

Marketing Approval Note

Approval Note for Digital Campaign for the Month of March 2025

Subject
Date

03/03/25

Document Ref No.

HO/MKT/F/24-25/0153

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Digital Campaign for March 25 Budget to be spent on the campaign - ₹40,00,000 + 8% Agency Commission on the Approved Campaign Budget	Two099 Tech Marketing Pvt Ltd	₹43,20,000	₹7,77,600	₹50,97,600
					₹50,97,600

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.

Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance																
₹51,42,16,438	₹29,38,85,474	₹50,97,600	₹29,89,83,074	₹21,52,33,364																
<table border="1"> <tr> <td>Prepared By</td> <td>Kunal Yadav</td> <td>Verified By</td> <td>Shalini Jha</td> <td>Approved By</td> <td>Vineet Nanda</td> <td>Verified By</td> <td>Manu Gupta</td> </tr> <tr> <td>Verified By</td> <td>Yaka Nagao</td> <td>Approved By</td> <td>Kulj Kato</td> <td>Approved By</td> <td>Akash Khurana</td> <td>Approved By</td> <td></td> </tr> </table>					Prepared By	Kunal Yadav	Verified By	Shalini Jha	Approved By	Vineet Nanda	Verified By	Manu Gupta	Verified By	Yaka Nagao	Approved By	Kulj Kato	Approved By	Akash Khurana	Approved By	
Prepared By	Kunal Yadav	Verified By	Shalini Jha	Approved By	Vineet Nanda	Verified By	Manu Gupta													
Verified By	Yaka Nagao	Approved By	Kulj Kato	Approved By	Akash Khurana	Approved By														

Krisumi Marketing

From: Vineet Nanda
Sent: Tuesday, March 4, 2025 8:18 PM
To: Kunal Yadav
Cc: Krisumi Marketing; Shalini Jha
Subject: RE: Approvals for Digital Campaign for March

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.krisumiexperience.com



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Tuesday, March 4, 2025 4:34 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Approvals for Digital Campaign for March

Dear Sir,

Appended is the Approval Note for Digital Campaign for March. Kindly accord your approval.

Krisumi_Waterside Residencies

Geo	PAN India				
Total Budget	₹50,00,000.00				

Tentative start date					
Website	https://krisumi.com/				

S.No	Account	Campaign Type	Total Budget	Budget	Expected CPC (Approx.)	Expected Clicks	Expected CTR	Expected Impressions
1	Google Ads	Search Ads	₹40,00,000.00	₹12,00,000.00	₹175.00	6,857	9.60%	71,429
2		Remarketing Ads		₹4,00,000.00	₹35.00	11,429	13.84%	82,576
3		Youtube Ads		₹2,50,000.00	₹5.00	50,000	8.50%	5,88,235
4	Meta Ads	Brand Awareness		₹12,00,000.00	₹6.50	1,84,615	0.80%	2,30,76,923
5		Remarketing Ads		₹7,50,000.00	₹4.15	1,80,723	4.50%	40,16,064
7	Linkedin	Sponsored Image Ads		₹2,00,000.00	₹47.40	4,219	3.50%	1,20,555
8	Content Marketing (Awareness & Branding)			₹0.00	₹0.00	0	0.00%	0
Total				₹40,00,000.00			4,37,843	

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 engag ng text which can increase the engagement
- the **Conv Rate** is depend on the brand positioning 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 f
 *Campaign deliveries also depend upon the creative, landing page/website and the geo being targeted hence fi
 *Taxes & Agency commision extra as applicable