

Marketing Approval Note

Approval Note for Campaign on 99 Acres

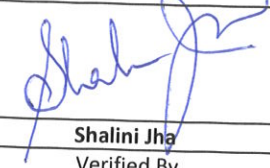
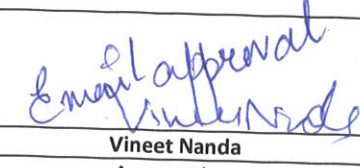

08-05-2024

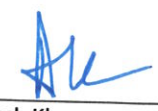

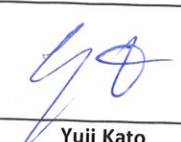
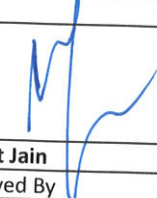
HO/MKT/FY24-25/009

Subject					
Date					
Document Ref					
S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Branding Top Exclusive Static Banner (Gurgaon + All India + NRI Page) + In-Line Banner + Competition Banner (Top Residential Projects) Omni Ads (META + GDN) + Mailers + Platform (Organic) + Whatsapp Activity + Tele Calling* Site Presence + Exclusive Video Based Landing Page + Featured Listings + Projects in High Demand + Handpicked Projects + New Project + Project PPC	Infoedge India Ltd/99acres.com	₹9,00,000	₹1,62,000	₹10,62,000

Remarks: • 100% advance will be paid. **₹10,62,000**

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹4,30,27,466.00	₹10,62,000.00	₹4,40,89,466.00	₹47,01,26,972.00

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By

			
Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By	Mohit Jain Approved By