

Marketing Approval Note

Subject: Approval Note for Private Event in Guwahati, (the largest city of Assam with a total population of ~12 lakhs) in association with Shray Projects on 27th July'24
 Shray Projects is one of our top channel partners. With the launch of Phase 3 & 4, they secured 40 Expressions of Interest and allotted 24 units including a penthouse, amounting to approx ₹80 crores. They've a huge customer base in Assam and receive inquiries from this region. They believe that organising an event in Guwahati will boost our brand awareness and attract more customers.

Date: 05/07/24








Document Ref No.: HO/MKT/FY24-25/053

S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	Buffet Dinner at Forum from 18:00Hrs to 23:00Hrs (Total Pax 200 @ ₹1600/pax) P.S.: Mutton will attract additional charges of INR 250 plus taxes per person Live counter @ 250 plus taxes per person	Novotel Hotel, Guwahati	₹3,20,000	₹57,600	₹3,77,600
2	Liquor	Novotel Hotel, Guwahati	₹5,00,000	₹30,000	₹5,30,000
3	License Fees Payable for Public Performance at Novotel Hotel	Recorded Music Performance Ltd.	₹20,000	₹3,600	₹23,600
4	Event Photography & Videography	Dream Crew	₹10,000	₹1,800	₹11,800
5	Event Management Charges (Cost is inclusive of Emcee, Entertainment, Standee, Promoters, etc)	Idelion	₹1,80,580	₹32,504	₹2,13,084
6	Travel & Stay for Krisumi Team (4 pax) Stay for 2 nights @ ₹17,000/pax Return Flights DEL-GAU-DEL @ ₹14,000/pax	Synchronising Destinations	₹1,24,000	₹22,320	₹1,46,320
					₹13,02,404

Remarks:

- 10-20% variations possible basis the immediate requirements/actual usage or consumption.
- For Dinner & Liquor (Novotel Hotel), we've taken estimate budget, invoices will be raised basis actual consumption.
- For Travel & Stay (Synchronising Destinations), we've taken estimate budget, invoices will be raised on actuals.
- 100% advance will be paid for Sr. Nos. 1 & 3 and 20% advance will be paid for Sr. No. 5.

Total	Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
	₹51,42,16,438.00	₹11,78,91,067.00	₹13,02,404.40	₹11,91,93,491.40	₹39,50,22,946.60

			
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

Subject: Re: Approval Solicited | Private Event in Guwahati with Shray Projects

Date: Thursday, 11 July 2024 at 6:13:51 PM India Standard Time

From: Mohit Jain <mj@krisumi.com>

To: Kunal Yadav <kunal.yadav@krisumi.com>

CC: Binu Jacob <binu.jacob@krisumi.com>, Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>

Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Approved



Mohit Jain
Managing Director

Email: mj@krisumi.com

Mobile: 9811041255

Sector 36A, Gurugram



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home: www.krisumixperience.com

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On 11 Jul 2024, at 6:06PM, Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Dear Sir,

Appended is the approval note for Event in Guwahati with Shray Projects (Channel Partner), I've attached the supporting documents for your ref. Kindly accord your approval.

<image007.png>

Thank you!

Best Regards,

<image001.png>

Kunal Yadav

Deputy Manager - Marketing

PROFORMA INVOICE

Date: 05 July 2024
PI SI No.: 415-A

To,
KRISUMI CORPORATION PRIVATE LIMITED,
3RD, FLOOR, CENTRAL PLAZA MALL,
DLF GOLF COURSE ROAD,
SECTOR-3, GURUGRAM HARAYANA-122001
GSTIN - 06AAECV0565A1ZR

18%

Description	Date	Rate	Pax / Qty	Total Charges	CGST 9%	SGST 9%	Vat 6%	Total Payable
Buffet Dinner at Forum from 18:00Hrs to 23:00Hrs	27-07-2024	1,600.00	200	3,20,000.00	28,800.00	28,800.00		3,77,600.00
Liquor	27-07-2024			5,00,000.00				5,30,000.00
Total				3,20,000.00	28,800.00	28,800.00	30,000.00	9,07,600.00

1. Invoice is payable on presentation.

2. Invoice queries or disputes must be addressed to the Hotel in writing within two(2) working days of receipt of invoice.

3. Interest @ 18% per annum will be charged on overdue amount.

4. Payments have to be made in favour of "Novotel Guwahati GS Road (A Unit of SMJDBEPL)".

5. All disputes are subject to Guwahati jurisdiction only.

6. PAN :- AASCS2189M

7. Bank Name :- Yes Bank (Branch - G.S. Road Ulubari)

8. Account No:- 006566200000042

9. RTGS/IFSC :- YCSB0000065

10. Swift Code :- YESB1NBBADL

11. All accounts must be paid as per credit terms assigned to you.

12. GSTIN:18AASCS2189M1ZE

Thanking You



Yours Faithfully
Accounts Receivable

Novotel Guwahati GS Road
Downtown Dispur, GS Road, Opp Udesha Cinema Hall, Guwahati, 781006 Assam India



DREAM
CREW

M/S RI Enterprise
House no-04, Near LP School, Ganesh
Nagar,
Bamunimaidam, Guwahati, Kamrup
Metropolitan,
Assam
GST No : 18AB0P14256P1ZX

INVOICE

BILL TO

KRISUMI CORPORATION PRIVATE LIMITED
3RD FLOOR, CENTRAL PLAZA MALL, DLF GOLF
COURSE ROAD,
SECTOR 53, Gurugram, Haryana, 122001
GSTIN - 06AAECV0565A1ZR

INVOICE

INV00135

CREATION DATE

09/07/2024

DUE DATE

16/07/2024

DESCRIPTION	QTY	PRICE	AMOUNT
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1. Photography/Videography/one cinematic full/2 cinematic reels	1	₹10,000.00	₹10,000.00
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SUBTOTAL			₹10,000.00
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TAX			₹1,800.00
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(GST 18%)			₹1,800.00
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TOTAL			₹11,800.00
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PROFORMA INVOICE

IDEION

PAN: AADFI9520N
GSTIN: 18AADFI9520N1ZY

STATE - ASSAM, STATE CODE - 18

ADDRESS: House No-134, Laxmi Bhanan

GNB Road Guwahati-781003

Phone : 86385237438, Email: ideion@ideion.co.in

Details of Recipient:

Details of Invoice:	
---------------------	--

GSTIN	06AAFCV0565A1ZR
Invoice No.	

ID/23-24/516	
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P.O number:	
Work completion date: 27/07/2024	
Item Code:	
Proforma Invoice Date: 05/07/2024	

Bill to	KRISUMI CORPORATION PRIVATE LIMITED, 3RD FLOOR, CENTRAL PLAZA MALL, DLF GOLF COURSE ROAD, SECTOR 53, Gurgaon, Haryana, 122001
Ship to	KRISUMI CORPORATION PRIVATE LIMITED, 3RD FLOOR, CENTRAL PLAZA MALL, DLF GOLF COURSE ROAD, SECTOR 53, Gurgaon, Haryana, 122001
State	Assam
State Code	18
Ref. Doc.No. & Date, if any:	
Partner Code :	

SI.No.	Description of Services	Taxable Value (₹)
1	Event Management Charges at Hotel Novotel Guwahati on 27/07/2024	1,80,580.00

SAC:998596	
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Total Taxable Value (₹)	1,80,580
CGST @9%	16,252
SGST@9%	16,252
IGST @	
Total Tax (₹)	32,504
Total Invoice Value (₹)	2,13,084

Cheque/Draft/RTGS/NEFT Should Be In Favour Of IDEION payable in Guwahati, AXIS BANK LTD(Guwahati Main Branch) A/c No912020049557505

Total Invoice Value (in words) : Two Lakhs Thirteen Thousand And Eighty Four Only.

1. All dispute subject to Guwahati jurisdiction only.
2. Expenses incurred on your behalf as pure agent shall be payable extra, where applicable.
3. Advance 20% is required.



Signature

Authorized Signatory

IDEION

Production Cost for single screen projection set up						
Sl no	Item	Description	Qty	UOM	Rate	Amount
1	Stage Platform	30'x12'x2'ht	360	sqft	43	15480
2	Stage carpet	30'x12'	360	sqft	5	1800
3	Backdrop	30'x10'	300	sqft	43	12900
4	Projector Screen (single projection)	8'x6.5'	52	sqft	45	2340
5	Podium		1	lumpsum	1500	1500
6	Sound system	2 pair JBL with 2 cordless mic and 2 podium mic and 2 collar mic	2	pair	8000	16000
7	Lights	12 LED par cans on stand	1	lumpsum	10000	10000
8	Projector	3000 lms short throw for back projection	1	pcs	5000	5000
9	TV with stand	3 on each side	6	pcs	2000	12000
10	Technical console	Splitter, laptop and 2 tables	1	lumpsum	3500	3500
11	Emcee	female (stuti Choudhuri)	1	lumpsum	25000	25000
12	Band	Naaz and Band	1	lumpsum	35000	35000
13	Promoters	female	4	head	3000	12000
14	Standee	6'x3'x6nos	108	sqft	43	4644
15	Black masking	stage skirting and technical console masking	1	lumpsum	3000	3000
	Total					164164
	Agency fees					16416
	Grand total					180580
	G.S.T				18%	32504
	Advance 50%					213085

Tuesday, July 9, 2024 at 12:07:57 India Standard Time

Kunal Yadav

Subject: Re: Proforma Invoice and final element sheet.
Date: Friday, 5 July 2024 at 4:38:33 PM India Standard Time
From: jubajyoti hazarika <jubajyoti@yahoo.co.in>
To: Agamani Sengupta <agamani.sengupta@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
CC: tapan.aggarwal@shrayprojects.com <tapan.aggarwal@shrayprojects.com>
Attachments: Cancelled cheque.jpg

Hi!

Account Details for bank transfer are as follows:

Account Name : IDEION

Account Number: 912020049557505

IFS Code: UTIB00000375

AXIS Bank . Paltan Bazar Guwahati.

Cancelled cheque is attached for reference.

Regards,

Jubajyoti Hazarika

On Friday, 5 July, 2024 at 04:00:27 pm IST, jubajyoti hazarika <jubajyoti@yahoo.co.in> wrote:

Hi!

Please find the Proforma Invoice and the final element cost sheet in the attached file. The following are the deliverables from our end:

1. Stage and single projection screen set up.

2. Sound and lights.

3. Promoters.

4. Emcee (Stuti Choudhury)

5. Naz and Band.

6. TV with stand.

For detail elements please refer to the cost sheet.

Receivables from your end:

An advance of 20% has to be paid.

Purchase order (P.O) has to be given.

Full and final payment has to be done on the day after the event.

Regards,

Jubajyoti Hazarika

IDEION Marketing Communications.

8638523743

Kunal Yadav

Tuesday, July 9, 2024 at 12:21:21 India Standard Time

Subject: RE: Guwahati Event on 27th July 2024

Friday, 5 July 2024 at 6:17:35 PM India Standard Time

From: Agomani Sengupta <agomani.sengupta@krisumi.com>

Kunal Yadav <kunalyadav@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>

CC: Shalini Jha <shalini.jha@krisumi.com>

Attachments: RE: Event in Celebration Room on 27th July, 2024.eml, image001.png, image002.png, image003.png, image004.png, image005.png

100% advance payment to the hotel

Warm Regards,



Agomani Sengupta

Assistant General Manager – Marketing

Email: agomani.sengupta@krisumi.com

Mobile: 9910978503

Sector 36A, Gurugram



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From: Agomani Sengupta

Sent: Friday, July 5, 2024 6:16 PM

To: Kunal Yadav <kunalyadav@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>

CC: Shalini Jha <shalini.jha@krisumi.com>

Subject: RE: Guwahati Event on 27th July 2024

Event management team details attached

Warm Regards,



Agomani Sengupta

Assistant General Manager – Marketing

Email: agomani.sengupta@krisumi.com

Mobile: 9910978503

Sector 36A, Gurugram

Sent: Friday, July 5, 2024 4:29 PM

To: Agamani Sengupta <agamani.sengupta@krisumi.com>

Cc: Shalini Jha <shalini.jha@krisumi.com>; Sahil Verma <sverma@shrayprojects.com>; Shray Verma <shray@shrayprojects.com>

Subject: Re: Anchor profile

Hi Agamani ji,

Below are the total costs with PI attached

Hotel Amount : 7,56,560 (PI Attached)
Event Management Cost + Photographer & Videographer + Music Band + Emcee:
224884 (PI Attached for Event Management; Photographer + Videographer cost Rs.
11800 to be paid on the event day)
Music Permission: 23600 (PI attached)

Total Cost: 10,05,044

On Fri, Jul 5, 2024 at 2:14 PM Agamani Sengupta <agamani.sengupta@krisumi.com> wrote:

Krisumi GST certificate attached FYR

Warm Regards,

Agamani Sengupta

Assistant General Manager – Marketing

Email: agamani.sengupta@krisumi.com

Mobile: 9910978503

Sector 36A, Gurugram



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From: Agamani Sengupta

Sent: Friday, July 5, 2024 12:52 PM

To: tapan.aggarwal@shrayprojects.com

Cc: Shalini Jha <shalini.jha@krisumi.com>

Subject: RE: Anchor profile

Please share one final cost with all the elements included.

Projection cost + emcee+ photographer & videographer + band

From: Tapan Aggarwal <tapan.aggarwal@shrayprojects.com>

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Sector 36A, Gurugram
Mobile: 9910978503

Email: agomani.sengupta@krisumi.com

Agomani Sengupta
Assistant General Manager – Marketing



KRISUMI
CORPORATION

Warm Regards,

- 1. 25% advance for Novotel Hotel
- 2. Event Management Company:
- An advance of 20% has to be paid.
- Purchase order (P.O) has to be given.
- Full and final payment has to be done on the day after the event.

We have to process

Hi Kunal, Abhishek,
Please check the attached approval note and all the supporting related to it.
Photographer bill is yet to come.

Subject: Guwahati Event on 27th July 2024

Cc: Shalini Jha <shalini.jha@krisumi.com>

To: Kunal Yadav <kunal.yadav@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>

Sent: Friday, July 5, 2024 5:46 PM

From: Agomani Sengupta

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For the hotel, we would need the performance invoice with all details to organise the advance.

Please help us with all the details today.

Warm Regards,



Email: agomani.sengupta@krisumi.com
Mobile: 9910978503
Sector 36A, Gurugram



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From: Agomani Sengupta

Sent: Friday, July 5, 2024 12:43 PM

To: tapan.aggarwal@shrayprojects.com

Cc: Shalini Jha <shalini.jha@krisumi.com>

Subject: FW: Anchor profile

Hi Tapan,

Jubajyoti's mail below.

Both the anchors, Pooja Jha and Stuti Choudhury are good. Please check their availability and final cost and confirm.

Band Goonj & Naaz, both are at Rs. 35,000. Please confirm the band from your end.

Warm Regards,



Agomani Sengupta

Assistant General Manager – Marketing

Email: agomani.sengupta@krisumi.com

Mobile: 9910978503

Sector 36A, Gurugram



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From: jubajyoti hazarika <jubajyoti@yahoo.co.in>
Sent: Friday, July 5, 2024 11:29 AM

To: Agamani Sengupta <agamani.sengupta@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Anchor profile

Hi,

As per our discussion yesterday i am forwarding you the Emcee profiles. Please find the attached files.
Please note that the Emcee costing mentioned in the cost sheet will differ as per actuals. This is because the rate that i had quoted were earlier rates and it has been revised to 25000/-.

Regards,
Jubajyoti Hazarika
IDEION Marketing Communications
8638523743

Shray Projects
Let's Expand

Tapan Aggarwal
Marketing Head, Shray Group
www.shrayprojects.com | www.dietncure.com | www.ed-camp.com

7838040723

UGF-1, Indraprakash, 21, Barakhamba Road, Connaught Place, New Delhi-110001

