

**Marketing Approval Note**

Approval Note for Digital Campaign for the Month of April & May 2025


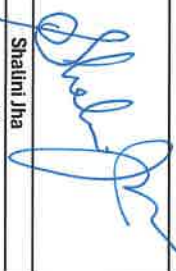







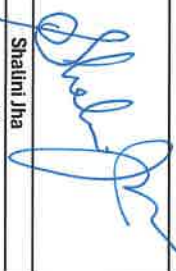







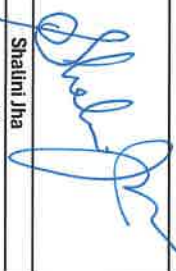






15/04/25

HO/MKT/EV25-26/002

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Digital Campaign for April & May 2025 Budget to be spent on the campaign: ₹30,00,000/Month + 8% Agency Commission on the Approved Campaign Budget	Two99 Tech Marketing Pvt Ltd	₹64,80,000.00	₹11,66,400.00	₹76,46,400.00
					<b>₹76,46,400</b>

**Remarks:**

- 100% advance will be paid against Tax Invoice along with the applicable taxes for the campaign budget and the agency commission & taxes will be paid post completion of the campaign.
- Urgent & Immediate payments (without ERP process) required for the advance payment.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance																				
₹51,69,03,800.00	₹7,72,996.35	₹76,46,400.00	₹84,19,396	₹50,84,84,403.65																				
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<b>Krisumi</b>	
Geo	PAN India
Month	April & May
Total Budget	₹6,000,000.00
Tentative start date	
Website	<a href="https://krisumi.com/">https://krisumi.com/</a>

**Total Budget**

S.No	Account	Campaign Type	Total Budget	Budget ₹	Expected CTR	Expected Impressions
1	Google Ads	Search Ads		1,500,000	9.60%	5,24,675
2		Remarketing Ads		1,000,000	13.84%	60,899
3		Youtube Ads		500,000	8.50%	15,34,060
4	Meta Ads	Brand Awareness	₹60,00,000.0	1,500,000	0.80%	98,38,462
5		Remarketing Ads		850,000	3.50%	6,555,556
7	Linkedin	Sponsered Image Ads		200,000	3.50%	257,692
8	Content Marketing (Awareness & Branding)			450,000	0.00%	0
<b>Total</b>				<b>₹6,000,000.00</b>		<b>₹6,874,147</b>

**Please note -**

---- The **average cost per clicks (CPC)** may vary depending on the industry and level of competition.  
 ---- the **CTR (Click Through rate)** is depend on the messaging we are proving, We should Aim for the engaging text which can increase the engagement  
 ---- the **Conv Rate** is depend on the brand positining the the value that we are giving to the customers

\*Budget allocation is flexible depending upon the performing campaigns & the final deliveries may change as per the performance across the medium

\*Campaign deliveries also depend upon the creative, landing page/website and the geo being targeted hence final delivery might vary

\*Taxes & Agency commission extra as applicable