

Marketing Approval Note

Subject: Approval Note for Yearly Renewal of Software Subscriptions
 Date: 07/07/25
 Document Ref No.: HO/MKT/FY25-26/048

S.No.	Description of item	Vendor	Cost
1	Adobe Creative Cloud All Apps 1 License @ ₹1,00,961/year	Corporate/Personal Credit Card (depending on the available limits)	₹1,00,961
2	Acrobat Pro Qty: 2 Licenses @ ₹28,504/license/year		₹57,010
3	Canva Teams @ ₹12,000/year		₹12,000
4	Freepik Premium+ @ ₹1,687.5/month		₹20,250
5	Envato Elements Individual @ ₹1,419/month (\$16.5)		₹17,028
Total			₹2,07,249

Remarks:

- All the subscriptions are for a period of 12 months valid from the date of renewal.
- All the costs estimates are taken as per mentioned on the respective official websites, which may slightly vary at the time of payment; invoices will be raised as per actuals.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹7,90,16,768	₹2,07,249	₹7,92,24,017	₹43,76,79,783


			
Kunal Yadav Prepared By	Shailini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
			
Kunal Rishi Approved By	Kurumi Nagasaka Verified By	Yuji Kato Approved By	Akash Khurana Approved By

Your cart

Subscription

Annual, billed upfront v

 **Acrobat Pro** X
Licenses
1 v ₹28,504.08/yr per license
incl. GST

 **Creative Cloud All Apps** X
Licenses
1 v ₹1,00,960.80/yr per license
incl. GST

Subtotal ₹1,09,716.00/yr
GST 18% ⓘ ₹19,748.88/yr

TOTAL ₹1,29,464.88/yr
incl. GST

Start your free trial today

Monthly

Yearly

For one person

Canva Free

Design anything and bring your ideas to life. No cost, just creativity.

₹0

/year for one person

Get started

Features you'll love:

- ✓ Easy drag-and-drop editor
- ✓ 288+ professionally-designed templates
- ✓ 1000+ design types (social posts, docs, presentations, sheets, and more)
- ✓ 4.8M+ stock photos and graphics
- ✓ AI creative partner for design, image and text generation*
- ✓ Build interactive designs and experiences with AI*
- ✓ Bring multiple formats in one design
- ✓ Design printing and delivery
- ✓ 5GB of cloud storage

For one person

Canva Pro

Unlock premium content, more powerful design tools, and AI features.

₹4,000

/year for one person

[Try it now without plan options](#)

Get Canva Pro

Everything in Pro, plus:

- ✓ Unlimited access to premium templates
- ✓ 140M+ photos, videos, graphics, audio
- ✓ 1000 Brand Kits to manage your brand
- ✓ Quickly resize and translate designs
- ✓ Remove backgrounds in a click
- ✓ Create, edit, translate and remove backgrounds at scale
- ✓ Boost creativity and productivity with 25+ AI tools— including video clips powered by Google's Veo 3*
- ✓ Plan and schedule social content
- ✓ 1TB of cloud storage
- ✓ Online customer support

For your team

Canva Teams

Transform teamwork, grow your brand, and simplify workflows.

₹12,000

/year total up to 3 people

₹3,000/year/person thereafter

Custom

People

Get Canva Teams

Contact Sales

Everything in Pro, plus:

- ✓ Scale your brand and centralize assets
- ✓ Ensure brand consistency with approvals
- ✓ Edit, comment, and collaborate in real time
- ✓ Generate on-brand text and visual assets with AI*
- ✓ Team reports and insights
- ✓ Import and sync data from your favourite external sources
- ✓ All admin controls
- ✓ ISO 27001 certification and SOC 2 Type II compliance
- ✓ 1TB of cloud storage
- ✓ Pay as you grow
- ✓ Online customer support

For your organisation

Canva Enterprise

Empower your organisation with an all-in-one workplace solution.

Let's talk

Get in touch to learn more

Contact Sales

Everything in Teams, plus:

- ✓ Centrally manage multiple teams and brands
- ✓ Set individual or group design approvals
- ✓ Control access to Canva's content and templates
- ✓ Indemnification for AI output*
- ✓ Advanced security and admin controls (including AI permissions)
- ✓ Single sign-on (SSO)
- ✓ SCIM license provisioning
- ✓ Custom apps and integrations
- ✓ Priority customer support
- ✓ Design support from Enterprise Studio creative team*
- ✓ 1TB of cloud storage
- ✓ Dedicated customer success manager*

*For enterprise customers with 100+ non-revenue seats

Pick your way to create

Trained by 700,000+ creative pros, artists, and designers

How many users? 1 3 5

Monthly Annual

Use

Essential

Get started with AI for creatives

543 INR /month

338.75 INR /month

39% off billed annually

[Get Essential](#)

Proper AI Suite with:

- ✓ 84,000 AI credits/year -- up to 16,800 images or 500 videos, depending on the model
- ✓ AI generation and editing of images, videos, icons, mockups, and music
- ✓ Commercial AI license for professionals

Stock content

- ✗ This plan does not include Premium stock content

Premium

Unlock Premium assets and on-brand visuals

1,200 INR /month

725 INR /month

39% off billed annually

[Get Premium](#)

Everything in Essential, and:

- ✓ 216,000 AI credits/year -- up to 43,200 images or 1,440 videos, depending on the model
- ✓ Train custom AI models for on-brand visuals
- ✓ Access to Premium stock content: 250M+ high-quality photos, vectors, graphic design templates, and more
- ✓ Unlimited downloads

Premium+

Boost your creativity with unlimited image generation and editing

2,700 INR /month

1,687.50 INR /month

39% off billed annually

[Get Premium+](#)

Everything in Premium, and:

- ✓ 540,000 AI credits/year -- unlimited image generation and editing
- ✓ Priority speed when generating images with ChatGPT and Google Images 4, and videos with Google Video 3
- ✓ Train advanced custom AI models for on-brand visuals: styles, objects, colors, and characters
- ✓ Upscale images up to 10K resolution with Magenta and videos up to 4K with Topaz
- ✓ Early access to selected AI features
- ✓ Buy extra credits with discounts

Pro

Full access to all AI models + unlimited image generation and editing

17,250 INR /month

10,833.33 INR /month

39% off billed annually

[Get Pro](#)

Everything in Premium+, and:

- ✓ 3,600,000 AI credits/year -- unlimited image generation and editing
- ✓ Lowest cost per credit -- 20% cheaper than Premium
- ✓ Generating images -- use non-AI Premium assets on physical products for sale
- ✓ Early access to advanced AI features, including Google Veo 3

Individual

From
\$16.50/month

Start now

- ✔ Unlimited downloads of 22+ million premium assets & templates
- ✔ Full AI stack: video, image, and audio gen
- ✔ Lifetime commercial license
- ✔ Easy cancelation

Team

From
\$37.25/month

3 members ▾

Start now

- Everything in Individual, plus:
- ✔ Teams save up to 34%
 - ✔ Scale and change members at any time
 - ✔ One central location for all downloads
 - ✔ Easy cancelation

Enterprise

Create at mighty scale. Perfect for organisations, agencies and teams of 6 or more.

Contact sales

- Everything in Teams, plus:
- ✔ Custom licensing
 - ✔ Tailored indemnification
 - ✔ SSO for more secure, scalable access
 - ✔ Dedicated account management

[Learn more](#)

Monthly Monthly

For solo projects

Canva Free

Design anything and bring your ideas to life. No cost, just creativity.

₹0
/year for one person

[Get started](#)

- Features you'll love:**
- ✓ Easy drag-and-drop editor
 - ✓ 24k+ professionally-designed templates
 - ✓ 3000+ design types (social posts, docs, presentations, sheets, and more)
 - ✓ 4.5M+ stock photos and graphics
 - ✓ AI creative partner for design, image and text generation*
 - ✓ Build interactive designs and experiences with AI*
 - ✓ Bring multiple formats in one design
 - ✓ Design printing and delivery
 - ✓ 50TB of cloud storage

For one person

Canva Pro

Unlock premium content, more powerful design tools, and AI features.

₹4,000
/year for one person
[View and access your plan details](#)

[Get Canva Pro](#)

- Everything in Free, plus:**
- ✓ Unlimited access to premium templates
 - ✓ 340M+ photos, videos, graphics, audio
 - ✓ 1000 Brand Kits to manage your brand
 - ✓ Quality vectors and transcripts
 - ✓ Remove backgrounds in a click
 - ✓ Create, edit, translate and remove backgrounds at scale
 - ✓ Smart creativity and productivity with 26+ AI tools* - including video caps powered by Google's VEO 3*
 - ✓ Plan and schedule social content
 - ✓ 1TB of cloud storage
 - ✓ 24/7 customer support

For your team

Canva Teams

Transform teamwork, give your brand, and simplify workflows.

₹12,000
/year seats up to 3 people
[View and access your plan details](#)

[Custom](#) [People](#)

[Get Canva Teams](#)

Contact Sales

- Everything in Pro, plus:**
- ✓ Scan your brand and centralise assets
 - ✓ Ensure brand consistency with approvals
 - ✓ Edit, comment, and collaborate in real time
 - ✓ Generate on-brand text and visual assets with AI*
 - ✓ Team reports and insights
 - ✓ Import and sync data from your favourite internal sources
 - ✓ AI admin controls
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 - ✓ Pay as you grow
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 - ✓ Individualisation for AI output*
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 - ✓ SSO license provisioning
 - ✓ Custom apps and integrations
 - ✓ Priority customer support
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 - ✓ 1TB of cloud storage
 - ✓ Dedicated customer success manager*

*Per user price includes with 100+ seats at least 100k.

Kunal Yadav

Tuesday, July 15, 2025 at 1:42:54 PM India Standard Time

Subject: RE: Approval Solicited | Softwares Renewal
Date: Tuesday, 15 July 2025 at 1:35:45 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.krisumixperience.com



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Monday, July 14, 2025 7:07 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Approval Solicited | Softwares Renewal

Dear Sir,

Appended is the Approval Note for Yearly Renewal of Software Subscriptions. Kindly accord your approval.