

Marketing Approval Note

Project		Phase 2 (Waterfall Subes)				
Subject		Approval Note for Creative and digital agency				
Date		4/5/2023				
Document Ref No.		HO/MK/03-FY23-24				
S.No.	Description of Item	Vendor	Quantity	Cost	GST	Total
1	Creative and Digital Agency - Retainer for 6 months Print Ad, Stationary, EDM, Outdoor Ad, Brochure, Sales collateral/Content Social Media, LinkedIn post for Work Anniversaries, New Joiner's welcome post, Birthday and Anniversary post for employees, Blogs, Videos - Small videos less then one minutes, Construction update document. Website Maintenance.	Popkorn	6 Months	3,000,000.00	540,000.00	3,540,000.00
Total Marketing Engineering Budget for Waterfall Subes		Total Till Now				Balance
59,770,000.00		5,664,001.00				54,105,999.00

Note: 100% Payment at the start of every month

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Approved By		Approved By	Mohit Jain

management fee of 8%

Commitment line of 15 lakhs per month has to be discussed and mentioned

REMOVED

Tamazaki

ANNEXURE 1 SCOPE OF WORK

CREATIVE:

1. Brand Strategy & Planning
2. Creative Concept Development:
 - Print ads
 - Outdoor ads
 - EDMs
 - Certificates and letters
 - Events Collaterals
 - Payment Plan Collaterals
 - Sales Collaterals Including Leaflets
 - Stationary
3. Creative Production
 - Artwork
 - Stock image buying
 - AV/Film Production – (Planning and storyboard)
4. Content Development – Brochures, Newsletters like Construction Update, Letters to customers, Reading Content of Brand and Project USPs etc.
5. Events – Cover the event to live stream on Social Handles and curate content.

DIGITAL:

1. Brand Campaign Design & Development
2. Social Media Management – Include strategy and creative and organic campaigns.
 - Instagram
 - Facebook
 - LinkedIn
 - YouTube
3. Campaign Execution – Planning, purchase, and management of the digital media (Google, FB, YouTube, Native, etc.) for ads. The digital media spending would be as per the approved budget.

ANNEXURE 2

- 1. PAYMENT TERMS AND CONDITIONS.** The Company agrees to pay the Service Provider a fee of (Five lakhs) INR 5,00,000 + GST per month, for the creatives and social media, to the Service Provider for performing services mentioned in Annexure 1.
 - 1.1. The Company shall pay the monthly amount in advance to the Service Provider.
 - 1.2. 3rd party expenses like stock images, payouts to influencers, tools, etc., will be billed on actuals with a management fee of @15% applicable on such payouts to be cleared on an as-and-when basis.
 - 1.3. Digital Media spending will be as per the approved budget by management set at the beginning of the year, there will be a management fee of @8% applicable on the media spends. The agency has agreed a monthly retainer fee of INR 5,00,000, along with GST, based on the condition that Krisumi Corporation PVT. LTD. commits to a monthly digital advertising expenditure of INR 15,00,000, inclusive of any applicable taxes. The digital media expenditure will be billed on actuals as with all the agencies in the past with a management fee of 8%.
 - 1.4. Applicable Taxes, if any, at actuals.
 - 1.5. Performance of any service beyond this agreement shall be additionally charged by the Service Provider in terms of the mutually agreed price.

