

NOTE FOR APPROVAL

KRISUMI CORPORATION PVT. LTD.

Dated : 16 November 2021

Sub : Digital Marketing Support to Channel Partners to achieve 20 plus unit sales in November 2021

DEAR SIR,

The aim is to achieve 20 plus unit sales in November 2021. Sales is a result of footfalls; therefore, the focus is to push the footfalls to achieve the committed nos.

We have lost 10 days in November due to Diwali celebrations.

1. Unique footfalls last month, till 13th Oct'21 was: 119 Unique CPs + 87 Unique Customers, total being: 206 Unique Footfalls.
2. Unique footfalls this month till 13th Nov is 69 Unique CPs + 50 Unique Customers, total being: 119 Unique Footfalls, which is nearly 50% of the last month unique footfalls.
3. Competition has become very aggressive, we could witness that with the lowest footfalls this Saturday, 13th Nov'21: Total 26 (16 Unique CPs + 10 Unique Customers) as compared to any Saturday in the last 02 months.
4. The total 866 no. of footfalls (470 CPs + 396 Customers) in the last 02 consecutive months lead to a closure of 27 units each month (Sep/Oct'21).
5. To push the footfalls to 500 plus within Nov'21, we will be organising 7-8 at the Krisumi Sales Lounge. events this month. We will also promote one of the finest film's made by Harmeet Singh, launching on 24th Nov 2021 during these events.

We propose to extend digital marketing support to 03 performing Channel Partners for promoting Waterfall Residences, as soon as possible,

1. **Bullmen Realty:** Mr. Nanda will be addressing the Bullmen team of 125 people on Thursday, 18th Nov'21. The entire Bullmen team will be focusing on Waterfall Residences to deliver 04 sales in November'21. To achieve the commitment, Bullmen Realty has requested advance digital marketing support of 4 Lacs. In addition to this, they have planned a wine & cheese with music at our sales lounge on Saturday, 27th Nov'21. 40 Top HNI's will be invited to the event. sales closed by Bullmen Realty till date is: 11units, 14.9 cr in Value. Digital marketing support given to CP till date: 7.81 Lacs, which is 0.52% of sales value. The marketing expense is less than 1%

The competitors are spending 1.5% on the marketing support on each channel partner from the last 02 months.

2. **Bhupinder Singh (Inder Realty & Investments):** CP Bhupinder Singh has stopped working on our project. He has closed 06 sales to date, 9.28 cr in value. To revive him back and to motivate him, we propose to support the channel partner with the advance marketing support of 2 Lacs. CP has committed to deliver 02 sales this month. Digital Marketing Support given to CP till date: 8.5Lacs, which is 0.92% of the sales value.
3. **Bharat & Co.:** 03 Sales, Rs. 5.72 cr in Value has been closed by CP Bharat Gulati in Oct'21. He will be signing the MOU with the company with a commitment of 18 units till March'2022. In addition to this, he has committed to deliver 03 Sales this month. We propose to extend advance digital marketing support of 3 Lacs to CP Bharat Gulati. Digital Marketing Support is given to CP to date: 1.27 Lacs, which is 0.21% of the sales value.

The amount will be adjusted/consumed from the pool money.

Request your good self to please accord approval.

Disha Rao

Proposed By & Prepared By
Verified By

: Ms. Disha Rao
: Mr. Sachin Bhargav

DEAR SIR

Approved By:

Vineet Nanda

Ak

Yamazaki San

Mr. Gulshan Kumar

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Mr. Akash Khurana

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