

Marketing Approval Note

Approval Note for Campaign on 99acres

30/01/25

HO/MKT/FY24-25/139

Remarks:

- 100% advance payment required.

 Kunal Yadav Prepared By	 Shalini Jha Verified By
 Akash Khurana Approved By	 Yuji Kato Approved By

 Vineet Nanda Approved By	 Manu Gupta Verified By
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Subject: External Mail :RE: External Mail :RE: External Mail :RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation
Date: Thursday, 30 January 2025 at 1:32:49 PM India Standard Time
From: Gautam Ahuja <gautam.ahuja@99acres.com>
To: Shalini Jha <shalini.jha@krisumi.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>
CC: Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Kunal Yadav <kunal.yadav@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, 99acres.com - Pro-Forma Invoice - Jan 2025 - Krisumi Corporation.pdf

Noted Ma'am,

Agomani : As discussed. please find attached Pro-Forma Invoice

Rest Campaign Report & Paid Tax Invoice + Advance Tax Invoice of pending GST payment of our last campaign will be shared separately

Regards

Gautam Ahuja

From: Shalini Jha <shalini.jha@krisumi.com>
Sent: Thursday, January 30, 2025 1:12 PM
To: Gautam Ahuja <gautam.ahuja@99acres.com>
Cc: Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>; Kunal Yadav <kunal.yadav@krisumi.com>
Subject: Re: External Mail :RE: External Mail :RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Please mark everyone in the team. Looping in Kunal.

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



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From: Gautam Ahuja <gautam.ahuja@99acres.com>
Sent: Wednesday, January 29, 2025 3:07 PM
To: Agomani Sengupta <agomani.sengupta@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Cc: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: External Mail :RE: External Mail :RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Dear Agomani,

PFB

S. No.	Product	Individual Costing	Combo Costing
1	Content Marketing	90000	32000
2	Re-Marketing	50000	15000
3	Project Video Marketing	18000	7500
4	Mailer	12000	2000
5	Top Exclusive Banner	81000	31500
6	In-Line & Competition Banner	24000	3000
7	Sustenance	30000	9000
		30,50,000 + Taxes	10,00,000 + Taxes

	Mailer Campaign (Content Marketing)	Mailer Campaign (Banner)
Communication	<ul style="list-style-type: none"> via Mails will be showcasing content either related to Project (Waterside Residences) or Locality (Dwarka) 	<ul style="list-style-type: none"> via Mails will be executing Project Based Mailer

Description	Expressway or 36A) or Brand (Krisumi, Krishna & Sumitomo)	only (Waterside Residences)
Agenda	Brand Awareness Capturing FOI's (As they per Link will be Incorporated)	Capturing FOI's Only
Target Audience	The ones who have explored only Article Section of 99acres.com specifically Gurgaon City	Registered Buyers of 99acres.com who wants to Buy Property in Gurgaon
Database (Gurgaon)	3 Lacs Active Users	2 Lacs Active Users

Kindly let us know regarding any clarification

Regards
Gautam Ahuja

From: Agomani Sengupta <agomani.sengupta@krisumi.com>
Sent: Wednesday, January 29, 2025 2:41 PM
To: Gautam Ahuja <gautam.ahuja@99acres.com>; Shalini Jha <shalini.jha@krisumi.com>
Cc: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: RE: External Mail :RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Please share the cost bifurcation

From: Gautam Ahuja <gautam.ahuja@99acres.com>
Sent: Wednesday, January 29, 2025 1:36 PM
To: Shalini Jha <shalini.jha@krisumi.com>
Cc: Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>
Subject: External Mail :RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Dear Ma'am,

Greetings!

As discussed, please find the Proposal :

S. No.	Product	Description	Platform	Re
1	Content Marketing	<ul style="list-style-type: none"> 2 Long Form Articles (Project / Brand / Locality) 1 Youtube Video (Project) 1-2 Authored Columns Web Story (For Google Discover) 3-4 MD Interviews Notification Campaigns (Whatsapp) Emailers Campaign 	<ul style="list-style-type: none"> Google SRP (Search Results Page) META Youtube Taboola 99acres Article Section (Website) Project Page (Waterside Residences) Registered Buyer's Whatsapp & Mailbox Google Discover 	<ul style="list-style-type: none"> 18k - 25k - Video Weekl Weekl Banne (99ac MD In Page
2	Re-Marketing	Impression Based Campaign (Multiple Banners to be run)	META + GDN	10 Lac
3	Project Video Marketing	3-4 Videos of up to 30 Seconds to be run	Youtube + META + Instagram	2 Lacs
4	Mailer	Mailer Based Campaign	To Target Registered Buyers of 99acres.com (Delhi-NCR)	6 Sho
5	Top Exclusive Banner	Static Banner / Road Blocker to be run	99acres.com Platform (Desktop + Msite + Mobile App)	45 Da
6	In-Line & Competition Banner	Rotational Banners to be run	Gurgaon + Delhi City Pages and Top Residential Projects of Gurgaon	90 Da
7	Sustenance	Project Listings (Organic Visibility)	99acres.com Platform (Desktop + Msite + Mobile App)	90 Da
Price : 10,00,000 + Taxes				

Kindly let us know regarding any clarification

Regards
Gautam Ahuja

From: Gautam Ahuja
Sent: Thursday, January 23, 2025 11:22 AM
To: Agomani Sengupta <agomani.sengupta@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Dear Agomani,

PFB

Product	Visibility	Description	Audience	Duration	Quantity	Individual Costing	Combo Cos
Video Marketing	META + Instagram + Youtube	Video Based Campaign	Registered Buyers of 99acres.com	1 Lac Impression		90000	50000
Re-Marketing / Display Marketing / Search Re-Targeting / Funnel-Stage Campaigns	META	Impression Based Banner	Registered Buyers of 99acres.com & Non-Registered Real Estate Buyers	15 Lacs Impressions		600000	250000
	Google Display Network (GDN) related Websites & Apps						
	Instagram						
	Taboola						
Email Marketing	Buyer's Mailbox	Quantity Based Campaign	Registered Buyers of 99acres.com	9 Shoots		180000	30000
Top Exclusive Static Banner	Gurgaon & Delhi City Page (99acres.com Platform)	Duration Based Campaign	Unique & Existing Buyers of 99acres.com	45 Days	1	810000	360000
In-Line / Carousel Banner	Gurgaon & Delhi City Page (99acres.com Platform)			90 Days	1	60000	15000
Competition Banner	Top Residential Projects of Gurgaon			90 Days	30	180000	45000

Sustenance	99acres.com Platform		90 Days	1	300000	150000
Price : 9,00,000 + Taxes					22,20,000 + Taxes	9,00,000 + T

Regards
Gautam Ahuja

From: Agomani Sengupta <agomani.sengupta@krisumi.com>
Sent: Thursday, January 23, 2025 10:56 AM
To: Gautam Ahuja <gautam.ahuja@99acres.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: RE: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Please share the bifurcation of spends across each platform

From: Gautam Ahuja <gautam.ahuja@99acres.com>
Sent: Thursday, January 23, 2025 10:46 AM
To: Agomani Sengupta <agomani.sengupta@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: External Mail :99acres.com - Online Marketing Proposal - Jan 2025 - Krisumi Corporation

Dear Agomani,

Greetings!

PFA : Snapshots of Inventories!

As discussed, please find the Proposal and have added below Inventories for this campaign

- **Media Platforms/Channels like META + Google Display Network (GDN) Websites & Apps + Taboola + Instagram + Youtube**
- **Video Marketing campaign on Youtube + META + Instagram**
- **Email Marketing**
- **Sustenance**
- **Branding on 99acres.com Platform**

Product	Visibility	Description	Audience	Duration	Quantity
Video Marketing	META + Instagram + Youtube	Video Based Campaign	Registered Buyers of 99acres.com		1 Lac Impression
Re-Marketing / Display Marketing / Search Re-Targeting / Funnel-Stage Campaigns	META	Impression Based Banner	Registered Buyers of 99acres.com & Non-Registered Real Estate Buyers		15 Lacs Impressions
	Google Display Network (GDN) related Websites & Apps				
	Instagram				
	Taboola				
Email Marketing	Buyer's Mailbox	Quantity Based Campaign	Registered Buyers of 99acres.com		9 Shoots
Top Exclusive Static Banner	Gurgaon & Delhi City Page (99acres.com Platform)	Duration Based Campaign	Unique & Existing Buyers of 99acres.com	45 Days	1
In-Line / Carousel Banner	Gurgaon & Delhi City Page (99acres.com Platform)			90 Days	1
Competition Banner	Top Residential Projects of Gurgaon			90 Days	30
Sustenance	99acres.com Platform			90 Days	1
Price : 9,00,000 + Taxes					

Kindly let us know regarding any clarification

Thanks & Regards
Gautam Ahuja
085100-10997
Sr. Zonal Manager – Strategic Accounts
99acres.com – Delhi-NCR

"In case of any service related query, please call Toll Free # 1800-41-80099 (Monday – Saturday 9:30AM to 6:00PM IST) or write to services@99acres.com for speedy resolution."

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**Info Edge (India) Ltd
Pro-Forma Invoice**

Bill-to Customer	Order	Billing Office
Bill-to Customer Bill To: KRISUMI CORPORATION PRIVATE LIMITED Add : 3rd Floor, Central Plaza Mall, DLF Golf Course Road, Sector 53, Gurgaon, Haryana 122105 P.A.N. No.- AAECV0565A GSTIN :- 06AAECV0565A1ZR Place of supply of services:- Haryana	Order No. 99A/24-25/999024 Invoice Date 30-Jan-2025	B-8, Sector 132 Noida NOIDA-201301 Phone# India

S. No.	Description of Services	Subscription Start Date	Subscription End Date
1	Branding Campaign for 90 Days (Content Marketing, Re-Marketing, Project Video Marketing, Mailers, Top Exclusive Banner, In-Line & Competition Banner, Project Page, Sustenance)	30-01-2025	30-04-2025
		Amount Ex. Tax	10,00,000.00
		IGST @ 18.00 %	1,80,000.00
		Total Amount	11,80,000.00
		Payable in	INR

Total In Words **** Eleven Lac Eighty Thousand and Zero Paise only

For 99acres, a division of Info Edge (India) Limited

Authorized Signatory

Regd. office of Info Edge (India) Limited GF-12A 94, Meghdoot, Nehru Place New Delhi-110019 India	Corporate Office B-8, Sector 132, NOIDA - 201301 , Uttar Pradesh India	Support E-Mail : sales@99acres.com
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CIN No. : L74899DL1995PLC068021
 GSTIN :- 09AAAC11838D1ZU
 HSN for services : 998439-Other On-Line Contents Not Elsewhere Covered
 PAN No. : AAAC11838D

- * All cheques / DD should be made in favor of '99acres.com'
- * Refer Terms and Conditions at https://www.99acres.com/load/Company/termsconditions?lstAcn=HP_R&lstAcnId=0&src=FTR
- * All disputes subject to Delhi Jurisdiction only.
- * Input GST credit cannot be availed on the basis of Performa Invoice
- * **Activation Date will be considered the day campaign gets live on site.**

Kunal Yadav

Friday, January 31, 2025 at 13:54:57 India Standard Time

Subject: RE: Approval Solicited | Campaign on 99acres
Date: Friday, 31 January 2025 at 1:52:47 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Attachments: image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.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: Kunal Yadav <kunal.yadav@krisumi.com>

Sent: Friday, January 31, 2025 1:32 PM

To: Vineet Nanda <nanda@krisumi.com>

Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>

Subject: Approval Solicited | Campaign on 99acres

Dear Sir,

Appended is the **Approval Note for Campaign on 99acres**. Kindly accord your approval.