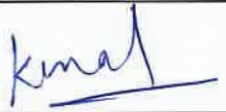
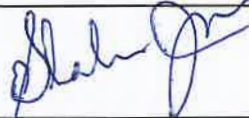




Marketing Approval Note

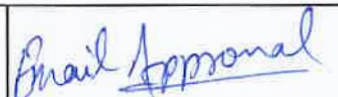
Project	Phase 3					
Subject	Approval Note for NFA for URVA Sales & URVA Connect					
Date	29/01/24					
Document Ref No.	HO/MK-P3/011-FY23-24					
S.No.	Description of item	Vendor	Cost	GST	Total	
1	One Time Setup*	URVA (Competent Groove Pvt Ltd)	URVA Account Setup	₹45,000.00	₹8,100.00	₹53,100.00
			Voice Account Setup	₹75,000.00	₹13,500.00	₹88,500.00
			WhatsApp Account Setup	₹75,000.00	₹13,500.00	₹88,500.00
2	URVA Sales		Basic Users (RMs)	₹2,40,090.00	₹43,216.20	₹2,83,306.20
			Expert Users (TLs)	₹2,39,940.00	₹43,189.20	₹2,83,129.20
3	URVA Connect		Basic Users (RMs)	₹3,32,280.00	₹59,810.40	₹3,92,090.40
			Expert Users (TLs)	₹3,32,280.00	₹59,810.40	₹3,92,090.40
4	Customer Support	Email Based Support	₹0.00	₹0.00	₹0.00	
5	Usage Based Charge**	Per WhatsApp Conversation	₹550.00	₹99.00	₹649.00	
		Per Inbound Voice Call	₹250.00	₹45.00	₹295.00	
		Per Outbound Voice Call	₹630.00	₹113.40	₹743.40	
					₹15,82,403.60	

Remarks: * Custom Developments (including integrations) will be charged as ₹16,650/Manday and & customisations and integrations will be charged as per actual.
 ** 1000 conversations & calls have been added as an estimate, the actual billing will be the basis of the usage.

Total Marketing Budget for Phase 3	Consumed till date	This Approval Note	Total Till Now	Balance
₹3,24,30,000.00	₹2,94,91,109.00	₹15,82,403.60	₹3,10,73,512.60	₹13,56,487.40

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By

VMS

		
Takahiro Yamazaki Approved By	Akash Khurana Approved By	Mohit Jain Approved By



URVA Sales & Connect for Krisumi



Gaurav Joshi

25 Jan 2024

Pricing Plan

URVA Vanilla

Product	Description	Type	Quantity	Pricing	Final Amount
One-Time App Setup	URVA Account Setup	Setup (One Time)	1	₹45,000	₹45,000
	Voice Account Setup	Setup (One Time)	1	₹75,000	₹75,000
	WhatsApp Account Setup	Setup (One Time)	1	₹75,000	₹75,000
URVA Sales	Basic Users	License (Yearly)	30	₹8003	₹2,40,090
	Expert Users	License (Yearly)	15	15,996	₹2,39,940
URVA Connect	Basic Users	License (Yearly)	30	11,076	₹3,32,280
	Expert Users	License (Yearly)	15	22,152	₹3,32,280
Usage Based Charges	Per WhatsApp Conversation	24hr Convo	1000	₹0.55	₹550
	Per Inbound Voice Call	30s Call	1000	₹0.25	₹250
	Per Outbound Voice Call	30s Call	1000	₹0.63	₹630
Customer Support	Shared Email Based Support - 9:30 AM to 5:30 PM (IST) - Response TAT ranging from 2 days to 6 business days (P1 to P4) - Resolution TAT ranging from 4 days to 14 business days (P1 to P4) - Unlimited access to Knowledge Base, URVA Helpdesk, Tutorial, Community. - Free Updates and Security patches. - Monthly service review (Virtually)	Support (Yearly)	1	₹216000	₹216000 0

**The above license pricing is for Yearly Plan.

** 1000 conversations & calls have been added as an estimate, the actual billing will be the basis of the usage.

**GST Extra

Custom developments (Including Integrations)	₹18500/Manday ₹16650/Manday
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*Any customisations and integrations will be charged as per actual.

Terms & Conditions

- Tentative timeline for URVA Sales setup will be 7 days after sharing of required organization requirement
- Tentative timeline for URVA Connect setup will be 25-30 days including the setup of Voice & WhatsApp
- Any taxes as applicable will be extra.
- This proposal is valid till 24 Feb 2024 .
- All payments to be made in the name of Competent Groove Pvt Limited
- In case of on-premise deployment models, all servers will be set up by the Client Team.
- Payment Terms - 100% Payments payable as advance
- All tools for measurement, analysis of server infra will be provided and installed by the Client Team.
- Any integrations will be charged as extra based on the developer efforts
- Any customization required will be billed as per actual development efforts
- 2 months advance notice to be given in case of termination of the contract.
- Any visits made to the Client office will be charged as per actual for lodging, travel, food and other expenses.
- 3rd Party APIs will be billed as per actual. These include Google Maps/Route, WhatsApp, SMS, Weather, Telephony etc.

Rate Comparison

	URVA Sales	Fresh Sales	LeadSquared
One-Time Setup	45000	1,50,000	95000
License Cost (FOS) -	Rs 667/User/Mo + GST	Rs 6000/Mo + GST	Rs 800/User/Mo + GST
License Cost (Web) -	Rs 1333/User/Mo + GST	Rs 6000/Mo + GST	Rs 1600/User/Mo + GST
Customer Support	NA	Rs 216000/Y	Rs 216000/Y
Customer Support and Usage based charges are the same			
	URVA Connect	Freshchat	Wati
One-Time Setup	Rs 150000	Rs 250000	Rs 215000
License Cost (FOS) -	Rs 923/User/Mo	Rs 2300/User/Mo	Rs 1000/User/Mo
License Cost (Web) -	Rs 1846/User/Mo	Rs 2300/User/Mo	Rs 2000/User/Mo
Customer Support	NA	Rs 216000/Y	Rs 216000/Y
Customer Support and Usage based charges are the same			

Kunal Yadav

Subject: Re: Approval Solicited | URVA
Date: Monday, 29 January 2024 at 9:39:56 PM India Standard Time
From: Takahiro Yamazaki <takahiro.YAMAZAKI@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Yuka Nagao <yuka.nagao@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Approved.

Kind Regards,
Takahiro Yamazaki / 山崎 貴博

29/1/24 21:54、Kunal Yadav <kunal.yadav@krisumi.com>のメール:

Dear Yamazaki san,

Please find appended the Approval Note for **URVA Sales & URVA Connect**. 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
Email: kunal.yadav@krisumi.com
Mobile: 956 5050 555
Sector 36A, Gurugram

<image002.png>

<[image003.png](#)>

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

<[image006.png](#)>

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<Approvals for URVA.pdf>

Kunal Yadav

Subject: Re: Approval Solicited | URVA
Date: Tuesday, 30 January 2024 at 11:14:07 AM India Standard Time
From: Mohit Jain <mj@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Binu Jacob <binu.jacob@krisumi.com>, Shalini Jha <shalini.jha@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.krisumixperience.com

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On 30-Jan-2024, at 2:40PM, Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Dear Sir,

Please find appended the Approval Note for **URVA Sales & URVA Connect**. I've attached the supporting documents for your ref. Kindly accord your approval.

<image007.png>

Thank you!
Best Regards,

<image001.png>

<[image002.png](#)>

Kunal Yadav
Deputy Manager - Marketing
Email: kunal.yadav@krisumi.com
Mobile: 956 5050 555
Sector 36A, Gurugram