

Marketing Approval Note

Approval Note for 2 Days Love by Square Feet Event on 8th & 9th Feb'25

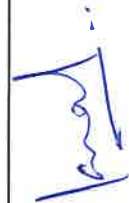
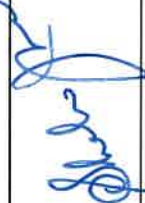


30/01/25




HO/MKT/FY24-25/138

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Love by Square Feet Event on 8th & 9th Feb'25 (Road Show)	SQUARE YARDS CONSULTING PRIVATE LIMITED	₹3,00,000	₹54,000	₹3,54,000
2	Collaterals for the Event	Providence Adworks	₹30,000	₹5,400	₹35,400
₹3,89,400					

Remarks: • 100% advance payment required for S.No.1.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹27,99,29,411.00	₹3,89,400.00	₹28,03,18,811	₹23,38,97,627.00

 Kunal Yadav Prepared By	 Shalini Jha Verified By	 Vineet Nanda Approved By	 Manu Gupta Verified By
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 Akash Khurana Approved By	 Yuka Nagao Verified By	 Yoji Kato Approved By
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Kunal Yadav

Thursday, January 30, 2025 at 18:13:57 India Standard Time

Subject: Fw: External Mail :Square yards Event - Love by Square Feet (8th & 9th Feb 2025) (krisumi)
Date: Thursday, 30 January 2025 at 5:47:38 PM India Standard Time
From: Shalini Jha <shalini.jha@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
Attachments: Outlook-rjnu40pm.png, Outlook-kb0txert.png, Outlook-yqgry4mt.png, Outlook-34kndwhh.png, Outlook-ct5a2lod.png, Outlook-vdu2xpns.png

Warm Regards,



Shalini Jha

Vice President Marketing

Email: shalini.jha@krisumi.com

Mobile: 9818387982

Sector 36A, Gurugram



Website: www.krisumi.com | Take a walkthrough from home: www.krisumixperience.com



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From: Bharti Malik <bharti.malik@krisumi.com>
Sent: Thursday, January 30, 2025 3:42 PM
To: Shalini Jha <shalini.jha@krisumi.com>; Aditya Bharati <aditya.bharati@krisumi.com>
Cc: Vineet Nanda <nanda@krisumi.com>
Subject: Re: External Mail :Square yards Event - Love by Square Feet (8th & 9th Feb 2025) (krisumi)

Dear Mam,

This is regarding the trail mail, sqaure yard has requested to organise the event.
Details are below.

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From: Shubham Choudhary <shubham.choudhary17@squareyards.com>
Sent: Wednesday, January 22, 2025 1:15:05 PM
To: Bharti Malik <bharti.malik@krisumi.com>

Cc: Ankur Gupta <ankur.gupta@krisumi.com>; Nitish Karanwal <nitish.karanwal@squareyards.in>;
Indrajit Sidhanta <indrajit.sidhanta@squareyards.com>; Shubhi Jain <shubhi.jain@squareyards.com>
Subject: External Mail :Square yards Event - Love by Square Feet (8th & 9th Feb 2025) (krisumi)

Hi Bharti,

Greetings from Square Yards !!

We are hosting a **2-Days Love By Square Feet Event on 8th & 9th Feb 2025**, across **Mumbai, Pune, Bangalore, Gurugram, Noida and GCC** simultaneously !! We have booked Banquet Halls at Lemon Tree Hotel Extn Road sector 60 Gurgaon.

A brief presentation of our proposal is attached herewith for your reference.

Ensuring Spot Closures during the Roadshow

- Square Yards will offer attractive gifts, ranging from INR 50,000 to 5 lacs, to be distributed to walk-ins who do **spot booking**
- Square Yards shall also provide Free Home Interiors, Free Property Management Services & Complimentary Home Loan to all buyers during the 2 days of the roadshow.
- The participating Developer will be requested to run an offer, on their showcased projects, which could be extended to customers who do booking of units during these 2 days of the Roadshow.

We wish to invite KRISUMI to participate in the mentioned event.
We are pleased to offer you **Participation Fee of INR 3 Lakhs + GST**

Assistance required from participating Developers,

1. **Project specific offers for customers who do spot closures during the 2 days of the event.**
2. **Standees and back-drops (8 x 10) to be displayed at the Roadshow venue.**
3. **Minimum 2 closing managers who could be there in the roadshow to assist in closing transactions.**
4. **Please carry all the required marketing material for the event.**
5. **Branding for the event.**

Looking forward to your participation to achieve our mutual success.

Best Regards,



Shubham Choudhary | Manager – Business Development

+91-9103301111 | shubham.choudhary17@squareyards.com |

www.squareyards.com

1st Floor, Tower -A ,M3M Urbana ,Sector 67, Gurugram 122102 (HR)

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Kunal Yadav

Friday, January 31, 2025 at 13:55:11 India Standard Time

Subject: RE: Approval Solicited | Roadshow with Square Yards
Date: Friday, 31 January 2025 at 1:53:23 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: Friday, January 31, 2025 1:30 PM

To: Vineet Nanda <nanda@krisumi.com>

Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>

Subject: Approval Solicited | Roadshow with Square Yards

Dear Sir,

Appended is the **Approval Note for 2 Days Love by Square Feet Event on 8th & 9th Feb'25**. Kindly accord your approval.