

Marketing Approval Note

Subject: Approval Note for Private Event in Guwahati, (the largest city of Assam with a total population of ~12 lakhs) in association with Shray Projects on 27th July 24
 Shray Projects is one of our top channel partners. With the launch of Phase 3 & 4, they secured 40 Expressions of Interest and allotted 24 units including a penthouse, amounting to approx ₹80 crores. They've a huge customer base in Assam and receive inquiries from this region. They believe that organising an event in Guwahati will boost our brand awareness and attract more customers.

Date: 05/07/24

Document Ref No.: HO/MKT/FY24-25/053

S.No.	Description of Item	Vendor	Cost	Taxes	Total
1	Buffet Dinner at Forum from 18:00Hrs to 23:00Hrs (Total Pax 200 @ ₹1600/pax) P.S.: Mutton will attract additional charges of INR 250 plus taxes per person Live counter @ 250 plus taxes per person	Novotel Hotel, Guwahati	₹3,20,000	₹57,600	₹3,77,600
2	Liquor	Novotel Hotel, Guwahati	₹5,00,000	₹30,000	₹5,30,000
3	License Fees Payable for Public Performance at Novotel Hotel	Recorded Music Performance Ltd.	₹20,000	₹3,600	₹23,600
4	Event Photography & Videography	Dream Crew	₹-0,000	₹1,800	₹1,800
5	Event Management Charges (Cost is inclusive of Emcee, Entertainment, Standee, Promoters, etc)	Ideleon	₹1,80,580	₹32,504	₹2,13,084
6	Travel & Stay for Krisumi Team (4 pax) Stay for 2 nights @ ₹17,000/pax Return Flights DEL-GAU-DEL @ ₹14,000/pax	Synchronising Destinations	₹1,24,000	₹22,320	₹1,46,320

₹13,02,404

Remarks:

- 10-20% variations possible basis the immediate requirements/actual usage or consumption.
- For Dinner & Liquor (Novotel Hotel), we've taken estimate budget. Invoices will be raised basis actual consumption.
- For Travel & Stay (Synchronising Destinations), we've taken estimate budget. Invoices will be raised on actuals.
- 100% advance will be paid for Sr. Nos. 1 & 3 and 20% advance will be paid for Sr. No. 5.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance										
₹51,42,16,438.00	₹11,78,91,087.00	₹13,02,404.40	₹11,91,93,491.40	₹39,50,22,946.60										
<table border="1"> <tr> <td>Prepared By</td> <td>Shalini Jha</td> <td>Verified By</td> <td>Vineet Nanda</td> <td>Manu Gupta</td> </tr> <tr> <td>Approved By</td> <td>Kunal Yadav</td> <td>Verified By</td> <td>Vijli Kato</td> <td>Mohit Jain</td> </tr> </table>					Prepared By	Shalini Jha	Verified By	Vineet Nanda	Manu Gupta	Approved By	Kunal Yadav	Verified By	Vijli Kato	Mohit Jain
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<table border="1"> <tr> <td>Approved By</td> <td>Akash Khurana</td> <td>Verified By</td> <td>Vijli Kato</td> <td>Mohit Jain</td> </tr> </table>					Approved By	Akash Khurana	Verified By	Vijli Kato	Mohit Jain					
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Kunal Yadav

Thursday, July 11, 2024 at 18:16:21 India Standard Time

Subject: Re: Approval Solicited | Private Event in Guwahati with Shray Projects
Date: Thursday, 11 July 2024 at 6:13:51 PM India Standard Time
From: Mohit Jain <mj@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Binu Jacob <binu.jacob@krisumi.com>, Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Approved



Mohit Jain
Managing Director

Email: mj@krisumi.com

Mobile: 9811041255
Sector 36A, Gurugram



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

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On 11 Jul 2024, at 6:06PM, Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Dear Sir,

Appended is the approval note for Event in Guwahati with Shray Projects (Channel Partner). I've attached the supporting documents for your ref. Kindly accord your approval.

<image007.png>

Thank you!
Best Regards,

<image001.png>

Kunal Yadav
Deputy Manager - Marketing