





Marketing Approval Note

Subject:	Approval Note for 2-days Azadi Event by Square Yards				
Description:	With this event Square Yards is confirming an expected footfall of at least 700pax and out of which Ms Bharti Malik (RM from sales team) has confirmed an expected sales of 5 units through this road show.				
Date:	06/08/24				
Document Ref	HO/MKT/FY24-25/064				
S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	Azadi Event by Square Yards on 10th & 11th Aug'24 (Road Show)	Square Yards Consulting Private Limited	₹2,00,000.00	₹36,000.00	₹2,36,000.00
2	Collaterals like Roll-up Standaes & Backdrops to be displayed at the Roadshow venue.	Providence Adworks	₹25,000.00	₹4,500.00	₹29,500.00
					₹2,65,500
Remarks:	• 100% advance will be paid to Square Yards.				
		Total	Consumed till date	This Approval	Total Till Now
		₹51,42,16,438	₹13,63,63,324	₹2,65,500	₹13,66,28,824
					Balance
					₹37,75,87,614
				<i>Email Approval</i>	
Kunal Yadav Prepared By		Shalini Jha Verified By		Vineet Nanda Approved By	
				<i>Email Approval</i>	
Akash Khurana Approved By		Yuka Nagao Verified By		Yuji Kato Approved By	

Abhishek Kumar Singh

From: Vineet Nanda
Sent: 07 August 2024 15:40
To: Abhishek Kumar Singh
Cc: Shalini Jha; Agomani Sengupta; Kunal Yadav
Subject: RE: Approval - 2 days Azadi event by square yards .

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.krisumiexperience.com



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From: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Sent: Wednesday, August 7, 2024 2:57 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>; Kunal Yadav <kunal.yadav@krisumi.com>
Subject: Approval - 2 days Azadi event by square yards .

Dear Sir,

Please approve the appended approval note for 2 days Azadi event by Square Yards.

Kunal Yadav

Tuesday, August 6, 2024 at 10:32:10 India Standard Time

Subject: Fw: SquareYards Azadi Event - Aug 10 & 11
Date: Tuesday, 6 August 2024 at 10:11:39 AM India Standard Time
From: Shalini Jha <shalini.jha@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>
Attachments: Outlook-3jxmfaws.png, Outlook-nkbccldu.png, Outlook-alpe2xc3.png, Outlook-jturcvqc.png, Outlook-xdgg2uhe.png, Outlook-1gvcmuxh.png

Please ensure this approval note is created and processed in an hour's time.

Warm Regards,



Shalini Jha

Vice President Marketing
Email: shalini.jha@krisumi.com
Mobile: 9818387982
Sector 36A, Gurugram



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From: Nitish Karanwal <nitish.karanwal@squareyards.in>
Sent: Monday, August 5, 2024 6:31 PM
To: Bharti Malik <bharti.malik@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Cc: Ankur Gupta <ankur.gupta@krisumi.com>; Ankur Khatri <ankur.khatri@krisumi.com>; Shubhi Jain <shubhi.jain@squareyards.com>
Subject: Re: SquareYards Azadi Event - Aug 10 & 11

Dear Shalini,

Warm Greetings!!

Hope you are doing well, As discussed with Ms, Bharti please approve the participation at our 2 days Azadi event

Bharti already negotiated from INR 7 lakhs participation fee to just INR 2 lakhs for 2 days.

Please feel free to reach out for any clarification.

Thanks,
Nitish

On Tue, Jul 2, 2024 at 1:27PM Nitish Karanwal <nitish.karanwal@squareyards.in> wrote:
Hi Bharti.

Greetings from Square Yards !!

Subject: Re: Approval - 2-days Azadi event by Square Yards.
Date: Friday, 9 August 2024 at 6:35:02 AM India Standard Time
From: Yuji Kato <yuji.kato@krisumi.com>
To: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
CC: Yuka Nagao <yuka.nagao@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>, Agomani Sengupta <agomani.sengupta@krisumi.com>, Kunal Yadav <kunal.yadav@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png

Abhishek san,
Approved. Thank you. Kato
Sent from my iPhone

On 8 Aug 2024, at 5:37PM, Abhishek Kumar Singh
<abhishek.singh@krisumi.com> wrote:

Dear Kato San,

Please find appended the Approval Note **for 2-days Azadi event by Square Yards.**

I have attached the supporting documents for your ref. Kindly accord your approval

<image001.png>

Warm Regards,

<image002.png>

Abhishek Kumar Singh
Deputy Manager – Marketing (Sales)

<image003.png>

Email: abhishek.singh@krisumi.com
Mobile: 9958917554
Sector 36A, Gurugram

[<image004.png>](#)

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We are hosting a 2-Days **Azadi Event by SquareYards** on **10th & 11th Aug 2024**. across **Mumbai, Pune, Bangalore, Gurugram, Noida and GCC** simultaneously !!

We are in process of booking Banquet Halls across the mentioned cities and would inform you of the same shortly.

A brief presentation of our proposal is attached herewith for your reference.

Ensuring Spot Closures during the Roadshow

- Square Yards will offer attractive gifts, ranging from INR 50,000 to 5 lacs, to be distributed to walk-ins who do **spot booking**
- Square Yards shall also provide Free Home Interiors, Free Property Management Services & Complimentary Home Loan to all buyers during the 2 days of the roadshow.
- The participating Developer will be requested to run an offer, on their showcased projects, which could be extended to customers who do booking of units during these 2 days of the Roadshow.

We wish to invite KRISUMI Group to participate in the mentioned event.

We are pleased to offer you **Participation Fee of INR 3 Lakhs + GST**

Assistance required from participating Developers.

1. **Project specific offers for customers who do spot closures during the 2 days of the event.**
2. **Standees and back-drops to be displayed at the Roadshow venue.**
3. **Minimum 2 closing managers who could be there in the roadshow to assist in closing transactions.**
4. **Please carry all the required marketing material for the event.**
5. **Branding for the event.**

Looking forward to your participation to achieve our mutual success.

Best Regards,



Nitish Karanwal | AGM – Business Development

+91 9250404406 | nitish.karanwal@squareyards.in | www.squareyards.com

1st Floor, TOWER-A, M3M URBANA, Golf Course Ext Rd, Ramgarh, Sector 67, Gurugram, Haryana 122102

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