
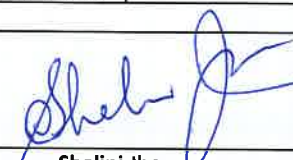








### Marketing Approval Note

<b>Subject</b>	Approval Note for Social Media Campaigns				
<b>Date</b>	15-04-2024				
<b>Document Ref</b>	HO/MKT/FY24-25/012				
<b>S.No.</b>	<b>Description of item</b>	<b>Vendor</b>	<b>Cost</b>	<b>Taxes</b>	<b>Total</b>
1	Digital Campaign for 3 Months Amount to be spent on campaigns - 30,00,000/month including 8% agency fees	To be decided	₹90,00,000	₹16,20,000	₹1,06,20,000
2	Budget for boosting Facebook live stream for Mega Launch Event on 23rd April Amount spent - 18,518 + 1,482 (8% agency fee)	Cog Culture	₹20,000	₹3,600	₹23,600
					<b>₹1,06,43,600</b>
<b>Remarks:</b>	100% Payment will be made in advance for each month at the beginning of the campaign.				
	<b>Total Marketing Budget</b>	<b>Consumed till date</b>	<b>This Approval Note</b>	<b>Total Till Now</b>	<b>Balance</b>
	₹51,42,16,438.00	₹2,05,83,866.00	₹1,06,43,600.00	₹3,12,27,466.00	₹48,29,88,972.00
	 <b>Kunal Yadav</b> Prepared By	 <b>Shalini Jha</b> Verified By	 <b>Vineet Nanda</b> Approved By	 <b>Manu Gupta</b> Verified By	
	 <b>Akash Khurana</b> Approved By	 <b>Yuka Nagao</b> Verified By	 <b>Yuji Kato</b> Approved By	 <b>Mohit Jain</b> Approved By	