

Marketing Approval Note

Subject Approval Note for Brand Campaign with NewsRoom AI
 Through NewsRoom AI we can run a Brand story Ad on various publishers like Financial Express, Money Control, News18, Zee News, etc (Complete plan attached for reference.)

Date 30/01/25
Document Ref No. HO/MKT/FY24-25/139

S.No.	Description of Item	Vendor	Cost	Taxes	Total
1	Campaign on Various Platform with NewsRoom AI (Duration - 15 days)	HUELLA SERVICES PRIVATE LIMITED	₹10,00,000	₹1,80,000	₹11,80,000
			₹11,80,000		

Remarks: • 100% advance payment required.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now
₹51,42,16,438.00	₹28,14,98,811.00	₹11,80,000.00	₹28,26,78,811
			Balance
			₹23,15,37,627.00

Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
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Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By
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Subject: External Mail :Re: Newsroom AI India X Krisumi
Date: Thursday, 30 January 2025 at 2:35:07 PM India Standard Time
From: Ankit Nagpal <ankit.nagpal@huellaservices.com>
To: Shalini Jha <shalini.jha@krisumi.com>
CC: Kunal Yadav <kunal.yadav@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Arjun Dogra <arjun.dogra@huellaservices.com>, Kush Kapoor <kush.kapoor@huellaservices.com>

Hi Shalini,

As discussed on our call today, please find below the campaign output for the NewsRoom AI brand story:

- **Visibility:** Enhanced brand awareness & reach for Krisumi.
- **Targeting:** Reaching relevant audiences and curated site lists aligned with your product positioning.
- **Next Stage:** In the second phase, AI-assisted ads will drive highly relevant traffic to the landing page.

I have also enclosed [media plan](#) with audience size and site list for your perusal.

Looking forward to collaborating on this campaign. Let me know if you need any further details.

Warm Regards,
Ankit Nagpal
Sr. Partner Manager - North
M - 9810767622
www.huellaservices.com
<https://www.nwsai.in/>



On Tue, 28 Jan 2025 at 17:44, Ankit Nagpal <ankit.nagpal@huellaservices.com> wrote:
Hi Shalini,

Thank you for meeting us today and giving us the opportunity to present NewsRoom Ai.

Further to your discussion, I am taking this opportunity to share a brief note and [Deck Link](#) for Newsroom Ai.

I have also enclosed [media plan](#) with audience size and site list for your perusal.

Sharing a brief introduction about our platform **Newsroom.AI India**

We are a next gen **Ad Tech platform** for evolved advertisers seeking to streamline their digital campaigns across premium publishers in India. An amalgamation of Human and Artificial Intelligence to drive high impact creative excellence at one end and automating the process of content creation & personalisation of ads on the other. Simply broken down into three key components :

Newsroom AI Studio :

- AI Module where we feed in your campaign information such as assets in the form of raw files (Text , Audio , Video , Images and URLs) , using this information the AI is able to scientifically create two unique experiences:
- **Newsroom AI Brand Experience - (CPM)**
 - High Impact (occupy between 80-100% SOV on screen), visual first Ad innovations that are seamless and native (In feed - non Intrusive). They carry a unique visual trigger that leads to product USP recollection and high recall with engagement (upwards of 15 seconds) . Available in 10 languages
 - *Live Samples (Click to preview) - [Lodha Oberoi Realty Rustom Jee](#)*

Kindly share the open files in the form of video and images to create mock reference for you.

Looking forward to working with you on your upcoming campaign.

Warm Regards,
Ankit Nagpal
Sr. Partner Manager - North
M - 9810767622
www.huellaservices.com
<https://www.nwsai.in/>



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-Huella Services.

Platform / Origin | Newsroom AI | Huella Services

Media Type	Brand Story
Brand	Krisumi
Targeting	M, 35+
Duration	15 days

Platform	Media Type	Publisher	Geo	Targeting	Device	Placement	Ad Type	Duration	Impressions (Mn)	Frequency	Buy Type	Unit Rate	ER (Engagement Rate)	CTR	Net Cost (INR)
Newsroom AI	Experiences -	As per selection, site list	As Per brief	M, 35+	Mobile	In feed	Brand Story	15 days	40,00,000	3	CFM	250	1-1.5%	0.5 - 0.8%	10,00,000

↑ number of ~~times~~ times it will appear in each page (news)

Reference Mock

Please Note -
 The above commercials are Net to Nws/Huella targeting will be 15% extra
 Campaign Post Evaluation will be shared within 72 B/Hours. highlight before the campaign start.
 18% GST will be applicable on the net cost
 Engagement is defined as interactions
 Credit duration of 60 days

English Sites List - web site								
Lifestyle	Arts & Entertainment	Shopping	Women	Tech	Business	Sports	News	Travel
mensxp.com	scoopwhoop.com	boldsxy.com	architecturaldigest.com	cnet.com	financialexpress.com	cricketbuzz.com	hindustantimes.com	irctc.co.in
shoppinglifestyle.com	bollywoodlife.com	voque.in	filmfare.com	wired.com	in.investing.com	espn.cricinfo.com	abplive.com	tripadvisor.in
totalbeauty.com	9gag.com	pricebaza.com	womenfitness.net	gizmodo.com	business-standard.com	sportskeeda.com	indianexpress.com	cntraveller.in
Voque.in	filmibeat.com	harpersbazaar.com	Momspresso.com	digitaltrends.com	taxguru.in	mykhel.com	news18.com	ixigo.com
Cosmopolitan.in	PlanetRadicity.com	womenseera.com	popxo.com	gizbot.com	financialexpress.com	crictracker.com	oneindia.com	tripsavvy.com
Elle.in	SongLyrics.com	thefashionbrides.com	Shethepeople.tv	digit.in	economictimes.indiatimes.com	90min.com	oneindia.com	skymetweather.com
idiva.com	GlamSham.com	bollywoodshadis.com	thehealthsite.com	FoneArena.com	moneycontrol.com	cricetcountry.com	aaitak.in	hotels.com
Femina.in	PinkVilla.com	fashionbeans.com	Bollywoodlife.com	GSMARena.com	businessinsider.com	asph.in	livehindustan.com	expedia.co.in
POPXO.com	Bollywood.com	PriceDekho.com	idiva.com	Gadgetsnow.com	businessinsider.in	sports.ndtv.com	zeenews.india.com	in.hotels.com
GQIndia.com	Hollywood.com	https://timeshoppingguide.com/	Bustle.Com	Mysmartgripe.com	buzzrtrnbe.news	freedon.com	newindianexpress.com	yatra.com
Pinkvilla.com	BollywoodHungama.com		Yourtango.Com	Smart-GSM.com	goodreturns.in	sportstar.thehindu.com	deccanherald.com	cheapoair.com
stylecraze.com	filmfare.com		romper.com	gadgets360.com	zeebiz.com	indiansportsnews.com	republicworld.com	skyscanner.co.in
rediff.com	mensxp.com		womansera.com	xda-developers.com	thehindubusinessline.com	goal.com	dnaindia.com	touroppia.com
boldsky.com	home-designing.com		stylecraze.com	techcrunch.com	outlookindia.com	chess.com	india.com	
speakingtree.in	indiatimes.com		https://www.ozalia.co.in/	engadget.com	inc.com	formula1.com	indianexpress.com	
edexlive.com	pinkvilla.com			thenextweb.com	www.firstpost.com	skysports.com	indiatvnews.com	
Indulgeexpress.com	boxofficeprophets.com			digitaltrends.com		cricinfo.com	timesofindia.com	
Gq.com	glamsham.com			venturebeat.com		wrestlinginc.com	thehindu.com	
	popxo.com			vox.comtechnology		leadcricket.com	timesnownews.com	
	whosdatedwho.com			extremetech.com		icc-cricket.com	wionews.com	
	bollywoodhungama.com			theverge.com		sports.ndtv.com/cricket	telegraphindia.com	
	worldofquotes.com			gizmodo.com		sportswiki.com	newspointapp.com	
	thebestnotes.com			arstechnica.com		crictoday.com	newsbytesapp.com	
	raaga.com			readwrite.com		cricheroes.in	newsaroma.com	
	abogallery.com			macrumors.com		cbssports.com	ndtv.com	
				in.mashable.com		advancecricket.com	manorama.com	
				techradar.com		indystar.com	indiatoday.in	
				zdnet.com		hindustantimes.com/cricket	thewire.in	
				reuters.com		abplive.com/sports/cricket	dailypioneer.com	
				bloomberg.com		zynga.com	allahabaduniversityfamily.in	
				cbbc.com		sticksports.com		
				9to5mac.com		chess.com		
				formshardware.com		https://sportsnow.com/		
				computerworld.com.in				

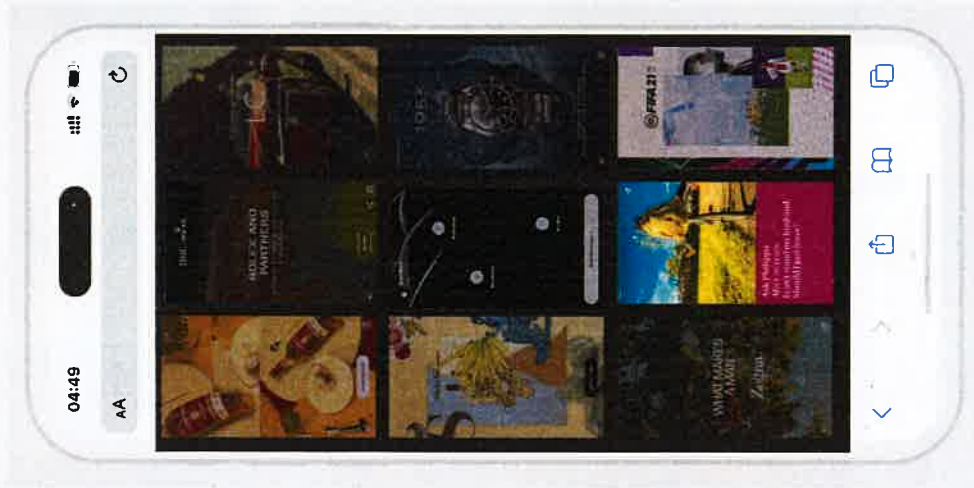
Newsroom AI™ India

Newsroom AI : A suite of AI Ad Tech solutions that is set revolutionise your digital ad campaigns.

Through a seamless blend of Human Intelligence & AI technology we **Create, Execute and Optimise** platform agnostic formats across **High Impact Visual first Ad Innovations and AI Assisted Ads**

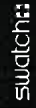
Media Coverage Across 250 + Publishers

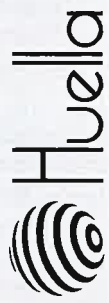
Studio Quality Innovations + **AI Assisted Content Creation**



Newsroom AI

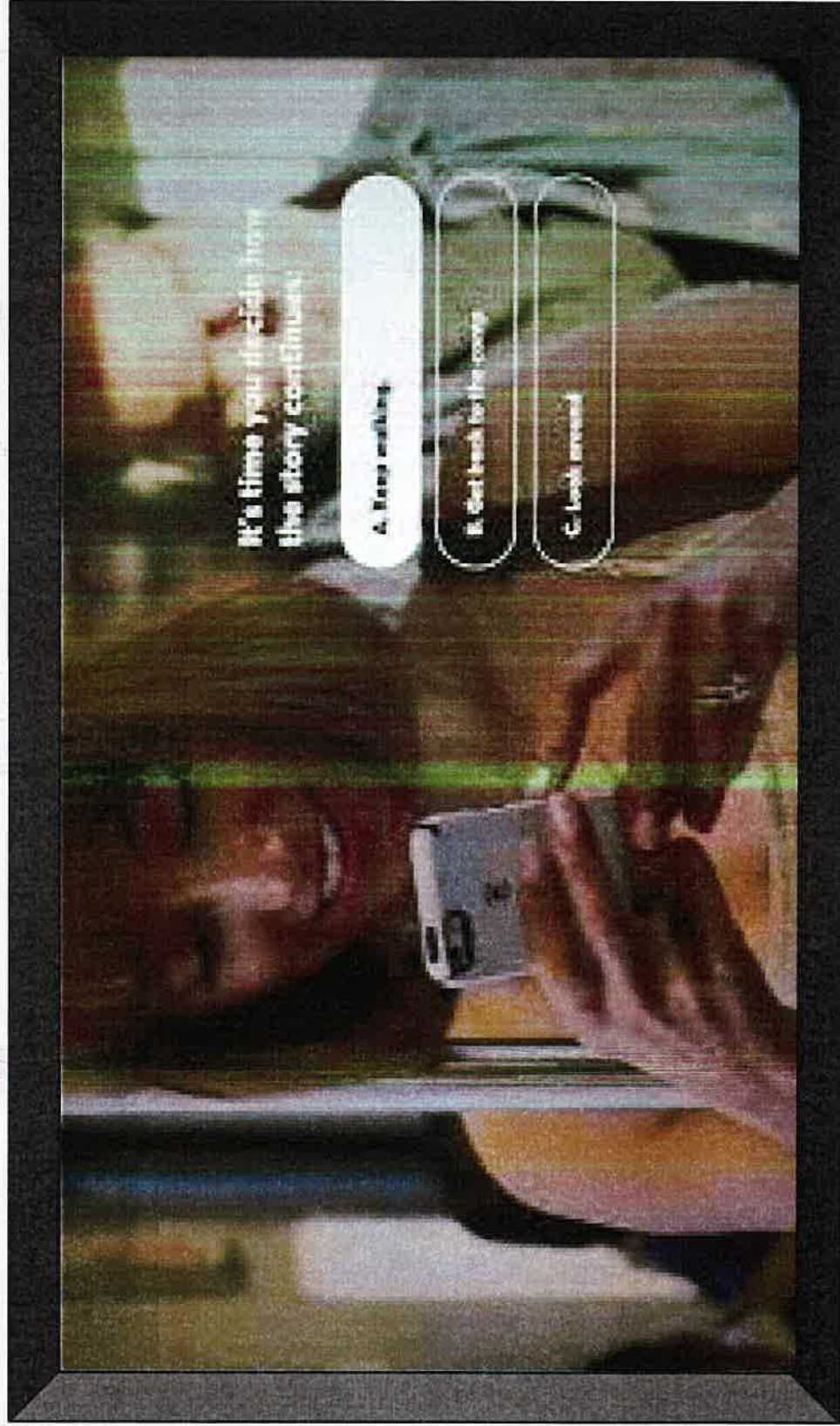
Trusted by the world's leading brands:





Brand Experiences

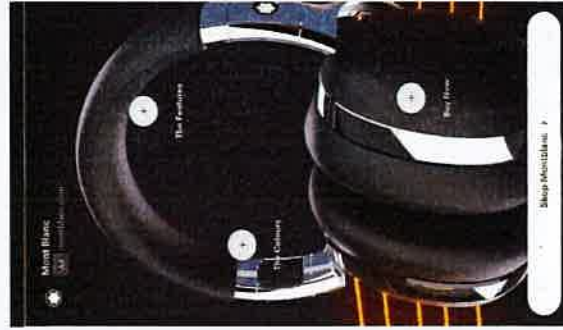
Newsroom AI™ India





Newsroom AI™ India

Brand Experiences



Shoppable Video



Gallery



Countdown



In ad Forms



Brand Reels



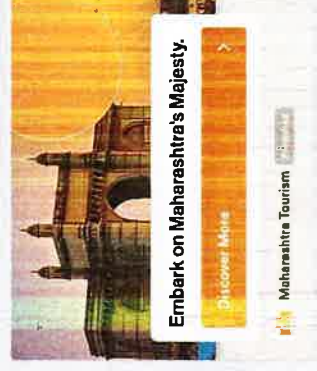
Data Drive

Design is not only what it looks and feels like. Design is how it works.
- Steve jobs

Develop & Deploy Thousands Of Ad Variations In Just Minutes

Experience the power of AI-assisted content creation, enabling you to effortlessly generate thousands of creative variations

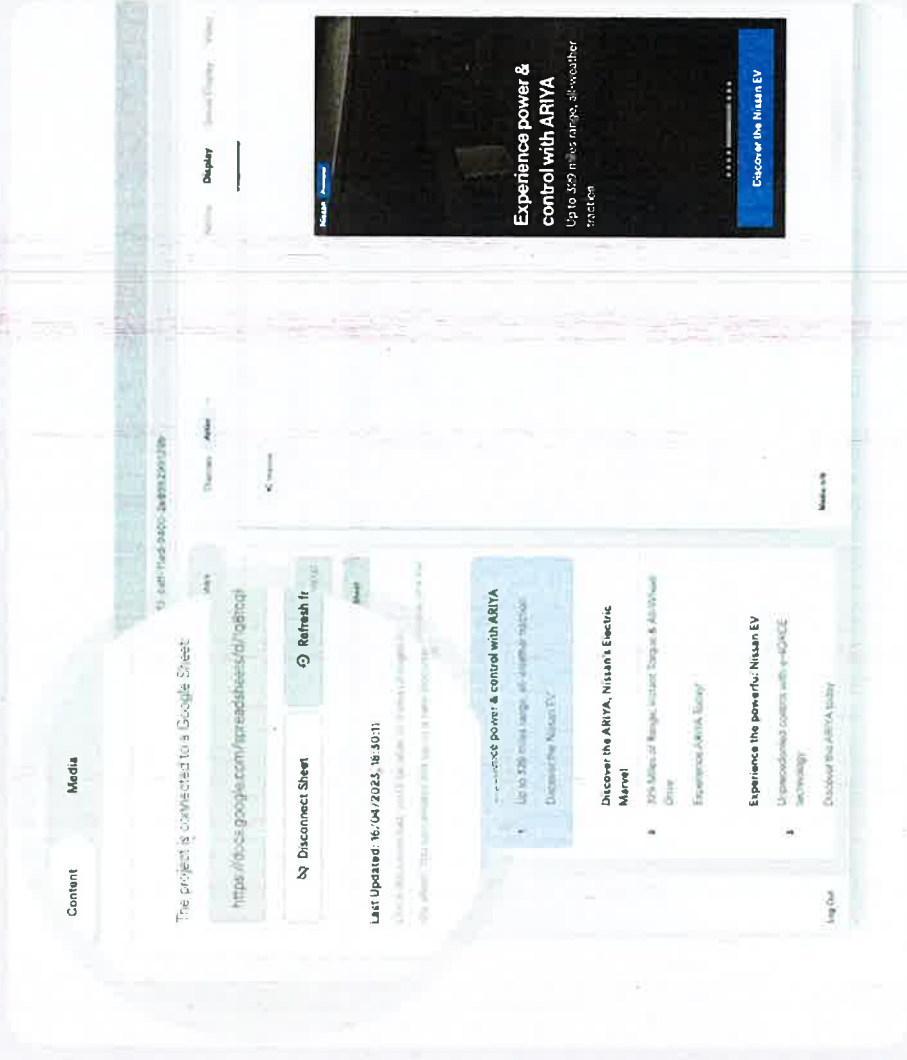
- Available in 27 Indian Languages and multiple content tonalities
With each iteration, our algorithms actively enrich data sets with domain specific information and ad-slot signatures
- Deliver high-impact and contextually relevant ad experiences to your audience



Content Review: Collaborate on Google Sheets

Streamline your content review process by collaborating with your entire team, agencies, marketing, ad ops etc. with Google Sheets

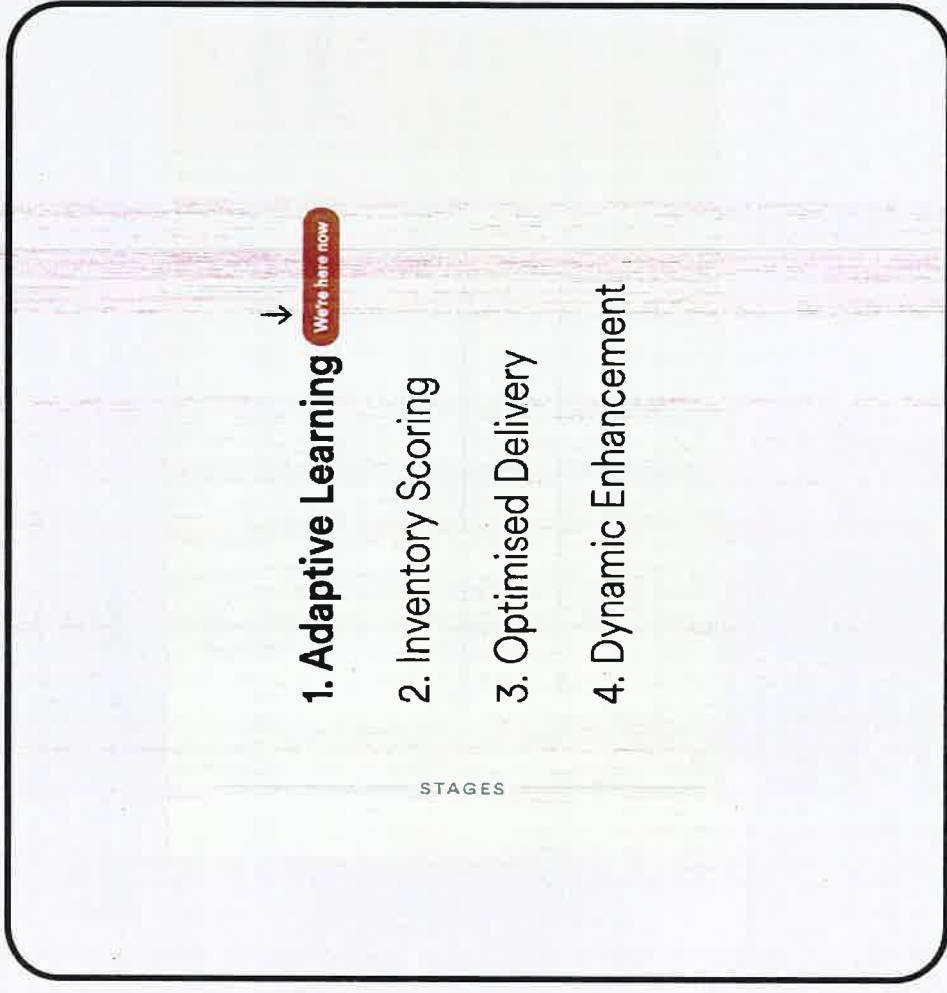
- Simply delete the creatives the creatives that don't suit your communication goals
- Leaving the ones that are approved



Stages of Deployment and Optimization

The campaign is set to go through 4 optimization phases as we're looking to match the top performing content with the ideal audience profiles

Execute campaigns via Direct and PMP Deals



Stage 2: Inventory Scoring

- 250+ Premium Publishers
- 16+ Categories
- 80+ Audience Segments
- 10+ Targeting Parameters

Stage 2: Inventory Scoring

We limit our reach to **500 or fewer domains** per market, allowing for greater usage and accumulation of performance data at ad-placement level.

All Categories

Computers & Consumer Electronics

News, Media & Publications

Finance

Vehicles











Business & Industrial

Travel & Tourism

Family & Consumer

Enticing & Niche Sites

Stage 2: Inventory Scoring

#	Domain	Performance Signal
1	 ajtak.in	88%
2	 timesofindia.com	38%
3	 indiatimes.com	73%
4	 india.com	73%
5	 ndtv.com	95%
6	 hindustantimes.cct	79%
7	 indianexpress.com	87%
8	 bhaaskar.com	2%
9	 livehindustan.com	16%
10	 indiatoday.in	5%



Stage 4: Dynamic Enhancement

Dynamic Enhancement

Create new variations that are dynamically created based on campaign performance.

Take into account top performing content as well as low performing ones.

Dynamic testing as campaign progresses.

One click adoption process.

ACCEPT

REJECT

Jet off to Italy's Hidden Gems with British Airways!

From mouth-watering food to stunning culture
Look up dates

1

ACCEPT

REJECT

Uncover Italy's Secrets: Immerse Yourself with BA

From Rome to Florence, discover a world of flavor.

Discover Now

2

ACCEPT

REJECT

From the Alps to the Amalfi: Experience Italy with British Airways

Pasta, wine, and breathtaking views await you
Discover Now

3

ACCEPT

REJECT

Explore Timeless Beauty: Italy Awaits with BA



Ensuring Brand Safety

We apply pre-bid filters for brand safety, fraud and viewability on each project.

Shielding your brand from improper content and fraud, and only use self-declared and non-personal data, in total respect of consumer and brand privacy.

MOAT
by ORACLE DATA CLOUD

IAS Integral
Ad Science

DV DoubleVerify

iab.

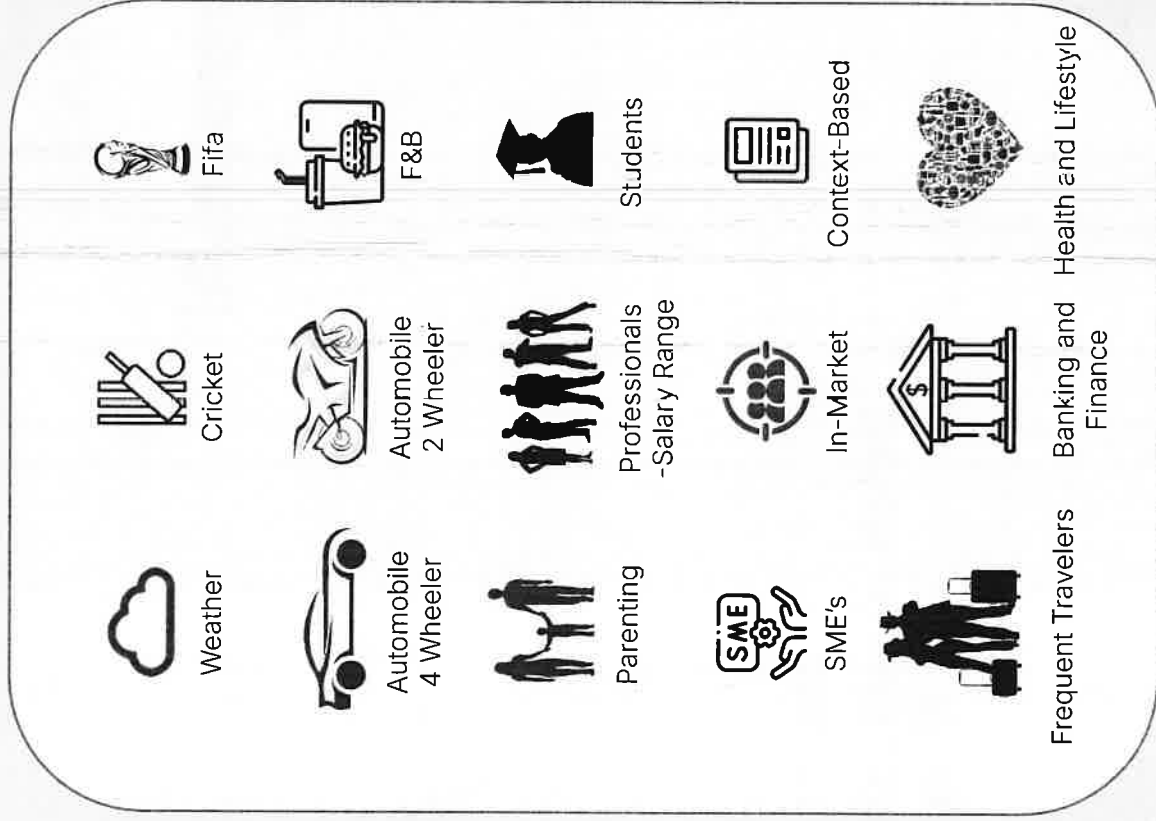


Audiences Segments

Choose the best audience segments basis the interest and behaviour of the user and match it to your brand / product requirements.

Create custom retargeting cohorts to drive a funnel based approach.

+ *Customize Audience Segments*



Category	Region	Age	Gender	Audience Size
/News/Business News/Company News	Haryana	65+	M	191
/News/Business News/Financial Markets News	Haryana	65+	M	259
/Business & Industrial/Aerospace & Defense	Delhi	35-44	M	446
/News/Business News/Financial Markets News	Punjab	65+	M	2715
/News/Business News/Financial Markets News	Odisha	55-64	M	3146
/News/Business News/Company News	Punjab	45-54	M	4867
/News/Business News/Company News	Andhra Pradesh	55-64	M	4871
/News/Business News/Company News	Telangana,India	55-64	M	5081
/News/Business News/Financial Markets News	Rajasthan	65+	M	5141
/Business & Industrial/Automotive Industry	Kerala	45-54	M	5242
/News/Business News	Andhra Pradesh	65+	M	5606
/News/Business News	Chhattisgarh	35-44	M	6022
/News/Business News	Punjab	65+	M	6367
/News/Business News/Financial Markets News	Punjab	55-64	M	6427
/News/Business News	Telangana,India	65+	M	6509
/News/Business News/Financial Markets News	Punjab	45-54	M	6790
/News/Business News	Odisha	55-64	M	6907
/News/Business News/Financial Markets News	Chandigarh	35-44	M	7076
/News/Business News/Company News	Haryana	55-64	M	7409
/News/Business News/Company News	Andhra Pradesh	45-54	M	7593
/Business & Industrial/Automotive Industry	Kerala	35-44	M	7638
/News/Business News/Financial Markets News	Karnataka	55-64	F	7676
/News/Business News	Haryana	65+	M	7739
/News/Business News/Economy News	Telangana,India	35-44	M	8009
/News/Business News/Economy News	Kerala	35-44	M	8054
/News/Business News/Company News	Maharashtra	55-64	F	8170
/News/Business News/Economy News	Gujarat	55-64	M	8253
/News/Business News	Madhya Pradesh	65+	M	8714
/Business & Industrial/Automotive Industry	Tamil Nadu	65+	M	8770
/News/Business News/Company News	Bihar	55-64	M	8812
/Business & Industrial/Automotive Industry	Kerala	55-64	M	8935
/News/Business News/Financial Markets News	Bihar	55-64	M	8947
/Business & Industrial/Business Operations	West Bengal	65+	M	8999
/News/Business News	Rajasthan	65+	M	9055
/News/Business News/Financial Markets News	Karnataka	45-54	F	9142
/News/Business News	Jammu and Kashmir	35-44	M	9284
/News/Business News	Odisha	45-54	M	9303
/News/Business News/Company News	Kerala	65+	M	9337
/News/Business News/Company News	Tamil Nadu	45-54	F	9374
/News/Business News	Telangana,India	35-44	F	9457
/News/Business News	Jharkhand	35-44	M	9509
/Business & Industrial/Automotive Industry	Karnataka	35-44	M	9637
/News/Business News/Company News	Madhya Pradesh	55-64	M	9719
/News/Business News/Financial Markets News	Tamil Nadu	65+	F	9760
/News/Business News/Financial Markets News	Haryana	55-64	M	9813
/News/Business News	Andhra Pradesh	35-44	F	9850
/News/Business News/Financial Markets News	Kerala	65+	M	9940
/Business & Industrial/Business Operations	Tamil Nadu	65+	M	10207
/News/Business News	Maharashtra	65+	F	10274
/News/Business News	West Bengal	35-44	F	10566
/News/Business News/Financial Markets News	Maharashtra	55-64	F	10709
/News/Business News	Kerala	35-44	F	10731

/Business & Industrial/Business Operations	West Bengal	45-54	M	10949
/Business & Industrial/Business Operations	Tamil Nadu	45-54	M	10975
/News/Business News	Punjab	55-64	M	11076
/News/Business News/Financial Markets News	Odisha	35-44	M	11313
/News/Business News	Delhi	35-44	F	11354
/News/Business News/Company News	Haryana	45-54	M	11361
/News/Business News/Company News	Maharashtra	45-54	F	11470
/Business & Industrial/Business Operations	Karnataka	45-54	M	11616
/Business & Industrial/Aerospace & Defense	Tamil Nadu	55-64	M	11635
/News/Business News/Company News	Kerala	45-54	M	11658
/News/Business News/Company News	Telangana,India	45-54	M	11762
/News/Business News/Company News	Tamil Nadu	55-64	F	11770
/News/Business News/Economy News	Karnataka	55-64	M	11774
/News/Business News/Economy News	Haryana	35-44	M	11778
/Business & Industrial/Business Operations	Andhra Pradesh	35-44	M	11999
/Business & Industrial/Agriculture & Forestry	Haryana	35-44	M	12123
/Business & Industrial/Business Operations/Human Resources	Maharashtra	55-64	M	12138
/News/Business News/Economy News	West Bengal	45-54	M	12216
/Business & Industrial/Agriculture & Forestry	Madhya Pradesh	45-54	M	12261
/Business & Industrial/Business Services/E-Commerce Services	Tamil Nadu	55-64	M	12273
/News/Business News/Company News	Odisha	35-44	M	12396
/News/Business News/Economy News	West Bengal	55-64	M	12400
/Business & Industrial/Business Operations/Human Resources	Karnataka	55-64	M	12501
/News/Business News/Financial Markets News	Madhya Pradesh	55-64	M	12633
/News/Business News	Chandigarh	35-44	M	12888
/News/Business News	Assam	35-44	M	12921
/Business & Industrial/Aerospace & Defense	Maharashtra	45-54	M	12925
/News/Business News/Company News	Tamil Nadu	35-44	F	12959
/Business & Industrial/Business Services	Tamil Nadu	65+	M	12981
/News/Business News/Economy News	Karnataka	45-54	M	13090
/Business & Industrial/Business Operations/Human Resources	West Bengal	35-44	M	13394
/News/Business News/Company News	Punjab	35-44	M	13487
/News/Business News/Company News	Bihar	45-54	M	13495
/News/Business News/Financial Markets News	Telangana,India	55-64	M	13521
/News/Business News/Company News	Madhya Pradesh	45-54	M	13555
/News/Business News/Economy News	Bihar	35-44	M	13562
/News/Business News/Company News	Karnataka	35-44	F	13652
/News/Business News/Fiscal Policy News	Maharashtra	35-44	M	14237
/Business & Industrial/Business Operations	Delhi	35-44	M	14297
/News/Business News/Financial Markets News	Andhra Pradesh	55-64	M	14582
/Business & Industrial/Agriculture & Forestry	Karnataka	55-64	M	14609
/News/Business News/Financial Markets News	Haryana	45-54	M	14657
/News/Business News/Economy News	Gujarat	45-54	M	14942
/News/Business News/Financial Markets News	Delhi	65+	M	15276
/News/Business News/Economy News	Madhya Pradesh	35-44	M	15580
/News/Business News/Company News	Delhi	65+	M	15775
/Business & Industrial/Business Operations	Karnataka	55-64	M	15865
/Business & Industrial/Business Operations	Maharashtra	45-54	M	15883
/News/Business News/Economy News	Uttar Pradesh	45-54	M	16060
/Business & Industrial/Business Services	Karnataka	35-44	M	16082
/News/Business News/Economy News	Maharashtra	65+	M	16108
/Business & Industrial/Agriculture & Forestry	Uttar Pradesh	55-64	M	16483
/Business & Industrial/Agriculture & Forestry	Gujarat	35-44	M	17038

/Business & Industrial/Agriculture & Forestry	Bihar	35-44	M	17185
/Business & Industrial/Business Operations/Human Resources	Maharashtra	35-44	M	17263
/News/Business News	Punjab	45-54	M	17342
/News/Business News/Economy News	Rajasthan	35-44	M	17492
/Business & Industrial/Business Services	Uttar Pradesh	35-44	M	17530
/Business & Industrial/Business Operations/Human Resources	Karnataka	35-44	M	17710
/News/Business News/Economy News	Tamil Nadu	65+	M	17781
/Business & Industrial/Agriculture & Forestry	Rajasthan	35-44	M	18126
/News/Business News/Company News	Rajasthan	55-64	M	18287
/News/Business News/Company News	Maharashtra	35-44	F	18467
/News/Business News/Economy News	Tamil Nadu	45-54	M	18748
/News/Business News	Uttar Pradesh	35-44	F	18857
/News/Business News	Telangana,India	55-64	M	19569
/News/Business News/Company News	Gujarat	65+	M	20023
/News/Business News/Financial Markets News	Bihar	45-54	M	20814
/News/Business News	Karnataka	55-64	F	20949
/News/Business News/Company News	Rajasthan	45-54	M	21058
/News/Business News/Financial Markets News	Punjab	35-44	M	22382
/News/Business News/Financial Markets News	West Bengal	65+	M	22580
/News/Business News/Financial Markets News	Gujarat	65+	M	22775
/News/Business News	Andhra Pradesh	55-64	M	23060
/News/Business News/Financial Markets News	Uttar Pradesh	65+	M	23218
/News/Business News/Financial Markets News	Andhra Pradesh	45-54	M	23473
/News/Business News/Financial Markets News	Kerala	45-54	M	23544
/News/Business News/Company News	Uttar Pradesh	65+	M	23574
/Business & Industrial/Agriculture & Forestry	Tamil Nadu	35-44	M	23908
/News/Business News/Economy News	West Bengal	35-44	M	23949
/News/Business News/Financial Markets News	Rajasthan	55-64	M	23971
/Business & Industrial/Business Operations	Madhya Pradesh	35-44	M	24230
/Business & Industrial/Automotive Industry	Tamil Nadu	45-54	M	24541
/Business & Industrial/Business Operations	Uttar Pradesh	55-64	M	24553
/News/Business News/Company News	West Bengal	65+	M	24800
/Business & Industrial/Aerospace & Defense	Uttar Pradesh	35-44	M	25453
/News/Business News/Financial Markets News	Telangana,India	45-54	M	25584
/News/Business News/Financial Markets News	Madhya Pradesh	45-54	M	26266
/News/Business News	Karnataka	45-54	F	26319
/News/Business News	Tamil Nadu	65+	F	26454
/Business & Industrial/Business Operations	Tamil Nadu	55-64	M	26675
/News/Business News	Haryana	55-64	M	26907
/Business & Industrial/Business Services	Tamil Nadu	45-54	M	27204
/News/Business News/Economy News	Delhi	35-44	M	27384
/News/Business News/Company News	Karnataka	65+	M	27492
/Business & Industrial/Business Operations	Maharashtra	55-64	M	28602
/News/Business News/Financial Markets News	Rajasthan	45-54	M	28763
/News/Business News	Delhi	65+	M	29191
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/News/Business News/Financial Markets News	Karnataka	65+	M	30638
/Business & Industrial/Automotive Industry	Tamil Nadu	55-64	M	30664
/News/Business News	Maharashtra	55-64	F	30934
/News/Business News/Financial Markets News	Maharashtra	45-54	F	31253

/Business & Industrial/Business Services	Tamil Nadu	55-64	M	31771
/Business & Industrial/Business Services/E-Commerce Serv	Tamil Nadu	35-44	M	32164
/News/Business News/Company News	Andhra Pradesh	35-44	M	32742
/Business & Industrial/Business Operations/Human Resourc	Uttar Pradesh	35-44	M	33694
/News/Business News/Financial Markets News	Delhi	55-64	M	33705
/Business & Industrial/Business Operations	West Bengal	55-64	M	34058
/Business & Industrial/Business Services	Maharashtra	35-44	M	34208
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/Business & Industrial/Aerospace & Defense	Karnataka	35-44	M	34324
/News/Business News	Kerala	65+	M	34542
/Business & Industrial/Business Operations	Uttar Pradesh	45-54	M	35235
/Business & Industrial/Business Operations	West Bengal	35-44	M	35329
/Business & Industrial/Aerospace & Defense	Tamil Nadu	35-44	M	35741
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/Business & Industrial/Agriculture & Forestry	Maharashtra	55-64	M	36649
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/News/Business News	Maharashtra	35-44	M	591543

Kunal Yadav

Friday, January 31, 2025 at 13:54:32 India Standard Time

Subject: RE: Approval Solicited | Brand Campaign with NewsRoom AI
Date: Friday, 31 January 2025 at 1:50:49 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Attachments: image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.png

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.krisumixperience.com



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Friday, January 31, 2025 1:47 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Approval Solicited | Brand Campaign with NewsRoom AI

Dear Sir,

Appended is the Approval Note for Brand Campaign with NewsRoom AI. Kindly accord your approval.