

NOTE FOR APPROVAL
KRISUMI CORPORATION PVT. LTD.

Dated : March 3rd, 2021

Sub : Promotional Scheme w.e.f. 1st March 2021 till 31st March 2021 for Waterfall Residences, Sector 36A, Gurugram.

Dear Sir,

This is in reference to the Sales Promotion Scheme planned for the Month of March 2021.

We hereby recommend management to kindly approve the below mentioned Promotional Scheme starting from 1st March 2021 Till 31st March 2021. The previous promotional Schemes Stands closed.

The Channel & Customer Schemes recommended will be consumed from Pool Money.

The following are the recommendation as Sales Promotion Scheme for the month of March 2021:-

1.) Footfall Scheme for the Month of March – Rs. 2,000/- Cash Voucher Per Visit.

In case of Channel Partner Investors/ prospects Events, the applicability of Voucher Scheme will be sole discretion of Sales head in consent with Director Sales & Marketing.

Budget Head – Channel Schemes from Pool Money

2.) Scheme for Customer – ITC Voucher (2 Nights / 3 Days) worth Rs. 1.50 lacs + taxes, if any. It is recommended that in case customer wants to encash the same as an on-form discount it will be 75% of the trip cost i.e. (75% of 1.50 lacs = Rs. 1,12,500/-)

Budget Head – Pool Money

3.) Goa Trip for Channel Partners – On Every 2 Sales done in the month, Channel Partner is eligible for 1 Goa Trip worth Rs. 1.50 lacs + Taxes, if any. Please note, Goa Trip is over and above MOU Capping.

To motivate channel Partners, The Sales Head along with Director Sales & Marketing will have discretionary power to give Goa Trip in exceptional cases, if required.

Budget Head – Channel Schemes from Pool Money

4.) Marketing Support – Marketing Support will be extended to Channel Partners and the amount will be consumed from Pool Money.

* Marketing Support to the Performing Channel Partners – Amount Up to 2 Lacs + Taxes, if applicable.

* Marketing Support to the Starters – Amount Up to 1 Lac + Taxes, if applicable

The above amount will be decided by Sales Head in consent with Director Sales & Marketing.

Budget Head – Channel Schemes from Pool Money

We recommended to release marketing support at the earliest.

5.) Extension of Bulk MOU's of Channel Partners till 31st March 2021. (Except SYMBIOSIS INFRA PVT. LTD.)

Payouts For Non MOU Channel Partners:

A.) Brokerage Slab – 4% + 50K Incentive **+ GST**

B.) Additional Incentive - Ipad worth Rs. 50K + Taxes, if any on every Booking.

C.) Additional Brokerage @ Rs. 100/- Sq.ft. for Channel Partner (Under 25:25:50) Payment Plan **+ GST**

D.) Applicability of Footfall Scheme

Nitin R Bhatia

AK Vineet

Anjan Gargi
4/3/21

Soni

5/3/21 3rd March, 2021.

Soni 5/3/21

For MOU Channel Partners:

- A.) Brokerage Slab - 4% + 50K Incentive **+ GST**
 - B.) Additional Incentive as per MOU terms (under 25:75, 30:70 & 25:25:50 Payment Plans)
 - C.) Marketing Support as per MOU Terms **+ Additional SUPPORT, IF REQUIRED**
 - D.) Japan Trip as per MOU Terms
 - E.) Applicability of Footfall Scheme
- (Decision will be taken by sales head in consent with Director sales & mktg.)

Request your good self to please accord approval.

Prepared By: Nitin Bhatia Nitin Bhatia & Sachin Bhargava

Approved By:

Anjoo Gogia
4/3/21.
Ms. Anjoo Gogia

Vineet Nanda
Mr. Vineet Nanda
3rd March, 2021.

Raj Kumar Sahni
Mr. Raj Kumar Sahni

AK 5/3/21
Mr. Akash Khurana

Yamazaki San
Yamazaki San

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Proposed Scheme	Payment plan		Nos. of Sales				Direct sales	Mar	TOTAL
	25:75	25:25:50	Target (Nos. of Sales)	CP sales	CP sales	CP sales			
Additional payout @ 100 psf on 25:25:50 payment plan (Average Area 2071 sq.ft)	0	244,425	20	15	15	5	916,594	916,594	
Goa Trip	88,500	88,500	20	15	15	5	1,327,500	1,327,500	
I PAD	70,800	70,800	20	15	15	5	1,062,000	1,062,000	
Scheme for Customers	150,000	150,000	20	15	15	5	3,000,000	3,000,000	
TOTAL							6,306,094	6,306,094	
Digital Marketing support for channel partners <i>Including GST</i>									
CP Footfall (250*2000)								3,085,700	
GRAND TOTAL								9,891,794	
Proposed Sales Value -								370,000,000	
% proposed expenses to sales								2.67	

- Notes:
1. Proposed CP's sale will be 75 % of Total Sales
 2. Proposed Sale in 25:25:50 payment plan will be 25% of Total Sales
 3. Proposed Sale Value per unit is assumed as Rs. 1.85 Cr.
 4. Detail working for digital Marketing Support for CP's is attached with the sheet.

Nitin R. S. Patil

Patil

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5/3/21