

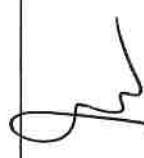





**Marketing Approval Note**

<b>Subject</b>		Approval Note for Digital Campaign for the Month of September 2025			
<b>Description</b>		Seeking approval for the digital campaign budget for September 2025. This is a continuation of the current ongoing campaign, which has been instrumental in maintaining consistent brand presence, and supporting overall marketing objectives. It is essential to ensure there's no disconnect or downtime in our digital visibility, as any pause in the campaign may result in a drop in engagement and campaign performance. The approved budget will be utilized across platforms for lead generation, remarketing, and brand awareness.			
<b>Date</b>		26/08/25			
<b>Document Ref No.</b>		HO/MKT/FY25-26/058			
<b>S.No.</b>	<b>Description of item</b>	<b>Vendor</b>	<b>Cost</b>	<b>Taxes</b>	<b>Total</b>
1	Digital Campaign for September 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	₹32,40,000.00	₹5,83,200.00	₹38,23,200.00
<b>Remarks:</b>		<ul style="list-style-type: none"> <li>100% advance will be paid against Tax Invoice along with the applicable taxes for the campaign budget and the agency commission &amp; taxes will be paid post completion of the campaign.</li> <li>Urgent &amp; immediate payments (without ERP process) required for the advance payment.</li> </ul>			
<b>Total Marketing Budget</b>		<b>Consumed till date</b>		<b>This Approval Note</b>	
₹51,69,03,800		₹9,28,31,902		₹38,23,200	
<b>Total Till Now</b>		<b>Total Till Now</b>		<b>Balance</b>	
₹9,66,55,102		₹9,66,55,102		₹42,02,48,698	
 Kunal Yadav Prepared By		 Vineet Manda Approved By		 Manj Gupta Verified By	
 Kunal Rishi Approved By		 Yuji Kato Approved By		 Akash Khurana Approved By	

**Abhishek Kumar Singh**

**From:** Vineet Nanda <nanda@krisumi.com>  
**Sent:** Thursday, August 28, 2025 5:39 PM  
**To:** Abhishek Kumar Singh  
**Cc:** Shalini Jha, Krisumi Marketing  
**Subject:** RE: Approval - Digital Campaign for the month of September 2025 (Tw099 Tech Marketing Pvt Ltd)

Ok Jee

Warm Regards,



**Vineet Nanda**  
Director Sales and Marketing

Email: [nanda@krisumi.com](mailto:nanda@krisumi.com)  
Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from  
home: [www.krisumixperience.com](http://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:** Abhishek Kumar Singh <abhishek.singh@krisumi.com>

**Sent:** Thursday, August 28, 2025 5:25 PM

**To:** Vineet Nanda <nanda@krisumi.com>

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

**Subject:** Approval - Digital Campaign for the month of September 2025 (Tw099 Tech Marketing Pvt Ltd)

Dear Sir,

Appended is the Approval Note for Digital Campaign for the month of September 2025 (Tw099 Tech Marketing Pvt Ltd)

Kindly accord your approval.

<b>Krisumi</b>	
Geo	PAN India
Month	Sep
Total Budget	₹3,000,000.00
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		750,000	9.60%	3,24,675
2		Remarketing Ads		500,000	13.84%	30,899
3		Youtube Ads	₹30,00,000.0	475,000	8.50%	15,34,060
4	Meta Ads	Brand Awareness		750,000	0.80%	48,38,462
5		Remarketing Ads		425,000	3.50%	3,555,556
7	LinkedIn	Sponsored Image Ads		100,000	3.50%	157,692
<b>Total</b>				<b>₹3,000,000.00</b>	<b>-%</b>	<b>3,744,147</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 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 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 commision extra as applicable

**Creatives & Text Requirements**

**Design recommendations**

Image file type: JPG or PNG

Ratio: 9:16

Resolution: At least 1080 x 1080 pixels

**Text recommendations**

Primary text: 125 characters

**Technical requirements**

Maximum file size: 30 MB

Minimum width: 500 pixels

Aspect ratio tolerance: 1%

**Single Image Ads**

**Design recommendations**

File type: MP4, MOV or GIF

Ratio: 9:16

Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128 kbps

Resolution: At least 1080 x 1080 pixels

Video captions: Optional, but recommended

Video sound: Optional, but recommended

**Text recommendations**

Primary text: 125 characters

**Technical requirements**

Video duration: 1 second to 60 minutes

Maximum file size: 250 MB

Minimum width: 500 pixels

Aspect ratio tolerance: 1%

**Video Ads**



Campaign Type	Funnel	Campaign Goal	Targeting	Creative Strategy
<p><b>Facebook &amp; Instagram (Image Ads)</b></p> <p>Brand Awareness</p>	<p>Top Funnel</p>	<p>Performance Goal - Maximum number of Landing Page Visits</p>	<p><b>Objective:</b> Reach young professionals, families, and NRIs brand awareness &amp; consideration</p>	<p><b>Image Ads:</b> High-resolution images of various apartment layouts, amenities, lifestyle visuals.</p>
<p><b>Facebook &amp; Instagram (Carousel and video Ads)</b></p> <p>Engagement/Website Traffic</p>	<p>Mid Funnel</p>	<p>Traffic / Video Views</p>	<p><b>Demographics:</b> 30-50 years old, income group Top 20%, interested in luxury real estate <b>Interests:</b> Property investment, real estate, luxury brands, modern living</p>	<p><b>Carousel Ads:</b> Showcase for lifestyle-based visuals showcasing amenities, green spaces, and interiors. Also showcasing luxury aspects and customer testimonials.</p>

Campaign Type	Funnel	Campaign Details	Targeting
<p><b>Sponsored Content (Image Ads &amp; Carousel Ads)</b></p>	<p>Top Funnel</p>	<p>Brand Awareness / Engagement</p>	<p><b>Location Targeting</b>            Primary: Curugram, Delhi NCR, Mumbai, Bangalore, Hyderabad, Pune</p> <p><b>Job Titles</b> (Targeting HNIs &amp; Decision-Makers)            CXOs (CEO, CFO, COO, CMO)            Managing Directors, Partners, Founders            VPs, Directors (Finance, Investments, Strategy, Real Estate)            Senior Consultants (Real Estate, Wealth Management, Financial Advisors)</p> <p><b>Industry Targeting (High Earning Sectors)</b>            Investment Banking &amp; Financial Services            IT &amp; Software Services            Real Estate &amp; Construction            Luxury Goods &amp; Hospitality            Healthcare &amp; Pharmaceuticals            Manufacturing &amp; Automobiles</p> <p><b>Interest &amp; Behavioral Targeting</b>            Luxury Real Estate Investors            High-Net-Worth Professionals            Expat &amp; NRI Investors            Luxury Lifestyle Enthusiasts            Investment &amp; Wealth Management</p> <p><b>Company Size</b>            Target: 500+ employees (higher purchasing power)</p>
<p><b>LinkedIn Ads (Sponsored Content (Single Image Ads, Video Ads))</b></p>	<p>Mid Funnel</p>	<p>Target Lead Gen Form</p>	<p><b>LinkedIn Groups &amp; Associations</b>            Real Estate Investment Groups            NRI &amp; Global Indian Business Networks            High-Value Property Investors &amp; Developers</p> <p><b>Custom Matched Audiences (For Retargeting &amp; Lookalike Expansion)</b>            Website Visitors (via LinkedIn Insight Tag)            Engaged LinkedIn Users (Video views, ad interactions)            Customer Lists (Existing inquiries &amp; past buyers)            Lookalike Audiences (Based on top-performing leads)</p>

Campaign Type	Funnel	Campaign Details	Targeting	Creative Strategy
Display Banners Ads	Objective: Drive brand awareness among industry professionals and potential buyers. Generate leads for bulk orders and inquiries for electrical cables and wiring solutions.			Project Highlights: Visual banners of Krismi's project with click-throughs to the landing page
Native Ads	Brand Awareness/Engagement: Mid Funnel (Consideration)	To target user take action on website	<p><b>Demographics:</b> 30-50 years old, income group Top 20%, interested in luxury real estate.</p> <p><b>Interests:</b> Property investment, real estate, luxury brands, modern living.</p> <p><b>Placement:</b> Economic Times, MoneyControl, Financial Express, real estate blogs</p>	Elog-style promotional content highlighting Krismi's luxury project in Gurgaon.