

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

HO/MK/001-FY23-24

Document Ref No.	Description of item		Vendor	Cost	GST	Total
1	Logo Design			₹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)		ENTERTAINMENT DESIGN CO.	₹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>Kunal</i>	<i>Shalini Jha</i>	<i>Vinay Nanda</i>	<i>Manu Gupta</i>
Kunal Yadav Prepared By	Shalini Jha Verified By	Vinay Nanda Approved By	Manu Gupta Verified By

<i>AK</i>	<i>AK</i>	<i>Email Approval</i>
Takahiro Yamazaki Approved By	Akash Khurana Approved By	Mohit Jain Approved By



EDC Jasmin

Yes in a day or 2 7:25 pm

Hi Shalini,
Hope you are doing well !

Please find below the quotes for the scope of work for the project after discount .

- 1.Club house Logo Designing @ 75k
2. Club house Brochure designing :- designing cost @ 2L
3. Club house E brochure adaptation :- @ 93.5 k
- 4.Club house teaser video :-@ 1.75L
- 5.Club house 3 menu designing :- @ 1.95L
6. Waterside residence brochure:- @ 2.75L
7. Waterside residence e brochure adaptation:- @ 93.5k
8. Waterside residence teaser :- @ 1.75L

Taxes as applicable.
Warm Regards
Jasmine

8:30 pm



Type a message



Entertainment Design Co. Proposed Rate

The Cascades Club

Item Description	Rate	Taxes (18%)	Total
Logo Design	₹75,000.00	₹13,500.00	₹88,500.00
Brochure Design	₹2,00,000.00	₹36,000.00	₹2,36,000.00
E-brochure Adaptation	₹93,500.00	₹16,830.00	₹1,10,330.00
Teaser Video	₹1,75,000.00	₹31,500.00	₹2,06,500.00
Total	\$5,43,500.00	₹97,830.00	₹6,41,330.00

Waterside Residences

Item Description	Rate	Taxes (18%)	Total
Brochure Design	₹2,75,000.00	₹49,500.00	₹3,24,500.00
E-brochure Adaptation	₹93,500.00	₹16,830.00	₹1,10,330.00
Teaser Video	₹1,75,000.00	₹31,500.00	₹2,06,500.00
Total	\$5,43,500.00	₹97,830.00	₹6,41,330.00

Waterfall Residences

Item Description	Rate	Taxes (18%)	Total
Clubhouse Menu (3 units)	₹1,95,000.00	₹35,100.00	₹2,30,100.00
Total	\$1,95,000.00	₹35,100.00	₹2,30,100.00

Grand Total	₹12,82,000.00	₹2,30,760.00	₹15,12,760.00
--------------------	----------------------	---------------------	----------------------



Mobile: 9811041255
Sector 36A, Gurugram



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

Please consider the environment before printing this email

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.

On 21-Sep-2023, at 1:47 PM, Shalini Jha <shalini.jha@krisumi.com> wrote:

Dear Sir,

Please find appended approval note for creative development of Phase 3's marketing collaterals through EDC. Kindly accord your approval.

<image001.jpg>

Warm Regards,

<image002.png> **Shalini Jha**
<image003.png> *Vice President Marketing*
Email: shalini.jha@krisumi.com
Mobile: 9818387982
Sector 36A, Gurugram

<image004.png>
<image005.png>
<image006.png>

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

<image007.png>

Please consider the environment before printing this email

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.

Kunal Yadav

Subject: FW: Soliciting approval for development of collaterals - Phase 3
Date: Thursday, 21 September 2023 at 3:58:22 PM India Standard Time
From: Shalini Jha <shalini.jha@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
Attachments: image001.jpg, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png, image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png, image008.png, image009.png, image010.png, image011.png

Warm Regards,



Shalini Jha

Vice President Marketing

Email: shalini.jha@krisumi.com

Mobile: 9818387982

Sector 36A, Gurugram



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



Please consider the environment before printing this email

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: Mohit Jain <mj@krisumi.com>
Sent: Thursday, September 21, 2023 1:58 PM
To: Shalini Jha <shalini.jha@krisumi.com>
Subject: Re: Soliciting approval for development of collaterals - Phase 3

Approved



Mohit Jain

Managing Director

Email: mj@krisumi.com