

**NOTE FOR APPROVAL**  
**KRISUMI CORPORATION PVT. LTD.**

**Dated : March 03, 2021**

**Sub : Marketing Support committed to Channel Partner(s) for Sales Promotion**

Dear Sir,

This is in reference to the support to be extended to new & existing Channel Partner(s) for promoting Waterfall Residences in Delhi/Gurgaon- NCR

To give momentum to the sales and for generation of leads we propose support of SMS, WhatsApp & Digital campaign for select channel partners who has shown and given us confidence to promote & sell our product, but they need marketing support from Company's end for generation of leads. Annexure Attached.

**The amount of Marketing Support for Channel Partner(s) is Rs. 26,15,000/- + applicable GST. Break-up is as follows:**

SMS Campaign: 4,50,000/-

Digital Campaign: 19,00,000/-

Branding: 2,65,000/-

The amount will be adjusted/consumed from the pool money.

INR 2,00,000/- towards marketing support for Existing Channel Partner(s) will be disbursed in 02 parts. First cheque of INR 1,00,000/- will be issued upfront and second tranche of INR 1,00,000/- will be issued only post the closure of minimum 1 unit of sale.

**RERA COMPLIANCE, WILL BE ENSURED FOR EVERY CHANNEL PARTNER BEFORE RELEASING THE PAYMENT.**  
**Request you to please accord approval.**

**Prepared By:** Ms. Disha Rao

**Verified By:** Mr. Sachin Kumar

*Disha Rao*  
*Sachin Kumar*  
*04/03/21*  
*Nitin RB Lalia*

**Approved By:**

*Anjoo Gogia*

Ms. Anjoo Gogia

*Raj K Sahni*

Mr. Raj K Sahni

*Vineet Nanda*

Mr. Vineet Nanda

*Akash Khurana*  
*5/3/21*

Mr. Akash Khurana

*Yamazaki San*  
Yamazaki San

Date:03-03-2021		PROPOSED DIGITAL & SMS SUPPORT FOR CHANNEL PARTNERS MARCH'21									
Sr. no.	CP Name	RM Name	Existing/New	Previous sale (Jan & Feb'21)	Type	Sales Commitment Mar'21	Unique Cust_Footfall Commitment Mar'21	Proposed Digital Capaign	Proposed SMS Campaign	Branding	Campaign Inhouse/Direct
1	Home Trust	Aditya Bharti	New	0	-	0	2	100000			Direct
2	Town Bridge		New	0	-	2	15	100000			Direct
3	Pinakin Realtors		New	0	-	0	2			50000	In House
4	Dreamlife Gurugram		New	0	-	0	2				In House
5	Investor Brick		New	0	-	0	3	100000			Direct
<b>Total</b>				<b>0</b>		<b>2</b>	<b>24</b>	<b>300000</b>	<b>50000</b>	<b>50000</b>	
								<b>400000</b>			
6	MYO Homes	Ankit Singh	New	0	-	1	5	100000			Direct
7	PropGuys		Existing	0	-	1	3		50000		In House
9	Panache		Existing	0	-	0	3		50000		In house
10	KK Singh & Devender Khurana		Existing	1	2 LDK Fully Furnished	1	5		50000		In house
<b>Total</b>				<b>1</b>		<b>3</b>	<b>16</b>	<b>100000</b>	<b>150000</b>		
								<b>250000</b>			
11	ABC Realtors	Disha Rao	New	0	-	1	5	100000			In house
12	Yataw		Existing	4	2 LDK +WS	3	8	200000			Direct
<b>Total</b>				<b>4</b>		<b>4</b>	<b>13</b>	<b>300000</b>			
								<b>300000</b>			
13	Unique Properties	Harbaksh Singh	New	0	-	0	5	50000			In house
14	Gupta Realtors		New	0	-	1	2	50000	50000		In house
15	Manikaran Properties		Existing	0	-	0	4			50000	In house
16	Adequate Properties		New	0	-	0	5	50000			In house
<b>Total</b>				<b>0</b>		<b>1</b>	<b>16</b>	<b>150000</b>	<b>50000</b>	<b>50000</b>	
								<b>250000</b>			
17	Inder Realty	Mohit Ahluwalia	Existing	2	2LDK-2	2	10	200000			Direct
18	Key Dreams		Existing	0	-	1	4	50000			In house
19	Space On Floor		Existing	0	-	0	3		50000		In house
<b>Total</b>				<b>2</b>		<b>3</b>	<b>17</b>	<b>250000</b>	<b>50000</b>		
								<b>300000</b>			
20	KDM Real Estate	Neeraj Babbar	New	0	-	0	3			50000	In house
<b>Total</b>				<b>0</b>		<b>0</b>	<b>3</b>			<b>50000</b>	
								<b>50000</b>			
21	Real Marg	Pradhuman Singh	Existing	1	3 LDK	1	3	100000			Direct
22	Vinayak Nandan Bharna		Existing	1	3 LDK	1	3	50000			Direct
23	21st Century		Existing	0	-	0	5	50000			Direct
24	Surbit Chatterjee		Existing	1	2 LDK	0	5	100000			Direct
25	Shanti Estates		Existing	1	2 LDK	0	7	50000			Direct
26	Arman Associates		Existing	0	-	0	5	50000			Direct
<b>Total</b>				<b>12</b>		<b>2</b>	<b>28</b>	<b>400000</b>			
								<b>400000</b>			
27	AAA Reality	Sandeep Harit	Existing	1	2 LDK	2	5	100000			Direct
28	Buniyad		New	0	-	0	3		50000		Direct
29	9 Cubicals		New	0	-	0	3		50000		Direct
30	Bullmen		Existing	2	2LDK & 3LDK	2	20	200000			Direct
31	RK Realtors		Existing	2	2LDK (FF)- 2	1	15	100000			Direct
32	Shrisay Realty		New	0	-	0	2		50000		In house
<b>Total</b>				<b>5</b>		<b>5</b>	<b>48</b>	<b>400000</b>	<b>150000</b>		
								<b>550000</b>			
33	Leaflet for Channel Partners	25000 leaflets @ INR 2 +18% GST per leaflet									
34	Standees for Channel Partners	50 Standees @ INR 13000 + 18% GST per standee								50000	In House
<b>Total</b>				<b>25</b>		<b>20</b>	<b>165</b>	<b>1900000</b>	<b>450000</b>	<b>265000</b>	
								<b>2615000</b>			

New CPS :14  
Existing CPs: 18

\*\* The above cost does not include GST

*AK*  
3/3/21

*Sand*

*Dish*  
09/03/21

*AK*

*Nitin R Bhatia*

*AK*  
5/3/21

*Sandeep*