Marketing Approval Note

Subject	**Approval Note for Phase 3 Launch Event**
Date	**15/04/24**
Document Ref	**HO/MKT/FY24-25/008**

S.No.	Description of item	Vendor	Cost	Taxes	Total	
1	Portable toilets for guest for 23rd & 27th April @35000/unit/day	**A. V. Enterprises**	₹1,40,000	₹25,200	₹1,65,200	
2	Generator Sets with Operator for Launch Event (22nd to 28th April) 12 units of 125kv @ 5,000/unit/day 2 units of 65kv @ 3,500/unit/day Cartage @14x4000	**Siddhant Generators**	₹5,25,000	₹94,500	₹6,19,500	
3	Diesel & Accessories for Generators ₹87.87/litre (Tentative usage 12000 litres) + Drums, Labour & Frieght *Final bill will be raised basis the actual consumption.*	**Uddish Filling Station**	₹11,00,000.00	₹0	₹11,00,000	
4	Live DJ with Equipments & Setup for 23rd & 27th April @1,15,000/day	**DJ Puneet**	₹2,30,000.00	₹41,400	₹2,71,400	
5	Photography for 23rd and 27th April 2024	**Vision News Private Limited**	₹16,00,000	₹2,88,000	₹18,88,000	- 100%
6	Live Streaming Services for 23rd & 27th April @1,25,000/day	**JF Media Tech Pvt. Ltd.**	₹2,50,000	₹45,000	₹2,95,000	
7	Multipurpose Fire Tender With Crew for 23rd & 27th April 3 Fighter & 1 Operator @15,500/set/day	**Flying Fire Services Pvt. Ltd.**	₹31,000	₹5,580	₹36,580	
8	Ambulance with 1 Driver & 1 Assistant for 23rd & 27th April @9,000/unit/day	**Aarvy Healthcare**	₹18,000	₹3,240	₹21,240	
9	Additional Security & Marshal for 23rd & 27th April (Team of 1+5+10) @31,000/day 10 Walkie Talkie @400/unit/day 10% Service Charges	**Security Online**	77,000 ~~₹51,000~~	13,860 ₹5,100	90,860 ₹56,100	- ~~100%~~
10	Drinking Water, Soft Drinks, Juices & Coconut Water Ice Cubes & Ice Blocks for 23rd & 27th April (per head consumption at ₹320/head for 2500 pax)	*Vendor Not Decided*	₹8,00,000	₹1,44,000	₹9,44,000	
11	Liquor for 27th April (Depending upon actual consumption)	**Corporate + Personal Credit Card** (depending on the available limits)	₹15,00,000	₹0	₹15,00,000	
12	Other Miscellaneous Expense	*NA*	₹2,00,000	₹36,000	₹2,36,000	
13	MC for 27th April	**Pooja Kaif**	₹1,45,000	₹26,100	₹1,71,100	- 100%
14	Catering for launch event 23rd & 27th April (MG for 23rd April is 1500) @3000/pax (MG for 27th April is 1000) @3500/pax	**Red Coral**	₹80,00,000	₹4,00,000	₹84,00,000	- 75% (33,75,000)
15	Cascades -Brochure @470/unit , Qty - 5000 Sleeves @90/unit , Qty - 5000	**The Entertainment Design Co.**	₹28,00,000	₹1,98,500	₹29,98,500	- 100%
16	Sound/Lights/Equipments @ 350000 Laser head sky facing at drop off area @100000 Photo frames to cover the walls in presentation area @45000	**The Entertainment Design Co.**	₹4,95,000	₹89,100	₹5,84,100	- 100%
17	Cost of Roller Blinds with Printing, Motorisation Single Remote	**The Entertainment Design Co.**	₹4,50,000	₹81,000	₹5,31,000	- 100%
18	Driver's Meal @250/- box 23rd April 400MG 27th April 750MG	**Shahi Pakwan** (FUSION GRILL)	₹2,87,500	₹14,375	₹3,01,875	
19	Green Wrist Bands	**Sachin Enterprises**	₹3,450	₹621	₹4,071	
20	Bartender Services (We have using him for 7 years and we are satisfied services. The proposal as of now is verbal. He'll share the PI post the event.) 23rd April - 20 bartender + 10 helper 27th April - 20 Bartender + 10 helper	**Bar Essentials**	₹1,90,000	₹34,200	₹2,24,200	
21	MC for 23rd April	**Sonali Gupta**	₹2,00,000	₹36,000	₹2,36,000	- 100%
					₹2,05,83,866.00	

Remarks:

- Due to paucity of time immediate 100% advance payments to be made for S.Nos. 5,11, 13, 15,16 & 17 and 75% advance payment for S.No 14 (Rs 33,75,000) pwithout ERP process including entry in ERP/WO/PO. We will complete the ERP Process later.
- 10-20% variantion possible depending upon the actual footfall.

+21

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹84,01,640.00	₹2,05,83,866.00	₹2,89,85,506.00	₹48,52,30,932.00

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