

Marketing Approval Note

Approval Note for Digital Campaign with Magbricks for 90 days

30/01/25

HO/MKT/FY24-25/437

Subject Date Document Ref No.	Description of item	Vendor	Cost	Taxes	Total
1	<p>Campaign duration: 90 days</p> <p>Big Shot Banner & Remarketing - 60 days with microsite</p> <p>+ Project Showcase on Gurgaon City Page + Sky Scraper on Gurgaon Property Page + Project Highlight on Gurgaon Property Page + Builder titanium listing + project page + Project Centerpiece Linked to Banner - 90 days</p>	Magbricks Realty Services Limited	₹15,55,000	₹2,79,900	₹18,34,900

Remarks:	• 100% advance payment required.
Total Marketing Budget	₹51,42,16,438.00
Consumed till date	₹27,80,94,511.00
This Approval Note	₹18,34,900.00
Total Till Now	₹27,99,29,411
Balance	₹23,42,37,027.00

 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	

We score over any other marketing channel



Being the #1 Property Portal in India, Magicbricks enjoys the highest traffic across all portals

Presence in more than 60 major cities across India

136 million page views per month

24.6K followers on Twitter and more than 4 lac likes on Facebook

LAUNCH PACK



Presence across High Impact inventories of Magicbricks and partner sites to ensure that every home seeker sees your message

Presence on social media handles of Magicbricks enhances reach

Live events and promotion on MB content section generate user interest



Maximise ROI by targeting spends on your TG only

Get real time campaign performance and leads through the portal

Flexibility to choose from a focussed campaign on a filtered TG or high decibel campaign across various cities

A Class Apart



Property Search Portal of India

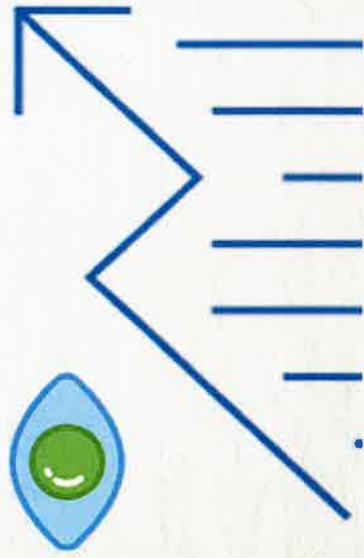
- MagicBricks is the number property search portal in India with highest daily visitors, highest property listings and highest registered broker base
- We are the preferred choice of property seekers to consume research, analyse trends and make opinions regarding residential or commercial property buying



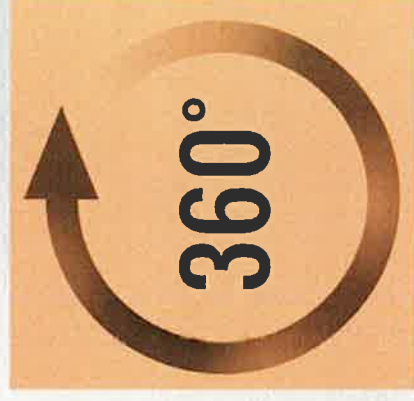
Impact Campaign



It is a short burst campaign, typically lasting for 60 days Or 90 days of sustenance



Featured projects get an instant boost in visibility and mind share of property seekers



Using 360° marketing approach, we utilise each and every product/platform available to reach your TG

The Proposed Campaign & the Inventories @ Magicbricks.com



Krisumi Sustenance Campaign Proposal

Inventories	Positioning	Duration	Total Investment
Big Shot Banner	Gurgaon City Page	60 Days	
Target Campaign (Remarketing) 2	City Level		
Project Showcase - City page	Gurgaon City Page		
Sky Scraper - Property Search Page	Property Search Page		INR. 15,55,000 + taxes applicable
Project Highlight - Property Search Page	Property Search Page	90 Days	
Builder Titanium Listings	Property Search Page		
Project Centerpiece Page	Linked to Banner		

Impactful Visibility: Offering our Top Branding inventory that is Big Shot Banner inventory to ensure maximum visibility on the Magicbricks platform.

Sustenance Visibility: We highly recommend you to keep a presence for your project on our platform it would help you in branding as well as garnering Organic leads from the platform

Social Media Amplification: We would be doing marketing outside Magicbricks on FB + Insta + GDN + Partnered Websites.

Dedicated Support: A dedicated Campaign Manager will be assigned to ensure seamless execution and performance tracking.



Big Shot Banner (City Page)

magicbricks

Gurgaon

Post Property

FREE

Buy

Rent

Sell

Home Loans

Home Interiors

MB Advice

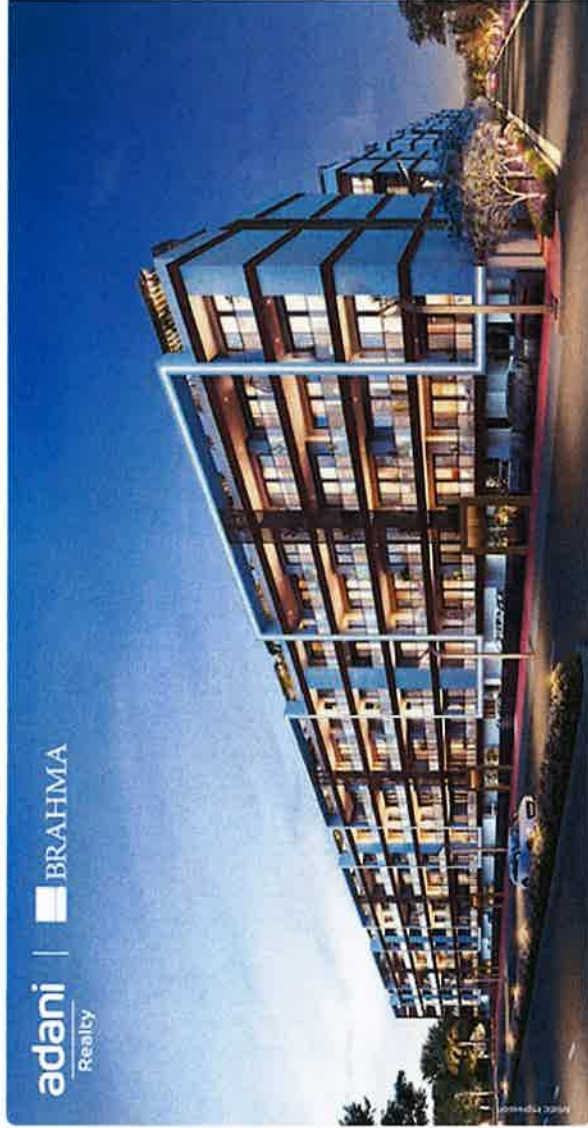
Help

Login

Post Property

FREE

An Exclusive Showcase - Samsara Ivana



adani
Realty



BRAHMA
Realty

RAMKES NCL, KCP, HFL, PARIKSHA, CGR, PWR, CR, 2004 (2)
DAVID DEUTZ 2024 (1) AND AVAILABLE ON WWW.RAMKESNCL.COM IN
LICENSE NO. 84 OF 2009 DATED 21/03/2009



S A M S A R A

IVANA

A GIFTED LIFE

4BHK with Terrace/Basement+Utility

STARTING: ₹ 5.45 CR.* | PAYMENT PLAN - 25:25:50*

Sector 63, Golf Course Extn. Road, Gurugram

Contact Us

Big Shot Banner gives access and High visibility on Main city page with daily average traffic of 3-4 Lakh visitors. Thus, High Visibility.

LAUNCH PACK

magicbricks
India's No. 1 Property Site

Project Showcase

magicbricks Gurgaon

Buy ▾ Rent ▾ Sell ▾ Home Loans ▾ Home Interiors ▾ MB Advice **NEW** ▾ Help ▾ Login ▾ Post Property **FREE**

Featured Projects

Smartworld One DXP
by Smartworld Developers
Sector 113, Gurgaon
Marketed by Smartworld Developers
3, 4 BHK Flats
₹ 3.99 Cr onwards
OFFER

Krisumi Waterside Residences
by Krisumi Corporation
Sector 36A, Gurgaon
Marketed by Krisumi Corporation
2, 3, 4 BHK Flats, ...
₹ 4.08 Cr onwards

See all Projects →

- ❑ One of the most premium inventories on City/Home/New projects page, with 2 banners in a row configuration
- ❑ Activated in carousel of 20 banners



Hero Shot New Projects Page

The screenshot shows the Magicbricks website interface. At the top, there is a red navigation bar with the Magicbricks logo on the left and several menu items: Buy, Rent, Sell, Home Loans, Property Services, MB Advice, Help, Login, and Post Property (FREE). Below the navigation bar is a large hero shot banner for 'Krisumi Waterside Residences'. The banner features a modern building with a glass facade and a blue sky background. The text on the banner reads: 'Krisumi Waterside Residences', '2, 3, 4 BHK Flats; Penthouse at Sector 36A, Gurgaon', and 'Starting from ₹ 4.08 Cr'. A 'See Details' button is located at the bottom right of the banner. Below the banner is a white navigation bar with links for Search Projects, Project Gallery, Featured Developers, Upcoming Localities, Top Projects, and More. In the bottom right corner of the page, there is a 'magicbricks' logo with the tagline 'India's No. 1 Property Site' and a 'LAUNCH PACK' logo.

- Most prominent banner on the New Projects section of Magicbricks
- Activated in carousel of 10 banners



Sky Scraper

The screenshot displays a real estate search interface. At the top, a prominent red banner contains navigation and filter options: 'Buy', 'Gurgaon', 'Add Home', 'Top Localities', 'Budget', 'Flat + 1', '2.3 BHK', 'Posted By', and 'More Filters'. Below the banner, a list of property listings is shown. Each listing includes a photo, location, price, and transaction status. A blue arrow points from the 'More Filters' button in the banner to the 'Contact Agent' button of the first listing.

Property Details	Price	Transaction Status
3, 4 BHK Flats ₹ 4.08 Cr onwards Marketed by South Precinct	₹ 3.65 Cr ₹ 15,500 per sqft	Contact Agent / Enquire Now
Krisumi Waterside Residences Krisumi Corporation Sector 36A, Gurgaon	₹ 3.58 Cr ₹ 18,000 per sqft	Contact Agent / Enquire Now
2, 3, 4 BHK Flats, Penthouse ₹ 4.08 Cr onwards Marketed by Krisumi Corporation	₹ 4.35 Cr ₹ 18,317 per sqft	Contact Agent / Enquire Now

Get a prominent banner on the Property Search Page of your city



Builder Titanium Listing

The screenshot displays the Magicbricks website interface. At the top, there is a navigation bar with filters for 'Buy', 'Gurgaon', 'Property Type', 'Budget', 'BHK', 'Construction Status', 'Top Localities', and 'More'. A blue arrow points to the 'Builder Titanium' filter under the 'Construction Status' dropdown.

The main content area shows a list of property listings. Each listing includes a price, a thumbnail image, a brief description, and a 'Contact Builder' button. The listings are as follows:

Price	Property Description	Status	Builder
₹ 1.11 Cr ₹ 5642 per sqft	3 BHK Flat for Sale, Royal Doms, in Sector 106. Ready to Move. 24 out of 24 floors. 1900 sqft.	New Property	Paras Builders Pvt. Ltd.
₹ 2.11 Cr ₹ 6594 per sqft	4 BHK Flat for Sale, Dyaas, in Sector 102. Ready to Move. 21 out of 21 floors. 3200 sqft.	New Property	Adani Realty
₹ 1.54 Cr ₹ 8875 per sqft	2 BHK Flat for Sale, Revanta, in Sector 78. Possession by Dec 21. 46 out of 46 floors. 1743 sqft.	New Property	Rajeev Developers
₹ 1.13 Cr ₹ 5885 per sqft	3 BHK Flat for Sale, Park View Samkrit, in Sector 62. Ready to Move. 1920 sqft.	Unfurnished	

At the bottom of the page, there is a 'Feedback' button and a 'Showing 1 - 4 of 4 results' indicator.



Project Centerpiece Page

The screenshot shows a project page on the Magicbricks website. At the top, there is a red navigation bar with the Magicbricks logo and a 'Post Property' button. Below this is a white navigation bar with links for 'Buy', 'Rent', 'Sell', 'Home Loans', 'Home Interiors', 'MB Advice', and 'Help'. The main content area features a large image of a modern apartment building with a glass facade. Overlaid on the image are two logos: 'WATERSIDE RESIDENCES' and 'KRISUMI'. A 'RERA APPROVED' badge is also visible. Below the image, there is a navigation menu with links for 'Overview', 'Amenities', 'About Project', 'Floor Plan & Units', 'Ratings & Reviews', 'About Locality', 'Price Trends', 'Project Details', and 'About Developer'. The project name 'Krisumi Waterside Residences' is prominently displayed, along with a '4.5' rating and a '4.5 (13 reviews)' badge. A 'PREMIUM PROJECT' badge is also present. A 'Write a review' button is located below the rating. At the bottom of the page, there is a 'LAUNCH PACK' logo and the Magicbricks logo with the tagline 'India's No. 1 Property Site'.

magicbricks

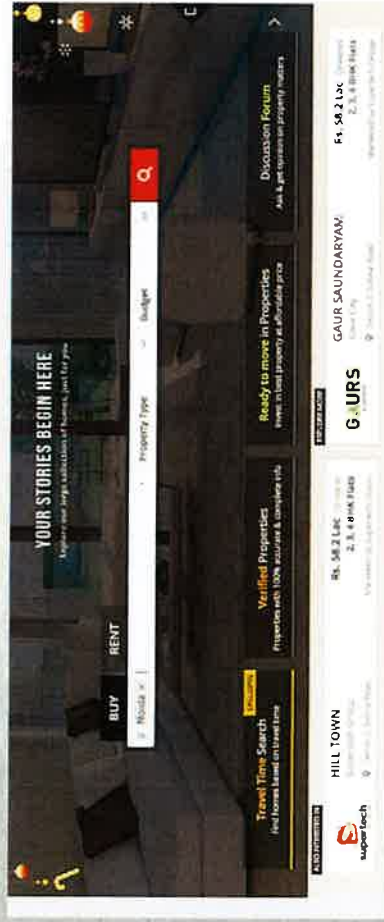
India's No.1 Property Site

iTarget

**Your Perfect Real Estate
Targeting Partner**



iTarget Remarketing Solution



itarget banners on Magicbricks site and app



□ Apart from the users who see your banners and listings, there are a lot of other users who show interest in your project's locality.

□ We identify such users and follow them throughout the internet, showing them your banner ads on magicbricks and many other websites



Itarget banners on partner sites



Value Added Services

- ◉ Dedicated Campaign Management
- ◉ Periodic realtime campaign testing
- ◉ Dedicated backend resource support
- ◉ Monthly Reporting on performance from MB
- ◉ Monthly feedback from Sales team
- ◉ Campaign tweaking & modification
- ◉ Dedicated on ground technical Support
- ◉ Escalation hierarchy support
- ◉ Quality improvement consulting

Thank
you



India's No.1 Property Site

magicbricks

magicbricks
India's No.1 Property Site

Subject: External Mail :Re: External Mail :Re: Request for Campaign Renewal Proposal
Date: Thursday, 30 January 2025 at 3:01:35 PM India Standard Time
From: Saurabh Kumar <saurabh.kumar1@magicbricks.com>
To: Shalini Jha <shalini.jha@krisumi.com>
CC: ankit.angras@magicbricks.com <ankit.angras@magicbricks.com>, Krisumi Marketing <marketing@krisumi.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Rishi Kumar <rishi.kumar@magicbricks.com>, Manish Tiwari <manish.tiwari@magicbricks.com>, Kunal Yadav <kunal.yadav@krisumi.com>
Attachments: image001.png, image004.png, image005.png, image002.png, image003.png, image006.png, Outlook-ijopokc2.png, Outlook-yhd0jh5n.png, Outlook-0e4pqdsw.png, Outlook-xvcw0yb4.png, Outlook-upehxigt.png, Outlook-b2ihvbge.png

Hi Ma'am,

Please find the detailed comparison between the last proposal and the new one.

Product Name	Page	Duration	Last Campaign	New Campaign	Remarks
Premium Exclusif Lounge Banner	Gurgaon City Page	60 Days	Yes	No	Big Shot Banner incorporated in new campaign, it has superior visibility and positioning on the city page.
One Developer Project Video+Leadership Talk	MBTV	30 Days	Yes	No	Leadership Talk Inventory from the last campaign is pending for activation hence content not incorporated in the new proposal.
Project Showcase Combo	Gurgaon City Page+SRP	90 Days	Yes	Yes	
Big Shot Banner	Gurgaon City Page	60 Days	No	Yes	Top slot high visibility banner on the Gurgaon city page.
iTarget Campaign (Remarketing)*2	Social Media Platforms	60 Days	No	Yes	iTarget- Remarketing strategy has been added focusing on city level exposure.

On Thu, Jan 30, 2025 at 1:38 PM Shalini Jha <shalini.jha@krisumi.com> wrote:
Please draw a comparison between the last proposal and this one.

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



Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

From: Saurabh Kumar <saurabh.kumar1@magicbricks.com>

Sent: Wednesday, January 29, 2025 4:48 PM

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

Cc: ankit.angras@magicbricks.com <ankit.angras@magicbricks.com>; Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Rishi Kumar <rishi.kumar@magicbricks.com>; Manish Tiwari <manish.tiwari@magicbricks.com>

Subject: External Mail :Re: Request for Campaign Renewal Proposal

Dear Kunal,

Greetings from Magicbricks !!

As per our discussion, Please find the attached proposal for Advertising with **Magicbricks**

In case of any clarification, feel free to contact us on mail or over the call.

Regards,
Saurabh Kumar
8585999556
Magicbricks

On Wed, Jan 29, 2025 at 11:23 AM Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Hey Saurabh,

Our current campaign with MagicBricks is nearing its 90-day completion. Since we don't want any break due to internal formalities, we'd like to plan the renewal in advance.

Please share a proposal for extending the campaign for another 90 days so we can continue without any interruptions.

Thank you!

Best Regards,



Kunal Yadav

Deputy Manager - Marketing

Email: kunal.yadav@krisumi.com

Mobile: 956 5050 555

Sector 36A, Gurugram



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



Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

Kunal Yadav

Friday, January 31, 2025 at 13:55:18 India Standard Time

Subject: RE: Approval Solicited | Campaign with Magibricks for 90 days
Date: Friday, 31 January 2025 at 1:54:09 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



Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

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

Sent: Friday, January 31, 2025 1:28 PM

To: Vineet Nanda <nanda@krisumi.com>

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

Subject: Approval Solicited | Campaign with Magibricks for 90 days

Dear Sir,

Appended is the **Approval Note for Digital Campaign with Magibricks for 90 days.**
Request you to accord your approval.