

**Marketing Approval Note**

Approval Note for Brand Campaign on 99 Acres for 90 days

20/05/25








HO/MKT/FY25-26/028

Document Ref No.	Date	Approval Note for Brand Campaign on 99 Acres for 90 days			
S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Branding Campaign for 90 Days (Content Marketing, Re-Marketing, Project Videc Marketing, Mailers, Top Exclusive Banner, In-Line & Competition Banner, Project Page, Sustenance) Duration - 90 days	Info Edge (India) Ltd	₹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	Balance
₹51,69,03,800	₹4,44,63,661	₹11,80,000	₹4,56,43,661	₹47,12,60,139

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
			
Kunal Rishi Approved By	Yuka Nagao Verified By	Yujit Karo Approved By	Akash Khurana Approved By

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



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**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](mailto: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](mailto:shalini.jha@krisumi.com)

Mobile: 9818387982

Sector 36A, Gurugram

<image003.png>

<image004.png>

<image005.png>

Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from  
home: [www.krisumiexperience.com](http://www.krisumiexperience.com)

<image006.png>

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**From:** Shalini Jha

**Sent:** 27 May 2025 21:02

**To:** Yuji Kato <[yuji.kato@krisumi.com](mailto:yuji.kato@krisumi.com)>; Yuji Kato <[yuji.kato@krisumi.com](mailto:yuji.kato@krisumi.com)>

**Cc:** Vineet Nanda <[nanda@krisumi.com](mailto:nanda@krisumi.com)>; Nitin Bhatia <[nitin.bhatia@krisumi.com](mailto:nitin.bhatia@krisumi.com)>;

Kunal Yadav

Tuesday, May 20, 2025 at 6:23:08 PM India Standard Time

**Subject:** RE: Approval Solicited | Campaign with 99 Acres  
**Date:** Tuesday, 20 May 2025 at 6:21:06 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](mailto:nanda@krisumi.com)

Sector 36A, Gurugram



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**From:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>  
**Sent:** Tuesday, May 20, 2025 6:12 PM  
**To:** Vineet Nanda <[nanda@krisumi.com](mailto:nanda@krisumi.com)>  
**Cc:** Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>  
**Subject:** Approval Solicited | Campaign with 99 Acres

Dear Sir,

Appended is the approval note for Branding campaign with 99 acres. Kindly accord your approval.

S. No.	Product	Description	Platform	Reach / Deliverables
1	Content Marketing	<ul style="list-style-type: none"> <li>2 Long Form Articles (Project / Brand / Locality)</li> </ul>	<ul style="list-style-type: none"> <li>Google SRP (Search Results Page)</li> </ul>	<ul style="list-style-type: none"> <li>18k - 20k views Per Article</li> </ul>
		<ul style="list-style-type: none"> <li>1 Youtube Video (Project)</li> </ul>	<ul style="list-style-type: none"> <li>META</li> </ul>	<ul style="list-style-type: none"> <li>25k - 30k Unique Views on Youtube Video</li> </ul>
		<ul style="list-style-type: none"> <li>1-2 Authored Columns</li> </ul>	<ul style="list-style-type: none"> <li>Youtube</li> </ul>	<ul style="list-style-type: none"> <li>Weekly Notifications (Whatsapp)</li> </ul>
		<ul style="list-style-type: none"> <li>Web Story (for Google Discover)</li> </ul>	<ul style="list-style-type: none"> <li>Taboola</li> </ul>	<ul style="list-style-type: none"> <li>Weekly Emailers Campaign</li> </ul>
		<ul style="list-style-type: none"> <li>3-4 MD Interviews</li> </ul>	<ul style="list-style-type: none"> <li>99acres Article Section (Website)</li> </ul>	<ul style="list-style-type: none"> <li>Banners on Article Section (99acres.com)</li> </ul>
		<ul style="list-style-type: none"> <li>Notification Campaigns (Whatsapp)</li> </ul>	<ul style="list-style-type: none"> <li>Project Page (Waterside Residences)</li> </ul>	<ul style="list-style-type: none"> <li>MD Interviews on Youtube &amp; Project Page</li> </ul>
		<ul style="list-style-type: none"> <li>Emailers Campaign</li> </ul>	<ul style="list-style-type: none"> <li>Registered Buyer's Whatsapp &amp; Mailbox</li> </ul>	
2	Re-Marketing	Impression Based Campaign (Multiple Banners to be run)	META + GDN	<ul style="list-style-type: none"> <li>10 Lacs Impressions</li> </ul>
3	Project Video Marketing	3-4 Videos of up to 30 Seconds to be run	Youtube + META + Instagram	<ul style="list-style-type: none"> <li>2 Lacs Impressions</li> </ul>
4	Top Exclusive Banner	Static Banner / Road Blocker to be run	99acres.com Platform (Desktop + Msite + Mobile App)	<ul style="list-style-type: none"> <li>45 Days</li> </ul>
5	In-Line / Carousel Banner	Rotational Banners to be run	Gurgaon City Page	<ul style="list-style-type: none"> <li>90 Days</li> </ul>
6	Competition Banner	Rotational Banners to be run	Top Residential Projects of Gurgaon	<ul style="list-style-type: none"> <li>90 Days</li> </ul>
7	Sustenance	Project Listings (Organic Visibility)	99acres.com Platform (Desktop + Msite + Mobile App)	<ul style="list-style-type: none"> <li>90 Days</li> </ul>

**Price : 10,00,000 + Taxes**