

Marketing Approval Note

Approval Note for Brand Campaign on MagicBricks for 90 days

20/05/25

HO/MKT/FV25-26/029

Document Ref No.	Description of Item	Vendor	Cost	Taxes	Total
S.No.					
1	<p>Campaign duration: 90 days</p> <p>Big Shot Banner & Remarketing - 60 days with microsite + Project Showcase on Gurgaon City Page + Sky-Scraper on Gurgaon Property Page + Project Highlight on Gurgaon Property Page + Builder titanium listing + project page + Project Centerpiece Linked to Banner</p> <p>Duration - 90 days</p>	<p>Magicbricks Realty Services Limited</p>	<p>₹15,55,000</p>	<p>₹2,79,900</p>	<p>₹18,34,900</p>
<p>Remarks:</p> <ul style="list-style-type: none"> • 100% advance payment required. 					<p>₹18,34,900</p>

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹4,56,43,661	₹18,34,900	₹4,74,78,561	₹46,94,25,239
<p>Prepared By: Kunal Yadav</p> <p>Verified By: Shalini Jha</p> <p>Approved By: Kunal Rishi</p>				
<p>Prepared By: Kunal Rishi</p> <p>Verified By: Vinet Nanda</p> <p>Approved By: Yuka Nagao</p>				
<p>Prepared By: Kunal Rishi</p> <p>Verified By: Vineet Nanda</p> <p>Approved By: Yuka Nagao</p>				
<p>Prepared By: Kunal Rishi</p> <p>Verified By: Manu Gupta</p> <p>Approved By: Yuka Nagao</p>				
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<p>Prepared By: Kunal Rishi</p> <p>Verified By: Manu Gupta</p> <p>Approved By: Yuka Nagao</p>				

⇒ Postpone - to be done once connectivity matter is resolved.

Subject: Re: Request for Immediate Approval – Digital Visibility on Magicbricks & 99acres
Date: Wednesday, 28 May 2025 at 1:29:36 PM India Standard Time
From: Yuji Kato <yuji.kato@krisumi.com>
To: Shalini Jha <shalini.jha@krisumi.com>
CC: Yuka Nagao <yuka.nagao@krisumi.com>, Vineet Nanda <nanda@krisumi.com>, Nitin Bhatia <nitin.bhatia@krisumi.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>, Kunal Yadav <kunal.yadav@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png, image008.png

Dear Shalini San,
Approved. Thanks. Kato

Sent from my iPhone

On 28 May 2025, at 3:38 PM, Shalini Jha <shalini.jha@krisumi.com> wrote:

Sorry, missed to add Yuka San.

Warm Regards,

<image001.png>

Shalini Jha

Vice President Marketing

<image002.png>

Email: shalini.jha@krisumi.com

Mobile: 9818387982

Sector 36A, Gurugram

<image003.png>

<image004.png>

<image005.png>

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

home: www.krisumixperience.com

<image006.png>

Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

From: Shalini Jha

Sent: 27 May 2025 21:02

To: Yuji Kato <yuji.kato@krisumi.com>; Yuji Kato <yuji.kato@krisumi.com>

Cc: Vineet Nanda <nanda@krisumi.com>; Nitin Bhatia <nitin.bhatia@krisumi.com>;

Subject: RE: Approval Solicited | Campaign with MagicBricks
Date: Tuesday, 20 May 2025 at 6:20:31 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: Tuesday, May 20, 2025 6:14 PM

To: Vineet Nanda <nanda@krisumi.com>

Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>

Subject: Approval Solicited | Campaign with MagicBricks

Dear Sir,

Appended is the approval note for Branding campaign with MagicBricks. Kindly accord your approval.

magicbricks

India's **No.1** Property Site



Partner In Your Progress



We score over any other marketing channel



- Being the #1 Property Portal in India, Magicbricks enjoys the highest traffic across all portals
- Presence in more than 60 major cities across India
- 136 million page views per month
- 24.6K followers on Twitter and more than 4 lac likes on Facebook



- Presence across High Impact inventories of Magicbricks and partner sites to ensure that every home seeker sees your message
- Presence on social media handles of Magicbricks enhances reach
- Live events and promotion on MB content section generate user interest



- Maximise ROI by targeting spends on your TG only
- Get real time campaign performance and leads through the portal
- Flexibility to choose from a focussed campaign on a filtered TG or high decibel campaign across various cities

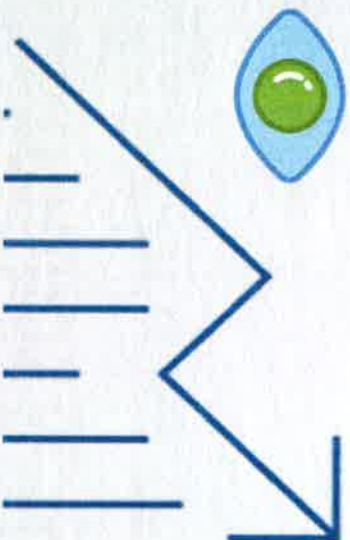
LAUNCH
PACK

magicbricks
India's No. 1 Property Site

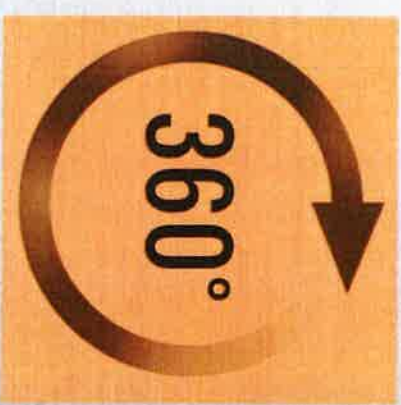
Impact Campaign



It is a short burst campaign, typically lasting for 60 days Or 90 days of sustenance



Featured projects get an instant boost in visibility and mind share of property seekers



Using 360° marketing approach, we utilise each and every product/platform available to reach your TG

Krisumi Sustenance Campaign Proposal

Inventories	Positioning	Duration	Total Investment
<ul style="list-style-type: none"> Big Shot Banner Target Campaign (Remarketing) 2 Project Showcase - City Page Sky Scraper - Property Search Page Project Highlight - Property Search Page Builder Titanium Listings Project Centerpieces Page 	<ul style="list-style-type: none"> Gurgaon City Page City Level Gurgaon City Page Property Search Page Property Search Page Property Search Page Linked to Banner 	<ul style="list-style-type: none"> 60 Days 90 Days 	<ul style="list-style-type: none"> INR. 15,55,000+ taxes applicable

- Impactful Visibility:** Offering our Top Branding inventory that is Big Shot Banner inventory to ensure maximum visibility on the Magicbricks platform.
- Sustenance Visibility:** We highly recommend you to keep a presence for your project on our platform it would help you in branding as well as garnering Organic leads from the platform
- Social Media Amplification:** We would be doing marketing outside Magicbricks on FB + Insta + GDN + Partnered Websites.
- Dedicated Support:** A dedicated Campaign Manager will be assigned to ensure seamless execution and performance tracking.



Project Showcase

magicbricks

Gurgaon

MB Prime

Login

Post Property FREE

Buy

Rent

Sell

Home Loans

Home Interiors

MB Advice NEW

Help

Featured Projects

See all Projects



SMARTWORLD

Smartworld One DXP

by Smartworld Developers
Sector 113, Gurgaon

Marketed by Smartworld Developers

3, 4 BHK Flats
₹ 3.99 Cr onwards

OFFER



KRISUMI

Krisumi Waterside Residences

by Krisumi Corporation
Sector 35A, Gurgaon

Marketed by Krisumi Corporation

2, 3, 4 BHK Flats, ...
₹ 4.08 Cr onwards




- One of the most premium inventories on City/Home/New projects page, with 2 banners in a row configuration
- Activated in carousel of 20 banners

Sky Scraper

Buy
Gurgaon
Add More

Top Localities
Budget
Fit +1
2.3 BHK
Posted By
More Filters




3 BHK Apartment for Sale in PARDI, Sector 80 Gurgaon

UNDER CONSTRUCTION
Poss. By Oct 29

17x0 sqft

₹ 3.65 Cr
₹ 18,500 per sqft

[Contact Agent](#)




3 BHK Apartment for Sale in M3M Heights, Sector 65 Gurgaon

UNDER CONSTRUCTION
Poss. By Dec 28

2355 sqft

₹ 3.58 Cr
₹ 18,000 per sqft

[Contact Agent](#)




3 BHK Apartment for Sale in Puri Diplomatic Residences, Sect...

UNDER CONSTRUCTION

1930 sqft

₹ 4.35 Cr
₹ 18,377 per sqft


[Contact Agent](#)



3.4 BHK Flats


₹ 4.08 Cr onwards

Marketed by: Asian Procon



Krisumi Waterside Residences

Marketed by: Krisumi Corporation



2, 3, 4 BHK Flats, Penthouse

₹ 4.08 Cr onwards

Marketed by: Arizumi Corporation

Get a prominent banner on the Property Search Page of your city



magicbricks

India's **No.1** Property Site

iTarget

**Your Perfect Real Estate
Targeting Partner**





Value Added Services

- ◉ Dedicated Campaign Management
- ◉ Periodic realtime campaign testing
- ◉ Dedicated backend resource support
- ◉ Monthly Reporting on performance from MB
- ◉ Monthly feedback from Sales team
- ◉ Campaign tweaking & modification
- ◉ Dedicated on ground technical Support
- ◉ Escalation hierarchy support
- ◉ Quality improvement consulting