

Marketing Approval Note

Approval Note for Procurement of Amazon Shopping Vouchers and Gold Tokens

We are implementing approved reward schemes for both our channel partners and customers. Channel partners will receive an Amazon Shopping Voucher worth ₹20,000 for every successful sales closure, while customers investing in Waterside Residences will be rewarded with gold worth ₹4 lakhs and those investing in Waterfall Suites II will receive gold worth ₹1.5 lakhs upon successful registration or investment. These initiatives aim to incentivize and recognize their contributions and trust.
Note: Both schemes have been reviewed and approved by the management.

10/12/24

HO/MKT/FV24-25/124


S.No.	Description of Item	Vendor	Cost	Taxes	Total
1	2 Gold Tokens for Waterside Residences Customers worth ₹4,00,000/qualified customers 8 Gold Tokens for Waterfall Suites II Customers worth ₹1,50,000/qualified customers	Har Shankar Sunil Kumar	₹20,00,000	₹60,000	₹20,60,000
2	Rewards for Channel Partners on Sales Closure 35 Amazon Shopping Vouchers of value @ ₹20,000 each (The effective price for the Voucher becomes ₹19,300 after a discount of 3.5%.)	Sellebrate Moments Pvt. Ltd.	₹6,75,500	₹1,21,590	₹7,97,090
					₹28,57,090

Remarks:

- For S. No. 2: Due to regulatory guidelines, the vouchers have a maximum denomination of ₹10,000. Hence, for larger amounts like ₹20,000, we will split them into two vouchers of ₹10,000 each.
- 100% advance will be paid along with the applicable taxes.
- For S. No. 1: Quantity/weight may vary basis the availability or current rates, however the value will be unchanged.
- 100% advance will be paid.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance				
₹51,42,16,438.00	₹26,65,00,385.00	₹28,57,090.00	₹26,93,57,475.00	₹24,48,58,963.00				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;"> Kunal Yadav Prepared By </td> <td style="width: 25%; text-align: center;"> Shalini Jha Verified By </td> <td style="width: 25%; text-align: center;"> Vineet Nanda Approved By </td> <td style="width: 25%; text-align: center;"> Manoj Gupta Verified By </td> </tr> </table>					 Kunal Yadav Prepared By	 Shalini Jha Verified By	 Vineet Nanda Approved By	 Manoj Gupta Verified By
 Kunal Yadav Prepared By	 Shalini Jha Verified By	 Vineet Nanda Approved By	 Manoj Gupta Verified By					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;"> Akash Khurana Approved By </td> <td style="width: 25%; text-align: center;"> Yuka Nagao Verified By </td> <td style="width: 25%; text-align: center;"> Yuji Kato Approved By </td> <td style="width: 25%;"></td> </tr> </table>					 Akash Khurana Approved By	 Yuka Nagao Verified By	 Yuji Kato Approved By	
 Akash Khurana Approved By	 Yuka Nagao Verified By	 Yuji Kato Approved By						

Proforma Invoice

 Sellebrate Moments Pvt Ltd 3B, C Running Loco Road, Bhaskar Choroaha, Ralanada Jodhpur Rajasthan 342001 Contact No. +91 78784 22461 GSTIN/UN: 08ABJCS3398G1ZU State Name : Rajasthan, Code : 08 E-Mail : finance@awwmgmt.com		Invoice No. P/058 Dated 10-Dec-24 Mode/Terms of Payment Other References Reference No. & Date. Buyer's Order No. Dated Dispatch Doc No. Dispatched through Destination Terms of Delivery	
Consignee (Ship to) KRISMI CORPORATION PRIVATE LIMITED 11th Floor, Unit-02, Emaar Capital Tower-2, Sector 26, MG Road, Gurgaon, Gurgaon GSTIN/UN : 06AAECV0565A1ZR State Name : Haryana, Code : 06 Buyer (Bill to) KRISMI CORPORATION PRIVATE LIMITED 11th Floor, Unit-02, Emaar Capital Tower-2, Sector 26, MG Road, Gurgaon, Gurgaon GSTIN/UN : 06AAECV0565A1ZR State Name : Haryana, Code : 06 Place of Supply : Haryana			

SI No.	Description of Goods	HSN/SAC	Quantity	Rate	per	Disc. %	Amount
1	Gift E Vouchers	49111090	70 PCS	10,000.00	PCS	3.50 %	6,75,500.00
	IGST						1,21,590.00
	Total		70 PCS				₹ 7,97,090.00

Amount Chargeable (in words) **INR Seven Lakh Ninety Seven Thousand Ninety Only**
 E. & O.E

HSN/SAC		Value	Rate	Amount	Tax Amount
		6,75,500.00	18%	1,21,590.00	1,21,590.00
Total		6,75,500.00		1,21,590.00	1,21,590.00

Tax Amount (in words) : **INR One Lakh Twenty Five Hundred Ninety Only**
 Company's Bank Details
 Bank Name : **Yes Bank - 0941**
 A/c No. : **117863300000941**
 Branch & IFS Code : **YESB0001178**
 SWIFT Code :
for Sellebrate Moments Pvt Ltd
 Declaration
 We declare that this invoice shows the actual price of the goods described and that all particulars are true and correct.
 Authorised Signatory

SUBJECT TO JODHPUR JURISDICTION
 This is a Computer Generated Invoice

Kunal Yadav

Tuesday, December 10, 2024 at 14:48:17 India Standard Time

Subject: External Mail: Re: External Mail: Re: External Mail: Re: External Mail: Re: External Mail: Re: Gift Cards
Date: Tuesday, 10 December 2024 at 2:06:41 PM India Standard Time
From: Vikas Vyas <vvyas@jodhpurdesigstudio.com>
To: Shalini Jha <shalini.jha@krisumi.com>, Shikha Menon <smenon@awwgm.com>
CC: Vishal Bindal <vbindal@chirpn.com>, Krisumi Marketing <marketing@krisumi.com>, Agamani Sengupta <agamani.sengupta@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Vipin Nair <vnair@awwgm.com>, Kunal Yadav <kunalyadav@krisumi.com>
Attachments: Outlook-4mewx4dl.png, Outlook-fh05puc.png, Outlook-ndatnrv.png, Outlook-l510jajx.png, Outlook-k2lsswb0.png, Outlook-ap1kytft.png, image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, Outlook-nmm4wt.png, Outlook-ctw5ptsg.png, Outlook-ap3caxip.png, Outlook-w33xs353.png, Outlook-pagnjary.png, Outlook-rymz4lsm.png, krushmi pi 58.pdf

Dear Shalini,

Please find attached PI for your reference

Regards,
Vikas Vyas

From: Shalini Jha <shalini.jha@krisumi.com>
Sent: Tuesday, December 10, 2024 2:00 PM

To: Shikha Menon <smenon@awwgm.com>; Vikas Vyas <vvyas@jodhpurdesigstudio.com>
CC: Vishal Bindal <vbindal@chirpn.com>; Krisumi Marketing <marketing@krisumi.com>; Agamani Sengupta <agamani.sengupta@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Vipin Nair <vnair@awwgm.com>; Kunal Yadav <kunalyadav@krisumi.com>
Subject: Re: External Mail: Re: External Mail: Re: External Mail: Re: External Mail: Re: Gift Cards

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I'd appreciate if you could expedite the process. It shouldn't take this long to generate a PI.

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.krisumitriexperience.com



Image



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: Shikha Menon <smenon@awwgmnt.com>
Sent: Tuesday, December 10, 2024 11:24:22 AM

To: Kunal Yadav <kunal.yadav@krisumi.com>; Vikas Vyas <vvyas@jodhpurdesigstudio.com>

Cc: Vishal Bindal <vbindal@chirpn.com>; Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>; Agamani Sengupta <agamani.sengupta@krisumi.com>; Vipin Nair <vnair@awwgmnt.com>

Subject: External Mail: Re: External Mail: Re: Gift Cards

Hi Kunal,

We appreciate your interest in vouchers. Due to regulatory guidelines, our vouchers have a maximum denomination of ₹10,000. For larger amounts like ₹20,000, we can split them into two vouchers of ₹10,000 each. Would you like to proceed with this arrangement?

Please suggest.

Thanks,
Shikha

From: Shikha Menon <smenon@awwgmnt.com>
Sent: Monday, December 9, 2024 7:14:33 PM

To: Kunal Yadav <kunal.yadav@krisumi.com>; Vikas Vyas <vvyas@jodhpurdesigstudio.com>

Cc: Vishal Bindal <vbindal@chirpn.com>; Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>; Agamani Sengupta <agamani.sengupta@krisumi.com>

Subject: Re: External Mail: Re: External Mail: Re: Gift Cards

@Vikas Vyas please share

[Get Outlook for iOS](#)

From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Monday, December 9, 2024 6:35:18 PM

To: Shikha Menon <smenon@awwgmnt.com>

Cc: Vikas Vyas <vvyas@jodhpurdesigstudio.com>; Vishal Bindal <vbindal@chirpn.com>; Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>; Agamani Sengupta <agamani.sengupta@krisumi.com>

Subject: Re: External Mail: Re: External Mail: Re: Gift Cards

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Shikha,

Please note-GST will be applicable on vouchers and payment terms for the same is 100%

advance.
Please suggest.

Thanks,
Shikha

From: Shalini Jha <shalini.jha@krisumi.com>
Sent: 21 November 2024 14:33
To: Shikha Menon <smenon@awwgment.com>; Vikas Vyas <vvyas@jodhpurdesigstudio.com>; Vishal Bindal <vbindal@chirpn.com>
CC: Kunal Yadav <kunal.yadav@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Agamani Sengupta <agamani.sengupta@krisumi.com>
Subject: Re: External Mail : Re: Gift Cards

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please share the proposal. That's the next step.

Warm Regards,

Error!
Filename not specified.
Shalini Jha
Vice President Marketing
Email: shalini.jha@krisumi.com
Mobile: 9818387982
Sector 36A, Gurugram

Error! Filename not specified.
Error! Filename not specified.
Error! Filename not specified.
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: Shikha Menon <smenon@awwgment.com>
Sent: Thursday, November 21, 2024 2:22:45 PM
To: Shalini Jha <shalini.jha@krisumi.com>; Vikas Vyas <vvyas@jodhpurdesigstudio.com>; Vishal Bindal <vbindal@chirpn.com>
CC: Kunal Yadav <kunal.yadav@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Agamani Sengupta <agamani.sengupta@krisumi.com>
Subject: External Mail : Re: Gift Cards

Hi Shalini,

Please share gst certificate as discussed.

Thanks,
Shikha

S.No	Project	APARTMEN TNO.	EOI Recd Date	Months	Booking	Booking Remarks	Final Channel Name	Customer Name	Approved Rate	Sell Price	Difference	Offer Status
1	Waterfall Suites II	WS II 3408	30-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Amogh Buildtech Pvt Ltd	Ajay Yadav & Shikha Yadav	21462	21700	238	Gold 1.5 Lacs
2	Water/side Residences	WR3 705	22-Oct-24	Oct	Booking Till Nov'24	Sold - Agent	Pratham Singhal	Sandeep Gupta	21168	21800	632	3 Lacs Gold
3	Water/side Residences	WR2 2206	10-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Vishal Bangia	Harpeet Singh & Preeti Kaur	20816	21350	534	Gold 4 Lacs
4	Water/side Residences	WR3 3306	10-Nov-24	Nov	Booking Till Nov'24	Sold - Direct	Direct Sales	Akanksha Verma	21026	20800	-226	Gold 4 Lacs
5	Waterfall Suites II	WS II 508	11-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Prakhar Bhushan Srivastava	Vidhu Pal	21147	21800	653	Gold 1.5 Lacs
6	Waterfall Suites II	WS II 208	12-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Manish Kumar jain	Manish Kumar jain	21147	21500	353	Gold 1.5 Lacs
7	Waterfall Suites II	WS II 1910	23-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	GAGGAN SINGH	Anu Kumari & Anil Kumar	21037	21800	763	Gold 1.5 Lacs
8	Waterfall Suites II	WS II 2001	29-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Pratham Singhal	Nidhi Tayal	20754	21500	746	Gold 1.5 Lacs
9	Waterfall Suites II	WS II 203	30-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Ankita Singh	Mrs. Manju Jain	21147	21500	353	Gold 1.5 Lacs
10	Waterfall Suites II	WS II 2103	30-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Deepak	Ajay Gupta	21357	21700	343	Gold 1.5 Lacs
11	Waterfall Suites II	WS II 2208	30-Nov-24	Nov	Booking Till Nov'24	Sold - Direct	Direct Sales	Aastha Vij	21357	21700	343	Gold 1.5 Lacs
12	Waterfall Suites II	WS II 1901	29-Oct-24	Oct	Booking Till Nov'24	Sold - Agent	Gulshan Yadav	BIKRAM SINGH	20754	21500	746	Gold 1.5 Lacs
13	Water/side Residences	WR1 103	10-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	E YARDS CONSULTING PRIVATE L	Preeti Sharma	20811	21350	539	Gold 1.5 Lacs
14	Waterfall Suites II	WS II 1902	20-Nov-24	Nov	Booking Till Nov'24	Sold - Agent	Shankar Kholi	Shashank Khattar & Rohini Khattar	21252	22000	748	Gold 1.5 Lacs

Battery tests

Nov / Dec

2 & 1.5

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NOTE FOR APPROVAL
KRISUMI CORPORATION PVT. LTD.

Dated : November 5th, 2024

Sub : Promotional Scheme for Phase 3 (Waterside Residences) & Phase 4 (Waterfall Suites II)

Sector 36A, Gurugram.

Ref: Approved Sales scheme Dated 8th October 2024

Dear Sir,

This is in reference to the approved Sales Scheme Dated 8th October 2024 valid for 3 Months effective from 1st October 2024 till 31st December 2024 or Sales of 150 Units, whichever is earlier.

For Pushing Sales of Phase 3 & 4, we propose to approve the promotional scheme effective from 1st Oct. 2024 till 31st Dec. 2024 in addition to the above approved Sales Scheme approved till 31st December 2024. The market needs a fresh push and kick start from our end.

Promotional Scheme proposed for Channel Sales & Direct Sales :

a.) Channel Sales:

b.) On the Spot Shopping Voucher on Closure of Sale - Amazon or Any Shopping Voucher worth Rs. 20,000/- for the frontline Salesperson of Channel Partner. It will keep them motivated on regular Site visits and closure of Sales. We will issue an on-the-spot letter stating the amount of Shopping Voucher & qualification under the closure scheme from our side. The Voucher will be issued immediately on the execution of Agreement for Sale of that respective Unit.
Budget: The above Expense is recommended to be booked under Marketing Expense Head.

c.) On Channel Sales, we will increase the All-inclusive closure price (including the Cascades Club) by Rs. 200/- Per Sq.ft. on the approved price(s). The advantage of the increased price of Rs. 200/- Per Sq.ft. will be given back to the customer either in the form of Gold Coin or Apple Vouchers worth Rs. 200/- Per sq.ft. (including GST). This is valid till 31st December 2024.

Note: This step will help us in establishing a new price in January 2025 (as there will be no such scheme at that time) for the balance inventory to be sold other than above-mentioned sale of 150 Units by 31st December 2024.

Note: we have already saved approx. 9 Cr. on the past sales of Phase 3 & 4 by achieving higher price from the approved Prices.

d.) **International Trip Scheme for CP already approved for Waterside Residences:** The value of each international trip proposed to be Rs. 5 Lacs (inclusive of GST) and the channel partner should have an option to either opt for the international trip or may encash 100% of the trip value i.e. Rs. 5 Lacs Per Trip (inclusive of GST). This scheme is applicable if any Channel Partner who achieves 8 Bookings Or Sales Value of 35 Cr.; whichever is achieved in Waterside Residences. (For Example: On achieving Sales of 16 Bookings or Sale Value of 70 Cr.; whichever is achieved in Waterside Residences. The Channel Partner will be eligible for 2 International Trips or encashment of 10 Lacs and so on.
Note: Sale Value is defined as All Inclusive Price including The Cascades Club.

e.) **Channel partner Commission / Brokerage :** The Channel Partner Commissions will remain same as approved in Sales Scheme Dated 8th October 2024

Specimen
With Retention
Vinayak
AK
JS

2.) Direct Sales / Referral Scheme: Direct Closure Discount up to 3% as approved in the Sales scheme Dated 8th October 2024 (in both Phase 3 & 4). We propose to promote the referral scheme in Direct Sale.

To promote the Direct Sale under referral scheme,

a.) we recommend closure discount of 1.5% to the Customer &

b.) 1.5% as Referral Scheme (in form of Gold Coin or Apple Voucher worth 1.5% of the Box Price)

c.) In the case of Direct Sale without referral, closure discount up to 3% will be applicable, as approved and mentioned above.

Note: There will be no additional cost impact on the Co.

Please accord approval.

Recommended By : Nitin Bhatia / Sachin Bhargav

Nitin Bhatia
Sachin Bhargav

Approved By:

Vineet Nanda
 Mr. Vineet Nanda

Mr. Akash Khurana

AK

Yuji Kato San

JK

Mr. Mohit Jain
