



## Marketing Approval Note

### Approval Note for Video Production

**Subject:** With Waterfall Residences ready-to-move in and visibly coming to life, we propose a professional video shoot to: Showcase the delivered quality and craftsmanship of our first project. Build excitement and trust among customers as possession approaches. Create high-impact content for social media and campaigns to support ongoing sales. Develop a long-term asset for future launches and brand storytelling. This milestone video will highlight Krisumi's promise coming to life and strengthen our premium positioning.

**Date:** 31-07-2025

**Document Ref No.:** HO/MKT/FY25-26/055

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	End-to-end Video Production  From Scripting to Shooting till Editing of Videos Qty - 6 Videos @ INR 60,000/video + 10% Agency Commission	Daiko From Here On Communications Pvt. Ltd.	₹3,96,000	₹71,280	₹4,67,280
					<b>₹4,67,280</b>

**Remarks:** • 50% advance payment required.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,69,03,800	₹7,98,11,350	₹4,67,280	₹8,02,78,630	₹43,66,25,170

Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Marju Gupta Verified By
Kunal Rishi Approved By	Yuji Kato Approved By	Akash Khurana Approved By	

## Agomani Sengupta

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**From:** Sameeksha Sengupta <sameeksha.sengupta@daikofho.com>  
**Sent:** Tuesday, July 29, 2025 12:15 PM  
**To:** Shalini Jha  
**Cc:** 'Rajesh Aggarwal'; 'Gullu Sen'; 'SHIVA NAND MOHANTY'; 'Chandy Mohapatra'; 'Vivek Shinde'; 'Shekhar Nair'; Agomani Sengupta; Abhishek Kumar Singh; Kunal Yadav; 'AMIT DABRAL'  
**Subject:** External Mail :RE: External Mail :RE: Krisumi Social Media - Meeting- MOM (23 July)

Hi Shalini ma'am

We've worked out a cost for the pilot run in which we will shoot and deliver 6 videos based on the scripts. As discussed, the videos will have dynamic shots of the property along with music and supers. No voice-over or actors to be included in the videos.

Cost per video will be INR 60000 per video, which will include the complete end-to-end production including one day of shoot and edit for 6 videos which relevant stock music and supers. The total cost for the pilot project will be INR 3,60,000 + 10% Agency Commission + GST.

For speciality shots like drone and jib shots, the add-on cost will be as follows:

Normal Drone: INR 40,000 + GST

FPV Drone: INR 80,000 + GST

Jib: INR 45,000 + GST

These costs are one-time costs for the pilot project. If we get a go-ahead for bulk production of these videos, we can optimise the costs to arrive at an even better per video cost for the client.

Regards  
Sameeksha

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**From:** Shalini Jha [mailto:shalini.jha@krisumi.com]  
**Sent:** 28 July 2025 16:19  
**To:** Sameeksha Sengupta <sameeksha.sengupta@daikofho.com>  
**Cc:** 'Rajesh Aggarwal' <rajesh.aggarwal@daikofho.com>; 'Gullu Sen' <gullu.sen@daikofho.com>; 'SHIVA NAND MOHANTY' <shivanand.mohanty@daikofho.com>; 'Chandy Mohapatra' <chandy.mohapatra@daikofho.com>; 'Vivek Shinde' <vivekshin@gmail.com>; 'Shekhar Nair' <shekhar.nair@daikofho.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Kunal Yadav <kunal.yadav@krisumi.com>; 'AMIT DABRAL' <amit.dabral@daikofho.com>  
**Subject:** Re: External Mail :RE: Krisumi Social Media - Meeting- MOM (23 July)

Dear Sameeksha

As discussed earlier, please share the proposal you've received from the photographer so that we can proceed with internal approvals. I'd request you to do this at the earliest as we have been discussing this for quite sometime now.

*Warm Regards,*

<[shivanand.mohanty@daikofho.com](mailto:shivanand.mohanty@daikofho.com)>; Chandy Mohapatra <[chandy.mohapatra@daikofho.com](mailto:chandy.mohapatra@daikofho.com)>; Vivek Shinde <[vivekshin@gmail.com](mailto:vivekshin@gmail.com)>; Sameeksha Sengupta <[sameeksha.sengupta@daikofho.com](mailto:sameeksha.sengupta@daikofho.com)>; Shekhar Nair <[shekhar.nair@daikofho.com](mailto:shekhar.nair@daikofho.com)>

**Subject:** Krisumi Social Media - Meeting- MOM (23 July)

Hi All,

Thanks Shalini and entire team for your time and hospitality, as per our discussion y'day, below are minutes from the meeting;

Presentation Link: [Download](#)

Date: 23.7.2025

**Key Takeaways:**

**1. Creative Assets:**

- Use fewer interior images in the carousel/video.
- Mention "Available only at Waterfall Residences" in the experience video.
- Always pair the Sumitomo logo with the Krishna logo.

**2. Experience Video:**

- Direction approved; awaiting costing from the agency.
- First pilot comprising 6-7 videos to be shared with the client.

**3. Sales Lounge:**

- Request production house to shoot Japanese features.

**4. Influencers:**

- Share script for influencers (Sonali and Pooja Kaif).

**5. Waterfall Residences Highlights:**

- Location near premier golf courses.
- Medanta medical facility available in-house.
- More elevators for added convenience.

**6. ₹80/sq. ft. Communication:**

- Publish regularly.
- Content ideas: collage of positive testimonials, conversation between two homeowners.

**7. Kids Video:**

- Highlight as "A great place to raise your kids."

**8. Architectural Digest India:**

- Client to revert after discussions.

**9. DIY Segment:**

- Client to provide content (e.g., "Deck Up Your Area").

**10. The Forest Launch (10th August):**

- Teasers and follow-up videos.
- Launch approved.
- Sustenance videos and creatives to be developed.

11. Use communication style from the first launch campaign.

12. Two newsletter design for Waterfall Residences and Club House, reference attached

**Action Items:**

- Agency to share costing for experience video.
- Agency to share script for influencers.
- Production house to shoot Japanese features of Sales Lounge.
- Client to provide content for DIY segment.

## Abhishek Kumar Singh

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**From:** Vineet Nanda  
**Sent:** Thursday, August 7, 2025 1:05 PM  
**To:** Abhishek Kumar Singh  
**Cc:** Shalini Jha; Krisumi Marketing  
**Subject:** RE: Approval - End-to-End video production

Ok jee

Warm Regards,



Vineet Nanda  
Director Sales and Marketing



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Sector 36A, Gurugram



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



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**From:** Abhishek Kumar Singh <[abhishek.singh@krisumi.com](mailto:abhishek.singh@krisumi.com)>  
**Sent:** Thursday, August 7, 2025 12:59 PM  
**To:** Vineet Nanda <[nanda@krisumi.com](mailto:nanda@krisumi.com)>  
**Cc:** Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>; Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>  
**Subject:** Approval - End-to-End video production

Dear Sir,

Appended is the Approval Note for End-to-End video production .I've attached the PDF for your reference .  
Kindly accord your approval