



Marketing Approval Note

Approval Note for Extension of Digital Agency for 1 Year

We are proposing a one-year extension with our current Digital Agency, which has been working with us for the past six months. They've effectively managed our digital campaigns, SEO, website app upkeep, ORM, and influencer outreach. Given their performance and familiarity with our brand, we recommend continuing with them for strategic consistency.

15/04/25

HO/MKT/FY25-26/006

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Website Maintenance, Updates & Security Content update, Cybersecurity, Server management, SSL management, Backup and restoration procedures, Performance optimization @₹45,000/Month	Two99 Tech Marketing Pvt Ltd	₹5,40,000	₹97,200	₹6,37,200
2	SEO - Brand & Projects Keyword Research & Optimization, On-page & Off-page SEO Techniques, Technical SEO, SEO Tools, Content Strategy & Copywriting, Backlink Strategy & Outreach, Data Analysis, Mobile SEO Optimization, Competitive Analysis @₹1,25,000/Month		₹15,00,000	₹2,70,000	₹17,70,000
3	Online Reputation Management Social Media Monitoring, Crisis Management Strategies, Content Creation & Distribution, Review management, SEO integration with ORM strategies, Monitoring brand mentions @₹1,40,000/Month		₹16,80,000	₹3,02,400	₹19,82,400
4	Lead Generation & Branding/Display Campaigns Digital Advertising, PPC (Pay-per-click) Strategies, A/B Testing for Campaign Optimization, Analytics tools, Landing Page Design, Audience segmentation and targeting, Retargeting techniques, Creative design skills (banners, ads) Agency Commission @ 8% of the Campaign Budget		Variable		
5	Influencer Outreach Influencer Negotiation & Collaboration, Relationship, Contract & Compliance Management, Content & Collaboration strategies, Analytics & ROI Measurement, Brand Alignment & Message Consistency. Agency Commission @ 10% of the Campaign Budget		Variable		
			₹43,89,600		

- Remarks:**
- Taxes extra as applicable for Sr. Nos. 4 & 5 and the costs will be billed as per actuals.
 - Creation of new website pages is not included in the scope and the same will be billed as per actuals.
 - Any third-party expense like tool, influencer fee will be billed in advance and is not the part of quotation. Also, any extra work (not in SOW) will be billed at the rate of ₹1,100/hour.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹81,83,396	₹43,89,600	₹1,25,72,996	₹50,43,30,804
Kunal Yadav Prepared By	 Shalini Jha Verified By	 Vineet Nanda Approved By	 Manu Gupta Verified By	
 Kunal Rishi Approved By	 Yuka Nagao Verified By	 Yuji Kato Approved By	 Akash Khurana Approved By	



SOW (2025-26)



Activities Header		Activities & Commercials Two99 Ecommerce PVT LTD x Krisumi	Notes
		Monthly Commercials (taxes extra)	
	Skills Deployed		
Website maintenance, updates & security	<ul style="list-style-type: none"> - Content update - Cybersecurity best practices - Server management - SSL management - Back-up and restoration procedures - Performance optimization 	45,000	
SEO - brand, projects	<ul style="list-style-type: none"> - Keyword research & optimization - On-page & off-page SEO techniques - Technical SEO (site structure, XML sitemaps, robots.txt, etc.) - SEO tools (Google Search Console, Ahrefs, SEMrush, etc.) - Content strategy and copywriting - Backlink strategy and outreach - Data analysis (Google Analytics, Google Tag Manager) - Mobile SEO optimization - Local SEO tactics - Competitive analysis 	1,25,000	
Online reputation management - brand, projects	<ul style="list-style-type: none"> - Social media monitoring (Hootsuite, Sprout Social, etc.) - Crisis management strategies - Content creation and distribution (blogs, press releases, etc.) - Review management (Google My Business, Yelp, etc.) - SEO integration with ORM strategies - Monitoring brand mentions 	1,40,000	Any third party expense like tool, influencer fee will be billed in advance and is not part of the quotation. Also, any extra work (not in SOW) will be billed at the rate of 1100 INR/hour.
Lead generation & branding/display campaigns	<ul style="list-style-type: none"> - Digital advertising platforms (Google Ads, FB Ads, LinkedIn Ads) - PPC (Pay-per-click) strategies - A/B testing for campaign optimization - Analytics tools (Google Analytics, Facebook Insights, etc.) - Landing page design and conversion optimization - Audience segmentation and targeting - Retargeting techniques - Creative design skills (banners, ads) 	Commission - 5%	
Influencers outreach	<ul style="list-style-type: none"> - Influencer marketing platforms (BuzzSumo, Upfluence, etc.) - Negotiation and collaboration skills - Social media platforms expertise (Instagram, TikTok, YouTube, etc.) - Relationship management - Contract and compliance management - Content creation and collaboration strategies - Analytics and ROI measurement for influencer campaigns - Audience demographics understanding - Brand alignment and message consistency 	Commission - 10%	

This is a digital contract between Krisumi & Two99 Ecommerce Pvt Ltd