30 Residential Projects of Gurgaon)90 days, Project Page Waterside Residences)(Dvarka Expressway Locality & Gurgaon City)90 days, Multiple Platform Inventories / Banners(Gurgaon City) 90 days, Omni Ads (Re-Marketing) 90 days, Mailers(9 shoots).</p>	Infoedge India Ltd/ 99 Acres	₹9,00,000	₹1,62,000	₹10,62,000
					₹10,62,000

Remarks: * payment terms will be 100% advance.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438	₹17,14,23,193	₹10,62,000	₹17,24,85,193	₹34,17,31,245

Abhishek Singh
Prepared By

Shalini Jha
Verified By

Vineet Nanda
Approved By

Manu Gupta
Verified By

Aakash Khurana
Approved By

Yuka Nagao
Verified By

Abhishek Kumar Singh

From: Agomani Sengupta
Sent: 22 October 2024 10:36
To: Abhishek Kumar Singh
Cc: Kunal Yadav
Subject: FW: External Mail :RE: 99acres.com - Online Marketing Proposal - Oct 2024 - Krisumi Corporation

Please initiate the approval note for 99acres>>>9 lacs+taxes

Warm Regards,



Agomani Sengupta
Assistant General Manager – Marketing

Email: agomani.sengupta@krisumi.com

Mobile: 9910978503

Sector 36A, Gurugram



Website: www.krisumi.com | Take a walkthrough from home: www.krisumixperience.com

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From: Gautam Ahuja <gautam.ahuja@99acres.com>
Sent: 18 October 2024 12:45
To: Agomani Sengupta <agomani.sengupta@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>
Subject: External Mail :RE: 99acres.com - Online Marketing Proposal - Oct 2024 - Krisumi Corporation

Dear Agomani,

Greetings!

As discussed, please find the revised Proposal :

Campaign Type	Product	Visibility Platform	Description	Visibility on Use
Branding	Top Exclusive Static Banner (Road Blocker)	99acres.com Website	Presence of Banner on main City Page	On both Desktop App + M:
Branding	Top Exclusive Static Banner (Road Blocker)	99acres.com Website	Presence of Banner on main City Page	On both Desktop App + M:
Branding	Top Exclusive Static Banner (Road Blocker)	99acres.com Website	Presence of Banner on main City Page	On both Desktop App + M:
Branding	In-Line / Carousel Banner	99acres.com Website	Presence of Banner on main City Page	On both Desktop App + M:
Branding	Competition Banner	99acres.com Website	Presence of Banner on Top 30 Residential Projects of Gurgaon	On Desktop

Branding	Project Page (Waterside Residences)	99acres.com Website	Presence of Inventory under Project List Section of Dwarka Expressway & Gurgaon	On both Desktop App + Mobile
Branding	Multiple Platform Inventories / Banners	99acres.com Website	Presence of Banner on main City Page	On both Desktop App + Mobile
Branding	Omni Ads (Re-Marketing)	META + GDN + Taboola	Impression Based Banners to be run on multiple Platforms / Channels	On Relevant (compatibility of Mobile will be)
Branding	Mailers	Registered Buyer's Mailbox	Push Activity to be done on Database of 99acres.com (Registered Buyers)	Registered Buyer
Price : 9,00,000 + Taxes				

List of Projects where we will be activating "Competition Banner" product on following 30 Residential Projects :

S. No.	Builder	Project Name	Location	Locality	Project Type
1	DLF	DLF Privana South	Sec-77, Gurgaon	SPR	Residential Apartments
2	DLF	DLF Privana West	Sec-76, Gurgaon	SPR	Residential Apartments
3	DLF	DLF The Arbour	Sec-63, Gurgaon	Golf Course Ext. Road	Residential Apartments
4	Sobha	Sobha City	Sec-108, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
5	Sobha	Sobha Aranya	Sec-80, Gurgaon	SPR	Residential Apartments
6	Sobha	Sobha Altus	Sec-106, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
7	Godrej	Godrej Vrikshya	Sec-103, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
8	Godrej	Godrej Aristocrat	Sec-49, Gurgaon	Sohna Road	Residential Apartments
9	M3M India	M3M Altitude	Sec-65, Gurgaon	Golf Course Ext. Road	Residential Apartments
10	M3M India	M3M Crown	Sec-111, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
11	M3M India	M3M Mansion	Sec-113, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
12	M3M India	M3M Golf Estate	Sec-65, Gurgaon	Golf Course Ext. Road	Residential Apartments
13	Central Park	Central Park Bignonia Towers	Sohna, Gurgaon	Sohna	Residential Apartments
14	Elan Group	Elan The Presidential	Sec-106, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
15	Signature Global	Signature Global Titanium SPR	Sec-71, Gurgaon	SPR	Residential Apartments
16	Ambience	Ambience Creacions	Sec-22, Gurgaon	Old Gurgaon	Residential Apartments
17	Experion	Experion The Windchants	Sec-112, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
18	Tulip	Tulip Crimson	Sec-70, Gurgaon	SPR	Residential Apartments
19	TARC	TARC ISHVA	Sec-63A, Gurgaon	Golf Course Ext. Road	Residential Apartments
20	Silverglades	Silverglades The Legacy	Sec-63A, Gurgaon	Golf Course Ext. Road	Residential Apartments
21	Whitelands	Whitelands The Aspen	Sec-76, Gurgaon	SPR	Residential Apartments
22	Whitelands	Whitelands Urban Resort	Sec-103, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
23	Smart World	Smart World The Edition	Sec-66, Gurgaon	Golf Course Ext. Road	Residential Apartments
24	Ganga Realty	Ganga Nandaka 84	Sec-84, Gurgaon	New Gurgaon	Residential Apartments
25	Ganga Realty	Ganga Anantam 85	Sec-85, Gurgaon	New Gurgaon	Residential Apartments
26	BPTP	BPTP The Amaario	Sec-37D, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
27	Adani Realty	Adani Lushlands	Sec-2, Gwal Pahari	Gwal Pahari	Residential Apartments
28	Trevoc	Trevoc Royal Residences	Sec-50, Gurgaon	Golf Course Road	Residential Apartments
29	Puri	Puri Diplomatic Residences	Sec-111, Gurgaon	Dwarka Expressway Gurgaon	Residential Apartments
30	Trump	Trump Towers	Sec-65, Gurgaon	Golf Course Ext. Road	Residential Apartments

Notes

- In Branding Products like Top Banner, In-Line / Carousal Banner, Competition Banner & Omni Ads (META + GDN + Taboola) we can incorporate either Krisumi's customized Landing page (created by Krisumi) or Krisumi's Project Page (created by 99acres.com). Sample of Smart World & M3M's current Big Billion Property Sale Landing Page URL which we are running in their campaign through Top Banner - [Smartworld \(bigbillionpropertyfest.com\)](http://Smartworld(bigbillionpropertyfest.com))
- Through Branding Products, Responses/EOL's to be generated & will be available in 99acres Account Dashboard of Krisumi
- Tentative CTR of META + GDN + Taboola products will be b/w 1% to 2%
- Creatives of all Branding products can be changed every day
- Through Branding Products, we can cover content related to Krisumi as a Brand, Krisumi's Upcoming Launches, Krisumi's Achievements, Krisumi's Project Location Advantages & etc
- List of Projects for Competition Banner can be changed if needed by Krisumi

Kindly let us know regarding any clarification

Regards

Gautam Ahuja

From: Gautam Ahuja
Sent: Tuesday, October 15, 2024 4:30 PM
To: Agomani Sengupta <agomani.sengupta@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>
Subject: 99acres.com - Online Marketing Proposal - Oct 2024 - Krisumi Corporation

Dear Agomani,

Greetings!

PFA : Snapshots of Inventories!

As discussed, please find the Proposal

Campaign Type	Product	Visibility Platform	Description	Visibl
Branding	Top Exclusive Static Banner (Road Blocker)	99acres.com Website	Presence of Banner on main City Page	On br Mobi
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Branding	Project Page (Waterside Residences)	99acres.com Website	Presence of Inventory under Project List Section of Dwarka Expressway & Gurgaon	On br Mobi
Branding	Multiple Platform Inventories / Banners	99acres.com Website	Presence of Banner on main City Page	On br Mobi
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Branding	Mailers	Registered Buyer's Mailbox	Push Activity to be done on Database of 99acres.com (Registered Buyers)	Regis
Price : 12,00,000 + Taxes				

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Gautam Ahuja

085100-10997

Sr. Zonal Manager – Strategic Accounts

99acres.com – Delhi-NCR

"In case of any service related query, please call Toll Free # 1800-41-99099 (Monday – Saturday 9:30AM to 6:00PM IST) or write to services@99acres.com for speedy resolution."

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