

Marketing Approval Note

Phase 3
NFA for Brochure Design for Phase 3 & Club

We haven't finalized the budget for Phase 3 yet since it's still too early for that. However, we need to allocate Rs. 3 crores in this fiscal year for the creation of marketing materials, including the Model, 3D Film, Brochure, and other collateral items. We'll input this budget into our ERP system to initiate the work orders for these tasks.

Vinay Nanda

19/09/23

Document Ref No.	Description of item		Vendor	Cost	GST	Total
S.No.						
1	Logo Design		ENTERTAINMENT DESIGN CO.	₹75,000.00	₹13,500.00	₹88,500.00
2	Brochure Design			₹2,00,000.00	₹36,000.00	₹2,36,000.00
3	E-Brochure			₹93,500.00	₹16,830.00	₹1,10,330.00
4	Teaser Video			₹1,75,000.00	₹31,500.00	₹2,06,500.00
5	Menu Design (3 units)			₹1,95,000.00	₹35,100.00	₹2,30,100.00
6	Brochure Design			₹2,75,000.00	₹49,500.00	₹3,24,500.00
7	E-Brochure			₹93,500.00	₹16,830.00	₹1,10,330.00
8	Teaser Video			₹1,75,000.00	₹31,500.00	₹2,06,500.00
				₹15,12,760.00		

Note
We recommend Entertainment Design Co. for this project based on our strong track record of successful collaboration with them for Waterfall Suites and their history of delivering high-quality results. While we do not have comparative cost data in this instance, our confidence in their capabilities and the value they bring to our organization make them the preferred choice for this project.

Total Marketing Budget for Phase 3	Consumed till date	This Approval Note	Total Till Now	Balance
₹3,00,00,000.00	NA	₹15,12,760.00	₹15,12,760.00	₹2,84,87,240.00
<i>N.B.:- 50% advance payment - to start the project.</i>				
Prepared By	Verified By	Approved By	Verified By	
Kunal Yadav	Shalini Jha	Vineet Nanda	Mannu Gupta	
<i>₹15,12,760.00 + GST</i>				
Approved By		Approved By		
Takahiro Yamazaki		Akash Khurana		
Approved By		Approved By		
Mohit Jain		Approved By		