

Marketing Approval Note

Marketing Approval Note for Brand Awareness Campaign with Inshorts

11-11-2024

Date: \_\_\_\_\_  
 Document Ref No.: \_\_\_\_\_  
 HO/MKT/FY24-25/093

S.No.:	Description of Item	Vendor	Cost	Taxes	Total
1	Brand Awareness Campaign with Inshorts Deliverables : Interstitial ROS (Delhi Ncr) 233333 Impressions @ Rs 300 CPM Duration - 5 Days Normal Story (Delhi Ncr) 750000 Impressions Duration - 3-5 days	Inshorts	1200000	216000	1416000
					₹14,16,000

Remarks: \* Payment terms would be \* 00% advance with 19% gst.

Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438	₹17,42,55,193	₹14,16,000	₹17,56,71,193	₹33,85,45,245

<i>Arisek:</i>	<i>Shalini Jha</i>	<i>Vinay Nanda</i>	<i>Manu Gupta</i>
Abhishek Singa Prepared By	Shalini Jha Verified By	Vinay Nanda Approved By	Manu Gupta Verified By
<i>AK</i>	<i>SN</i>	<i>VB</i>	
Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By	

Client	Kritsumi
Publisher	Inshorts

INSHORTS - Delhi NCR - Media Plan (Sustenance)									
Property	Property Type	Buying Mode	Geo	Liverables (Impressions)	Duration	CTR/Engagement	CPM Rate (Rs.)	Budget (Rs.)	Placement/Remarks
Interstitial ROS	Banner (ROS)	CPM	Delhi NCR	23,33,333	5 Days	0.5%-0.8%	₹ 300	₹ 7,00,000	1st ad after 5 stories then after every 5/6. In RCS the banner can appear in any ad slot at any time in random order depending on SOV

INSHORTS - Delhi NCR - Media Plan (Content Integration)								
Property	Property Type	Buying Mode	Geo	Liverables (Impressions)	Duration	CTR/Engagement	Cost (Rs.)	Placement/Remarks
Normal Story	Content	Fixed	Delhi NCR	7,50,000	3-5 days	~1% Engagement (Clicks, Bookmarks, Shares) + ~10% VTR	₹ 5,00,000	Appears in a random position (not 1st). It will be seen most probably in top 10 cards. Visible to some users not all. Frequency would be around 3-5