

Marketing Approval Note

Approval Note for Digital Campaign for the Month of June & July 2025

Description Seeking approval for the digital campaign budget for June & July 2025. This is a continuation of the current ongoing campaign, which has been instrumental in maintaining consistent brand presence, and supporting overall marketing objectives. It is essential to ensure there's no disconnect or downtime in our digital visibility, as any pause in the campaign may result in a drop in engagement and campaign performance. The approved budget will be utilized across platforms for lead generation, remarketing, and brand awareness.

Date 04/06/25

Document Ref No. HO/MKT/FY25-26/036

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Digital Campaign for June & July 2025 Budget to be spent on the campaign: ₹30,00,000/Month + 8% Agency Commission on the Approved Campaign Budget <i>facebook Instagram Google LinkedIn YouTube</i>	Two99 Tech Marketing Pvt Ltd	₹64,80,000.00	₹11,66,400.00	₹76,46,400.00
					₹76,46,400

Remarks:

- 100% advance will be paid against Tax invoice along with the applicable taxes for the campaign budget and the agency commission & taxes will be paid post completion of the campaign.
- Urgent & immediate payments (with hour: ERP process) required for the advance payment.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹6,29,00,526	₹75,46,400	₹7,05,46,926	₹44,63,56,874
<i>Kunal Yadav</i> Kunal Yadav Prepared By	<i>Shalini Jha</i> Shalini Jha Verified By	<i>Emami Approval</i> Vineet Nanda Approved By	<i>Manu Gupta</i> Manu Gupta Verified By	
<i>Kunal Rishi</i> Kunal Rishi Approved By	<i>Yuka Nagao</i> Yuka Nagao Verified By	<i>Yujji Kato</i> Yujji Kato Approved By	<i>Akash Khurana</i> Akash Khurana Approved By	

Abhishek Kumar Singh

From: Vineet Nanda
Sent: Saturday, June 7, 2025 11:23 AM
To: Abhishek Kumar Singh
Cc: Shalini Jha; Krisumi Marketing
Subject: RE: Approval- Digital campaign for the month of June & July - TWO99

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.krisumixperience.com



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Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

From: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Sent: Friday, June 6, 2025 1:09 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Krisumi Marketing <marketing@krisumi.com>
Subject: Approval- Digital campaign for the month of June & July - TWO99

Dear Sir,

Appended is the Approval Note for TWO99 for digital campaign for the month of June & July .I've attached the PDF for your reference .

Kindly accord your approval.

Subject: External Mail :Re: External Mail :Re: Digital plan - June & July
Date: Wednesday, 4 June 2025 at 11:37:01 AM India Standard Time
From: Umar Daraz <umar.daraz@two99.org>
To: Agomani Sengupta <agomani.sengupta@krisumi.com>
CC: Kunal Yadav <kunal.yadav@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Kanishak Rajpal <kanishak.rajpal@two99ecommerce.com>, Aditi Singh Content - Two99 <aditi.singh@two99marketing.com>, Arun Upadhyay <arun.upadhyay@two99.org>, Khushboo Sharma <khushboo.sharma@two99marketing.com>, Ayush Tyagi <ayush.tyagi@two99marketing.com>, Sourabh Kumar <sourabh.kumar@two99ecommerce.com>, Agam Chaudhary <agam.chaudhary@two99ecommerce.com>, Arti Chaudhary <arti.chaudhary@two99ecommerce.com>, Shalini Jha <shalini.jha@krisumi.com>, Accounts Two99 <accounts@two99.org>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png, image008.png

Hi Mam,

Here are the separate plans -

June - [View Here](#)

July - [View Here](#)

Please let me know if any changes need to be made.



UMAR DARAZ
Digital Marketing - Lead

E-commerce / Marketing / Consulting / Cyber Security

Influencer Marketing / GenShark Engine

+91-99907 89624

The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

On Wed, 4 Jun 2025 at 10:35, Agomani Sengupta <agomani.sengupta@krisumi.com> wrote:

Hi Umar,

Please send separate plans for June & July.

Warm Regards,

Logo



UMAR DARAZ

Digital Marketing - Lead

E-commerce / Marketing / Consulting / Cyber
Security Influencer Marketing / GenShark
Engine

+91-99907 89624



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On Mon, 2 Jun 2025 at 13:47, Agomani Sengupta <agomani.sengupta@krisumi.com> wrote:

Hi Umar,

Please share the digital marketing plan for June and July. The allocated budget for each month is Rs. 30,00,000. Kindly note that the budget is subject to revision in case we proceed with the launch during this period.

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.krisumiexperience.com

Krisumi	
Geo	PAN India
Month	June
Total Budget	₹3,000,000.00
Tentative start date	-
Website	https://krisumi.com/

Total Budget

S.No	Account	Campaign Type	Total Budget	Budget ₹	Expected CTR	Expected Impressions
1	Google Ads	Search Ads		750,000	9.60%	3,24,675
2	CPA	Remarketing Ads		500,000	13.84%	30,899
3		Youtube Ads		250,000	8.50%	15,34,060
4	Meta Ads	Brand Awareness	₹30,00,000.0	750,000	0.80%	48,38,462
5	<i>face book, Instagram</i>	Remarketing Ads		425,000	3.50%	3,555,556
7	Linkedin	Sponsored Image Ads		100,000	3.50%	157,692
8	Content Marketing (Awareness & Branding)			225,000	0.00%	0
Total				₹3,000,000.00	-%	3,744,147

Please note -

--- The **average cost per Clicks (CPC)** may vary depending on the industry and level of competition.

--- the **CTR (Click Through rate)** is depend on the messaging we are proving, We should Aim for the engaging text which can increase the engagement

--- the **Conv Rate** is depend on the brand positioning the the value that we are giving to the customers

*Budget allocation is flexible depending upon the performing campaigns & the final deliveries may change as per the performance across the medium

*Campaign deliveries also depend upon the creative, landing page/website and the geo being targeted hence final delivery might vary

*Taxes & Agency commission extra as applicable

Campaign Type	Funnel	Campaign Details	Example Brands of Affinity Audiences	Creatives & Text Requirements
SEARCH	Objective: Reach users searching for luxury real estate and direct traffic through video ads for maximum visibility.	<p>Brand Only</p> <p>Target: https://krisumi.com/project/water-side-residences/</p> <p>Dynamic Search Ads</p> <p>Generic Ads</p> <p>Remarketing Lists</p>	<p>1. Avid Investors</p> <p>2. Avid Investors</p> <p>3. Investment Services</p> <p>4. Residential Properties</p> <p>5. Moving & Relocation</p> <p>6. Luxury Shoppers</p> <p>7. Luxury Travelers</p> <p>8. Affinity Audiences</p>	<p>Ad Sizes</p> <ul style="list-style-type: none"> 200x625 300x250 336x280 580x420 250x6360 <p>File Types</p> <p>Formats (GIF, JPG, PNG)</p> <p>Max Size (10KB)</p>
DISPLAY	Top Funnel (Awareness & Engagement)	<p>In-market Audiences</p> <p>Custom Intent Audiences</p> <p>Remarketing Audiences</p> <p>Affinity Audiences</p>	<p>9. Avid Investors</p> <p>10. Avid Investors</p> <p>11. Investment Services</p> <p>12. Residential Properties</p> <p>13. Moving & Relocation</p> <p>14. Luxury Shoppers</p> <p>15. Luxury Travelers</p> <p>16. Affinity Audiences</p>	
Search & Display (Remarketing)		<p>Remarketing Lists</p> <p>Custom Intent Audiences</p> <p>Remarketing Lists</p>	<p>17. Avid Investors</p> <p>18. Avid Investors</p> <p>19. Investment Services</p> <p>20. Residential Properties</p> <p>21. Moving & Relocation</p> <p>22. Luxury Shoppers</p> <p>23. Luxury Travelers</p> <p>24. Affinity Audiences</p>	
YOUTUBE		<p>Remarketing Lists</p> <p>Custom Intent Audiences</p> <p>Remarketing Lists</p>	<p>25. Avid Investors</p> <p>26. Avid Investors</p> <p>27. Investment Services</p> <p>28. Residential Properties</p> <p>29. Moving & Relocation</p> <p>30. Luxury Shoppers</p> <p>31. Luxury Travelers</p> <p>32. Affinity Audiences</p>	Youtube Video Link in 16:9 (video) & 9:16 (shorts) aspect Ratios

Campaign Type		Funnel	Campaign Goal	Targeting	Creative Strategy
Facebook & Instagram (Image Ads)	Brand Awareness	Top Funnel	Performance Goal - Maximum number of Landing Page Visits	Demographics: 30-50 years old, income group Top 20%, interested in luxury real estate Interests: Property investment, real estate, luxury brands, modern living.	Image Ads: High-resolution images of various apartment layouts, amenities, lifestyle visuals
	Engagement/Website Traffic	Mid Funnel	Traffic / Video Views		Carousel Ads: Showcase for lifestyle-based visuals showcasing amenities, green spaces, and interiors. Also showcasing luxury aspects and customer testimonials

Campaign Type	Funnel	Campaign Details	Targeting
<p>Sponsored Content (Image Ads & Carousel Ads)</p>	<p>Engagement</p>	<p>Top Funnel</p> <p>Brand Awareness / Engagement</p>	<p>Location Targeting</p> <p>Primary: Gurugram, Delhi NCR, Mumbai, Bangalore, Hyderabad, Pune</p> <p>Job Titles (Targeting HNIs & Decision-Makers) CXOs (CEO, CFO, COO, CMO) Managing Directors, Partners, Founders VPs, Directors (Finance, Investments, Strategy, Real Estate) Senior Consultants (Real Estate, Wealth Management, Financial Advisors)</p> <p>Industry Targeting (High Earning Sectors) Investment Banking & Financial Services IT & Software Services Real Estate & Construction Luxury Goods & Hospitality Healthcare & Pharmaceuticals Manufacturing & Automobiles</p> <p>Interest & Behavioral Targeting Luxury Real Estate Investors High-Net-Worth Professionals Expats & NRI Investors Luxury Lifestyle Enthusiasts Investment & Wealth Management</p> <p>Company Size Target: 500+ employees (higher purchasing power)</p>
<p>LinkedIn Ads (Sponsored Content (Single Image Ads, Video Ads))</p>	<p>Lead Generation</p>	<p>Mid Funnel</p> <p>Target Lead Gen Form</p>	<p>LinkedIn Groups & Associations Real Estate Investment Groups NRI & Global Indian Business Networks High-Value Property Investors & Developers</p> <p>Custom Matched Audiences (For Retargeting & Lookalike Expansion) Website Visitors (via LinkedIn Insight Tag) Engaged LinkedIn Users (Video views, ad interactions) Customer Lists (Existing inquiries & past buyers) Lookalike Audiences (Based on top-performing leads)</p>

Campaign Type	Funnel	Campaign Details	Targeting	Creative Strategy
<p>Display Banners Ads</p>	<p>Objective: Drive brand awareness among industry professionals and potential buyers.</p>	<p>Generate leads for bulk orders and inquiries for electrical cables and wiring solutions.</p>		<p>Project Highlights: Visual banners of Krisumi's project with click-throughs to the landing page.</p>
<p>Native Ads</p>	<p>Brand Awareness/Engagement</p>	<p>Mid Funnel (Consideration)</p> <p>To target user take action on website</p>	<p>Demographics: 30-50 years old, income group Top 20%, interested in luxury/real estate interests: Property investment, real estate, luxury brands, modern living. Placement: Economic Times, MoneyControl, Financial Express, real estate blogs</p>	<p>Blog-style promotional content highlighting Krisumi's luxury project in Gurgaon.</p>

Creatives & Text Requirements

Design recommendations

Image file type: JPG or PNG

Ratio: 9:16

Resolution: At least 1080 x 1080 pixels

Text recommendations

Primary text: 125 characters

Technical requirements

Maximum file size: 30 MB

Minimum width: 500 pixels

Aspect ratio tolerance: 1%

Single Image Ads

Design recommendations

File type: MP4, MOV or GIF

Ratio: 9:16

Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128 kbps+

Resolution: At least 1080 x 1080 pixels

Video captions: Optional, but recommended

Video sound: Optional, but recommended

Text recommendations

Primary text: 125 characters

Technical requirements

Video duration: 1 second to 60 minutes

Maximum file size: 250 MB

Minimum width: 500 pixels

Aspect ratio tolerance: 1%

Video Ads

Krisumi	
Geo	PAN India
Month	July
Total Budget	₹3,000,000.00
Tentative start date	-
Website	https://krisumi.com/

Total Budget

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Facebook & Instagram (Carousel and video Ads)	Mid Funnel	Traffic / Video Views		Carousel Ads: Showcase for lifestyle-based visuals showcasing amenities, green spaces, and interiors, Also showcasing luxury aspects and customer testimonials

Objective: Reach young professionals, families, and NRIs brand awareness & consideration

Campaign Type	Funnel	Campaign Details	Targeting
<p>Sponsored Content (Image Ads & Carousel Ads)</p> <p>Engagement</p>	<p>Top Funnel</p>	<p>Brand Awareness / Engagement</p>	<p>Location Targeting Primary: Gurugram, Delhi NCR, Mumbai, Bangalore, Hyderabad, Pune</p> <p>Job Titles (Targeting HNIs & Decision-Makers) CXOs (CEO, CFO, COO, CMO) Managing Directors, Partners, Founders VPs, Directors (Finance, Investments, Strategy, Real Estate) Senior Consultants (Real Estate, Wealth Management, Financial Advisors)</p> <p>Industry Targeting (High Earning Sectors) Investment Banking & Financial Services IT & Software Services Real Estate & Construction Luxury Goods & Hospitality Healthcare & Pharmaceuticals Manufacturing & Automobiles</p> <p>Interest & Behavioral Targeting Luxury Real Estate Investors High-Net-Worth Professionals Expat & NRI Investors Luxury Lifestyle Enthusiasts Investment & Wealth Management</p> <p>Company Size Target 500+ employees (higher purchasing power)</p>
<p>LinkedIn Ads (Sponsored Content (Single Image Ads, Video Ads))</p> <p>Lead Generation</p>	<p>Mid Funnel</p>	<p>Target Lead Gen Form</p>	<p>LinkedIn Groups & Associations Real Estate Investment Groups NRI & Global Indian Business Networks High-Value Property Investors & Developers</p> <p>Custom Matched Audiences (For Retargeting & Lookalike Expansion) Website Visitors (via LinkedIn Insight Tag) Engaged LinkedIn Users (Video views, ad interactions) Customer Lists (Existing inquiries & past buyers) Lookalike Audiences (Based on top-performing leads)</p>

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Creatives & Text Requirements

<p>Single Image Ads</p>	<p>Design recommendations Image file type: JPG or PNG Ratio: 9:16 Resolution: At least 1080 x 1080 pixels</p> <p>Text recommendations Primary text: 125 characters</p> <p>Technical requirements Maximum file size: 30 MB Minimum width: 500 pixels Aspect ratio tolerance: 1%</p>
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<p>Video Ads</p>	<p>Design recommendations File type: MP4, MOV or GIF Ratio: 9:16 Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128 kbps+ Resolution: At least 1080 x 1080 pixels Video captions: Optional, but recommended Video sound: Optional, but recommended</p> <p>Text recommendations Primary text: 125 characters</p> <p>Technical requirements Video duration: 1 second to 60 minutes Maximum file size: 250 MB Minimum width: 500 pixels Aspect ratio tolerance: 1%</p>
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