

**Marketing Approval Note**

| Approval Note for Digital Agency on Retainer for 6 Months |   |                         |                   |
|---|---|-------------------------|-------------------|
| 20/09/24  |   |                         |                   |
| HO/MKT/FY24-25/080  |   |                         |                   |
| S.No.:  | Description of item   | Vendor                  | Total             |
| 1   | Website & App Maintenance, Updates & Security<br>Content Updates, Cybersecurity, SSL & Server Management, Performance Optimization, Backup & Restoration Procedures<br>@ ₹45,000/Month  | TWO99 ECOMMERCE PVT LTD | ₹2,70,000.00      |
| 2   | SEO - Brand & Projects<br>Keyword Research & Optimization, On-page & Off-page SEO Techniques, Content Strategy & Copywriting, Backlink Strategy & Outreach, Mobile SEO Optimization, Competitive Analysis<br>@ ₹1,25,000/Month                          |                         | ₹7,50,000.00      |
| 3   | Online Reputation Management - Brand & Projects<br>Social Media Monitoring, Crisis Management Strategies, Content Creation & Distribution, Review Management, SEO Integration with ORM Strategies, Monitoring Brand Mentions<br>@ ₹1,40,000/Month       |                         | ₹8,40,000.00      |
| 4   | Lead Generation & Branding/Display Campaigns<br>Digital Advertising, PPC (Pay-Per-Click) Strategies, A/B Testing for Campaign Optimization, Creative & Landing Page Design & Optimization, Audience Targeting & Segmentation<br>@ 8% of campaign budget |                         | Variable          |
| 5   | Influencer, Negotiation & Collaboration, Relationship, Contract & Compliance Management, Content & Collaboration Strategies, Analytics & ROI Measurement for Influencer Campaigns, Brand Alignment<br>@ 10% of the signed deal                          |                         | Variable          |
|   |   |                         | <b>₹18,60,000</b> |

**Remarks:**

- Taxes extra as applicable.
- Costs for Sr. No. 4 & 5 will be billed as per actuals.
- Any third party expense like tool, influencer fee will be billed in advance and is nct part of the quotation. Also, any extra work, not in SOW) will be billed at the rate of 1100 INR/hour.

| Total Marketing Budget | Consumed till date | This Approval Note | Total Till Now | Balance       |
|------------------------|--------------------|--------------------|----------------|---------------|
| ₹51,42,16,438          | ₹14,53,04,825      | ₹18,60,000         | ₹14,71,64,825  | ₹36,70,51,613 |

|   |   |  |   |
|---|---|--|---|
|  |  |  |  |
| Kunal Yadav<br>Prepared By  | Shalini Jha<br>Verified By  | Vinee Nanda<br>Approved By   | Manu Gupta<br>Verified By   |
|  |   |   |   |
| Akash Khurana<br>Approved By  | Yuji Kato<br>Approved By  | Mohit Jain<br>Approved By  |   |

## COST COMPARATIVE SHEET - Digital Agency

| S.No. | AGENCY                     | SERVICE  | AMOUNT  |
|-------|----------------------------|--|---|
| 1     | Two99 E-Commerce Pvt. Ltd. | Website & App maintenance, updates & security          | 45,000  |
|       |                            | SEO - brand, projects                                  | 1,25,000  |
|       |                            | Online reputation management - brand, projects         | 1,40,000  |
|       |                            | Lead generation & branding/display campaigns           | 8%  |
|       |                            | influencers outreach                                   | 10%   |
| 2     | Anadee                     | Social Media Marketing Facebook   Instagram   LinkedIn | Rs 58,000<br>18 posts   5 reels   1000 followers                  |
|       |                            | ORM via Social Media                                   | Included in the above cost  |
|       |                            | SEO  | 70,000  |
|       |                            | Website Maintenance                                    | 40,000  |
| 3     | Popkorn                    | Social media response management                       | INR 1,05,000 / Month  |
|       |                            | Performance marketing                                  | 15% of management fees / As per the slab structure                |
|       |                            | Website AMC  | INR 90,000 / Month  |
|       |                            | Mobile AMC   | INR 55,000 / Month  |
|       |                            | SEO  | INR 1,25,000 / Month  |
| 4     | Tech Pepo                  | Website AMC  | 55,000  |
|       |                            | App Maintenance (Mobile AMC)                           | 75,000  |
|       |                            | SEO  | 1,40,000  |
|       |                            | Performance Marketing                                  | 1,00,000 or 1.2% of the monthly media spends which ever is higher |

**Subject:** RE: Approval Solicited | Digital Agency  
**Date:** Friday, 20 September 2024 at 3:34:25 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



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



Please consider the environment before printing this email

Notice to recipient: This e-mail is meant for only the intended recipient of the transmission, and may contain information of Krisumi Corporation that is confidential and/or privileged. If you received this e-mail in error, any review, use, dissemination, distribution, or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by return e-mail and please delete this message from your system. Thank you in advance for your cooperation.

**From:** Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)>

**Sent:** Friday, September 20, 2024 3:05 PM

**To:** Vineet Nanda <[nanda@krisumi.com](mailto:nanda@krisumi.com)>

**Cc:** Krisumi Marketing <[marketing@krisumi.com](mailto:marketing@krisumi.com)>; Shalini Jha <[shalini.jha@krisumi.com](mailto:shalini.jha@krisumi.com)>

**Subject:** Approval Solicited | Digital Agency

Dear Sir,

Appended is the approval note for Onboarding of Digital Agency on Retainer for 6 months. Kindly accord your approval.

## Activities and Commercials | TWO99 ECOMMERCE PVT LTD x Krisumi

| Activities Header                                       | Skills Deployed  | Monthly Commercials (taxes extra) | Notes  |
|---|--|-----------------------------------|--|
| <b>Website maintenance, updates &amp; security</b>      | <ul style="list-style-type: none"> <li>• Content update</li> <li>• Cybersecurity best practices</li> <li>• Server management</li> <li>• SSL management</li> <li>• Backup and restoration procedures</li> <li>• Performance optimization</li> </ul>   | 45,000                            |  |
| <b>SEO - brand, projects</b>                            | <ul style="list-style-type: none"> <li>• Keyword research &amp; optimization</li> <li>• On-page &amp; off-page SEO techniques</li> <li>• Technical SEO (site structure)</li> <li>• XML sitemaps, robots.txt, etc.)</li> <li>• SEO tools (Google Search Console)</li> <li>• Ahrefs, SEMrush, etc.)</li> <li>• Content strategy and copywriting</li> <li>• Backlink strategy and outreach</li> <li>• Data analysis (Google Analytics, Google Tag Manager)</li> <li>• Mobile SEO optimization</li> <li>• Local SEO tactics</li> <li>• Competitive analysis</li> </ul> | 1,25,000                          |  |
| <b>Online reputation management - brand, projects</b>   | <ul style="list-style-type: none"> <li>• Social media monitoring (Hootsuite, Sprout Social, etc.)</li> <li>• Crisis management strategies</li> <li>• Content creation and distribution (blogs, press releases, etc.)</li> <li>• Review management (Google My Business, Yelp, etc.)</li> <li>• SEO integration with ORM strategies</li> <li>• Monitoring brand mentions</li> </ul>  | 1,40,000                          | Any third party expense like tool, influencer fee will be billed in advance and is not part of the quotation. Also, any extra work (not in SOW) will be billed at the rate of 1100 INR/hour. |
| <b>Lead generation &amp; branding/display campaigns</b> | <ul style="list-style-type: none"> <li>• Digital advertising platforms (Google Ads, FB Ads, LinkedIn Ads,)</li> <li>• PPC (Pay-per-click) strategies</li> <li>• A/B testing for campaign optimization</li> <li>• Analytics tools (Google Analytics, Facebook Insights, etc.)</li> <li>• Landing page design and conversion optimization</li> <li>• Audience segmentation and targeting</li> <li>• Retargeting techniques</li> <li>• Creative design skills (banners, ads)</li> </ul>   | Commission - 8%                   |  |
| <b>Influencers outreach</b>                             | Influencer marketing platforms (BuzzSumo, Upfluence, etc.)<br>Negotiation and collaboration skills<br>Social media platforms expertise (Instagram, TikTok, YouTube, etc.)<br>Relationship management<br>Contract and compliance management<br>Content creation and collaboration strategies<br>Analytics and ROI measurement for influencer campaigns<br>Audience demographics understanding<br>Brand alignment and message consistency  | Commission - 10%                  |  |

# KRISUMI

## ORM & SOCIAL MEDIA MARKETING

Pitch deck for *Krisumi Corporation*  
by Anadee Digital Solutions



# SOCIAL MEDIA PROCESS

We follow a strong SM process for devising a customized strategy

## ENGAGING CONTENT

Beginning with quick yet thorough planning/preparation, our team will plan out a dynamic on-going social content calendar to guide you to your goals



## AUDIENCE RESEARCH

It is important to recognize the target audience with which the brand wants to nurture the relationship. We need to know everything we can about your existing customer base



## IMPLEMENTATION

With personalized & creative content writing around the products or services, we ensure to keep followers engaged for longer time to build a strong brand connection with followers



## REPORTING

Create progress report on a monthly basis for optimizing the strategy and recording the progress.





## Facebook Scope

### Monthly services

- Page/Account Management
  - Posts - same as IN
  - Misc. updates – Polls, Offers, Status
  - Linking with other SM channels
  - Event Management
  - Pixel management
  - Monthly Reporting
  - Paid campaigns using Meta Ad words
- ORM
  - Daily monitoring
  - Inbox/ comment replies
  - Spam monitoring
  - Burying negative reviews/comments
  - Address complaints quickly
  - Curated Content or collabs

Note: Marketing budget to be provided and paid directly by the client

# ORM VIA SOCIAL MEDIA

## PLATFORM PRESENCE

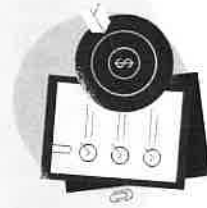
Maintain active and engaging profiles on platforms including Facebook, Instagram, & LinkedIn.

Scope given above



## CONTENT STRATEGY

Develop and implement a content strategy that reflects client's brand values, featuring project updates, customer testimonials, and thought leadership content



## SOCIAL LISTENING

Monitor mentions and conversations about client across social platforms to stay informed about public sentiment



## CRISIS MANAGEMENT

Develop a plan for rapid response to any negative publicity, ensuring that communication is clear, consistent, and aligned with client's values





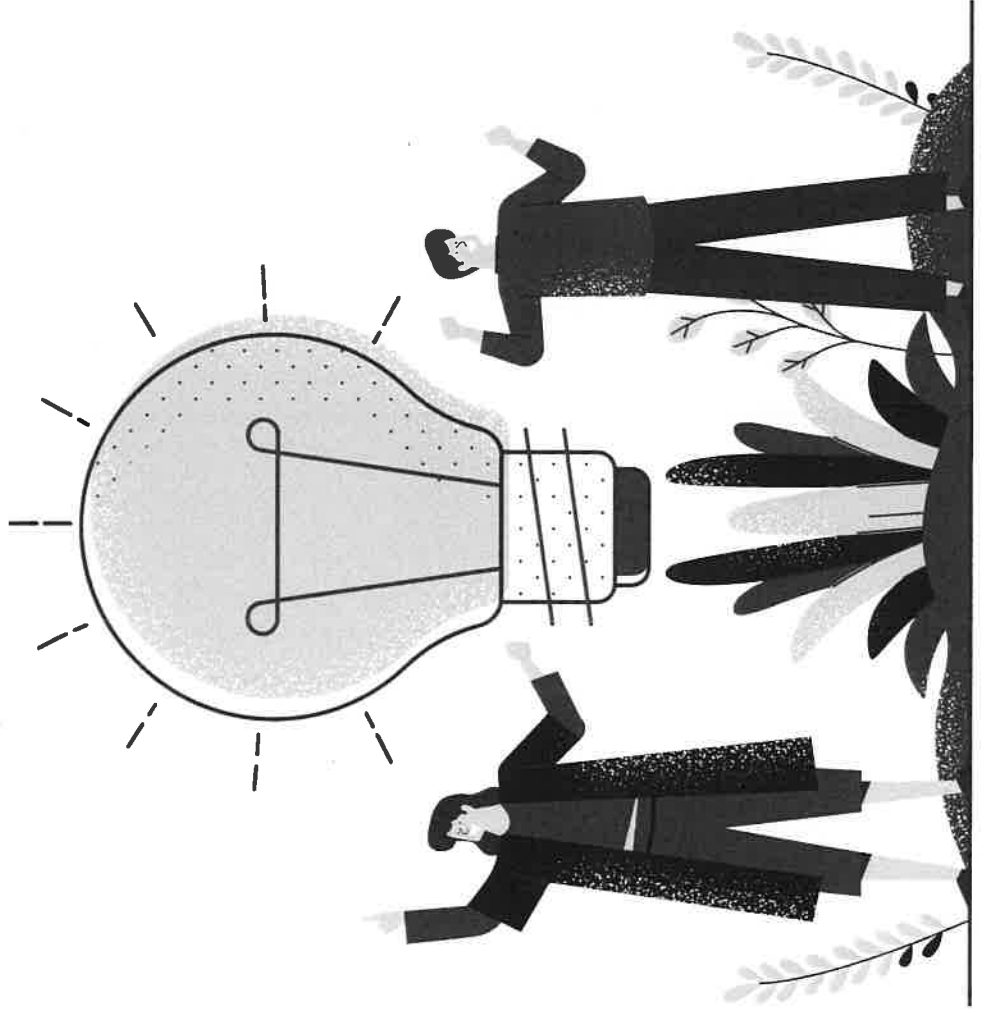
Digital Marketing & Online Brand  
Promotion service provider along with  
developing websites, portals, intranets,  
provide e-commerce solutions, web/online  
applications, SEO, and hosting solutions.

### Get in touch

☎ 9818882603

🌐 [www.iisindia.net](http://www.iisindia.net)

✉ [stuti@iisindia.net](mailto:stuti@iisindia.net)



V360 GROUP

hello KRISUMI

we are

pop



orn  
digital creative agency

[www.wearepopkorn.com](http://www.wearepopkorn.com)

pop>orn

VALUE360  
Manufacturing

pop>orn

V360 GROUP

VALUE360  
Value of Partnership



LEWIS  
VALUE  
360

V360 GROUP

V360 GROUP

300+

innovative thinkers

200+

comms professionals

35+

business associates

30

designers

50

copy/content writers

10

technologists

10

media specialists

pop>orn

70+

creative thinkers

16

account management

48

creative & influence marketing

10

media & tech

3

new business

## Introduction

popkorn is a digital creative agency at its core. What we do is born out of the desire to be creative. Our ideas and insights take many forms across digital and sometimes traditional mediums, but through all this, we aim to be FAST, FORWARD and FUN!



# scope of work



- Social media response management
- Performance marketing
- Website AMC
- Mobile AMC
- SEO

# social media response management

scope of work

## Social media response management

### Scope of work - Social

popkorn will manage queries for the brand on all platforms during working hours Monday to Friday 1100 hours to 1800 hours with TAT of 4 hours

# performance marketing

scope of work

Investment

Suggestion 1 □ Media management fee


| Monthly spends                | Management fee | Min. Management fee | Max. Management fee |
|-------------------------------|----------------|---------------------|---------------------|
| Up to INR 5,00,000            | 15%            | NA                  | INR 75,000          |
| INR 5,00,001 - INR 10,00,000  | 12%            | INR 60,000          | INR 120,000         |
| INR 10,00,001 - INR 15,00,000 | 10%            | INR 100,000         | INR 150,000         |
| INR 15,00,001 +               | 8%             | INR 120,000         | NA                  |

**Investment**

| <b>Suggestion 2 - Creatives + Management fee</b> |   |  |
|--|---|--|
| <b>Media management fee</b>                      | <b>Digital assets</b>   | <b>Investment</b>  |
| <b>Management fee as per the above slab</b>      | 2 Video (Upto 15 Seconds)<br>3 Gifs<br>5 Static (Including google adapts) | INR 1,20,000 + Management fee as per the slab under option 1 |



website  
AMC



## website - AMC

### Website monitoring and performance optimization

- **Regular uptime monitoring:** Continuously monitor the website to ensure 99.9% uptime.
- **Performance optimization:** Regularly optimize website speed and performance by analyzing loading times, minimizing server response time, and optimizing images and scripts.
- **Caching:** Implement and maintain caching strategies to enhance website performance.

## website - AMC

### Security and backup management

- **Security updates:** Regularly update WordPress core, themes, and plugins to prevent vulnerabilities.
- **Malware scanning and removal:** Monthly scanning for malware and immediate removal if detected.
- **Firewall management:** Implement and manage a web application firewall (WAF) to block malicious traffic.
- **Regular backups:** Schedule daily backups of the website files and database, ensuring they are stored securely offsite.
- **SSL certificate management:** Ensure the SSL certificate is up to date and troubleshoot any related issues.

### Content management and updates

- **Content updates:** Upload and format new content, including text, images, and videos, as provided by the client.
- **Design adjustments:** Minor design changes to existing pages, such as layout modifications and image replacements, as per client requests
- **Seo updates:** Implement basic on-page SEO practices, including updating meta tags, alt text, and ensuring content is SEO-friendly

## website - AMC

### Plugin and theme management

- **Plugin updates:** Regular updates of all installed plugins to ensure compatibility and security.
- **Theme maintenance:** Update the WordPress theme while preserving customizations, ensuring it is compatible with the latest WordPress version.
- **Custom plugin/theme support:** Troubleshoot and maintain any custom plugins or themes in use.

### Bug fixes and troubleshooting

- **Bug fixes:** Prompt resolution of any bugs or issues reported by the client or identified during regular monitoring.
- **Broken links:** Regular scans to identify and fix broken links on the website.
- **Form functionality:** Ensure all forms (e.g., contact forms) are functioning correctly, with proper email notifications.

## website - AMC

### Reporting and analytics

- **Monthly reports:** Provide detailed monthly reports on website performance, uptime, security scans, and updates made.
- **Google analytics management:** Ensure Google Analytics is functioning properly and provide insights based on the data.

### Technical support and assistance

- **Technical support:** Provide email and phone support during business hours for any website-related issues.

# mobile app

AMC

## mobile app - AMC

### Scope of work

- Code Optimization for smooth operation
- Fortnightly Backups of Code & DB if Applicable
- Bugs corrections if encountered
- Speed Check & Enhancement weekly
- Changing images/videos on website
- Content upload on app

### Out of scope

- App store optimization
- SEO related activities i.e., both ON and OFF Page
- Fresh functionality/modules development
- Designing of any new pages or modules

# SEO

Outlining the scope of work (SOW) for Search Engine Optimization (SEO) services for Krisumi.com, targeting a set of 20 keywords. The goal is to improve the website's organic search ranking visibility and drive qualified traffic to the site.

## Scope of work

### Keywords

- A list of 20 target keywords to be researched and finalized.
- The keyword list will be a mix of informational, transactional, and brand-related keywords relevant to Krisumi's products and services.

### Deliverables

- Technical SEO audit report
- On-Page SEO optimization recommendations
- Off-Page SEO strategy

### Success metrics

- Increase in organic website traffic
- Improvement in organic search ranking for target keywords

## SEO

**Crawl error analysis and resolution**

Identify and fix any website crawling errors that may prevent search engines from indexing your pages

**Website speed optimization**

Analyse website speed and implement recommendations to improve page load times. This includes optimizing images, minifying code, and improving server response time

**Mobile-friendliness audit**

Ensure the website is mobile-friendly and provides a good user experience on all devices

**Structured data implementation**

Implement schema markup to provide search engines with richer information about your website and content

**Robots.txt and sitemap optimization**

Ensure robots.txt is configured correctly and submit an updated XML sitemap to search engines

**HTTPS security**

Verify the website has a valid SSL certificate and enforces HTTPS encryption

## On-Page SEO

- **Keyword research and analysis:** Analyse the provided list of 20 keywords and identify potential opportunities for additional relevant keywords.
- **Competitor analysis:** Analyse top-ranking competitor websites for their on-page SEO strategies and content.
- **Meta title and description optimization:** Optimize meta titles and descriptions for target keywords and user intent.
- **Content optimization:**
  - Analyse and optimize existing website content for target keywords and user intent.
  - Create new high-quality blogs targeting relevant keywords and search queries.
  - Ensure content is informative, engaging, and provides value to users.
- **Image optimization:** Optimize website images with relevant alt tags and file names.
- **Internal linking strategy:** Develop a strategy for internal linking to improve website navigation and distribute link equity throughout the site.

## Off-Page SEO

- **Link building strategy:** Develop a link-building strategy to acquire high-quality backlinks from relevant websites. This may include guest blogging, directory submissions, and other activities.
- **Brand reputation management:** Monitor online brand mentions and address any negative sentiment.

## SEO

### Reporting

We will provide monthly reports that track progress towards achieving the project goals. These reports will include website traffic data, keyword ranking positions, and other relevant metrics.

### Our process

- We will begin the project by conducting a comprehensive technical SEO audit of the Krisumi.com website.
- We will then provide a detailed report outlining the findings of the audit and recommendations for improvement.
- Once the technical SEO issues are addressed, we will move on to on-page SEO optimization and off-page link building activities.



# investment

Website

| Activity                         | Cost   |
|----------------------------------|--|
| Social media response management | INR 1,05,000 / Month                               |
| Performance marketing            | 15% of management fees / As per the slab structure |
| Website AMC                      | INR 90,000 / Month                                 |
| Mobile AMC                       | INR 55,000 / Month                                 |
| SEO                              | INR 1,25,000 / Month                               |

\*The above costs are quoted keeping in mind a combined package of services, and can not be taken individually

**Let's discuss...**

## PROJECT OVERVIEW: Website & App Maintenance, SEO & Performance Marketing

### Krisumi Corporation Website Maintenance

We hope this proposal finds you well. We are thrilled to submit our proposal for the maintenance of the **Krisumi Website**. We appreciate the opportunity to be considered as the service provider for this endeavour.

#### About Us:

**Tech Pepo** is a well-established and reputable web development and design firm known for delivering exceptional websites that resonate with **our clients' brands and objectives**. With a proven track record in **website development, user experience design, and digital marketing strategies**, we have the expertise to bring your vision to life.

#### Project Scope:

**Existing url:** <https://krisumi.com/>

Our proposed scope of work for this **website maintenance project** includes the following comprehensive components:

- Services for ongoing technical support and upkeep to guarantee the efficient operation of your website.
- Frequently updated software, security patches, and backups to shield your website from flaws.
- Editing & Uploading Videos & other content

**Retainer Fee: INR 55,000/- per month + GST.** The scope will have the below-mentioned inclusions and exclusions on a timeline of 20 hours per month.

This amount is valid till 31st August 2025 and will see 10% year on year increment upon completion of one year.

#### Inclusions for Website Maintenance:

- Website monthly automated backups in server - any paid tool cost need to be borne by the client
- Monthly reports of the work done status
- Banners & content update on the website
- 24 x 7 website automated tool-based monitoring - any paid tool cost need to be borne

## Krisumi Corporation App Maintenance

We will ensure that the Krisumi Mobile App continues to deliver a seamless experience for its users. As part of our ongoing support for the Krisumi Mobile App, services we will offer are:

- **Ongoing Support:** We will provide continuous assistance to ensure the smooth operation of the app. This includes addressing any minor bugs or glitches that may arise, ensuring the app remains functional and user-friendly.
- **Small Changes and Integrations:** We will also implement small changes as needed. This will help keep the app updated and responsive to evolving user needs.

### **Maintenance Costing: 70,000/- Per Month**

(Any major changes or implementations may incur additional charges, depending on the scope and complexity.)

### **Scope of Maintenance:**

1. We provide development support for bug fixes and minor improvements.
2. QA support is available for issue resolution and testing, working closely with developers
3. UI/UX designers are available for any minor improvements needed on screens.
4. DevOps support is offered for server-related issues and upgrades.
5. A dedicated manager will be available to oversee and manage ongoing work.
6. Tools (CI/CD) that automatically handle the creation, testing, and release of apps.
7. Server where our quality assurance team tests everything to ensure everything works properly.
8. Services to keep track of server performance and availability, and send alerts if there are any problems. If the server goes down, emails and automatic calls will be sent to important people.

Any items outside this scope can be discussed and mutually agreed upon.

## SEO Services

| Category                  | SEO Description  | Activity  | Frequency   | Quantity |
|---------------------------|--|---|---|----------|
| Strategy                  | Technical SEO  | <b>Making the website Search Engine Ready by:</b> |   |          |
|                           |  | Fixing and integrating sitemap structure          | One Time  | 1        |
|                           |  | Robots.txt integration                            | One Time  | 1        |
|                           |  | Fixing website crawling errors                    | One Time  | 1        |
|                           |  | Broken Links Fixing and Outbound Links            | One Time  | 1        |
|                           |  | Page Speed Suggestion                             | Monthly   | 1        |
|                           |  | Fixing the Errors and warnings of website         | Monthly   | 1        |
|                           |  | Mobile friendly Website                           | Monthly   | 1        |
|                           |  | Site Crawellability checkup                       | Monthly   | 1        |
|                           | <b>Achieving Visibility for all pages on Search through:</b> |   |   |          |
|                           | Keyword to Page Mapping across:                              |   |   |          |
|                           | a: Title Tag   | Quarterly   | This is a quarterly activity which is done for all the pages that need to be optimised within the website. We do this at the beginning of the engagement and make further updates once in every quarter to ensure that we are constantly feeding new content for search engines to be able to crawl and rank the website better.<br><br>The numbers against these can be defined after a full audt of the website is conducted. |          |
|                           | b: Meta Desc   | Quarterly   |   |          |
|                           | c: Heading tags  | Quarterly   |   |          |
|                           | d: Image Alt tags  | Quarterly   |   |          |
| e: Canonical Tags         | Quarterly  |   |   |          |
| f: Inter Linking of Pages | Quarterly  |   |   |          |
| g: Anchor Tags            | Quarterly  |   |   |          |
| h: URL Optimization       | Quarterly  |   |   |          |

# Performance Marketing Services

## Context of the Requirement -

This proposal outlines a comprehensive performance marketing strategy for Krisumi Corporation, aiming to build awareness, drive targeted traffic, generate leads, and optimize Krisumi Corporation's presence. The proposed strategy leverages digital channels and data-driven approaches to maximize marketing effectiveness.

## Key Work Areas for the project:

- Increase online visibility and brand awareness for Krisumi Corporation.
- Drive targeted traffic to the Krisumi's website and other online platforms.
- Generate qualified leads through strategic digital marketing campaigns.
- Optimize return on investment (ROI) by tracking and analysing key performance metrics.

|                              |   |   |
|------------------------------|---|---|
| <p>Performance Marketing</p> | <ul style="list-style-type: none"> <li>· Implement targeted Google &amp; Meta Ads campaigns to appear in relevant search results.</li> <li>· Utilize keyword research to optimize ad copy and landing pages.</li> <li>· <b>Strategy &amp; Planning</b> <ul style="list-style-type: none"> <li>· Platform strategy &amp; identification</li> <li>· Ad campaign set up</li> <li>· Ad campaign optimization &amp; management</li> <li>· Ad campaign reporting</li> <li>· Competition Analysis, keyword research &amp; Industry benchmarking</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>· 4 Master Static Creatives</li> <li>· 1 Videos (up to 10 seconds)</li> <li>· 5 Creative adapts (size &amp; text)</li> </ul> |
|------------------------------|---|---|

**Next Steps:** We are excited to work with you on this project and bring your brand vision to life through an exceptional website. To proceed, please review this proposal thoroughly and let us know if you have any questions, feedback, or revisions. We can schedule a meeting or call to discuss the details and finalise the agreement.

Thank you once again for considering **Team Pumpkin**. We look forward to the opportunity to collaborate and create a successful website that elevates your brand and engages your audience. We are confident that our expertise and dedication will deliver outstanding results for your business.

### **Points to note:**

- GST @ 18%
- Media spends for performance marketing is not a part of the scope
- Creatives for Performance marketing will be charged as per the Rate card

### **Payment Terms & Invoicing process:**

- The contract agreement must be signed before the commencement of services
- The 1st retainer invoice will be raised and paid before the commencement of services
- Subsequent invoices will be raised on 1st week of every month for the work to be done in that particular month
- Credit period will be 30 days post the invoice date and Work will be discontinued post 60 days of credit and will be resumed only after clearance of payment

*Note:*

- *The above rates are as per unit quantity*
- *The above rates include cost of research and up to 2 iterations on each content piece*
- *INR 500 per iteration shall be applicable beyond 2 iterations per content piece*
- *All rates are exclusive of taxes*