

**Marketing Approval Note - Phase 5**

**Approval Note for Budget, Brochure & Teaser Design, Project Model & Walkthrough Film for Phase 5**

**Description:** We haven't finalized the budget for Phase 5 yet since it's still too early for that. However, we need to allocate Rs 5 crores + taxes for Phase 5 in this fiscal year for the creation of marketing materials, including the Model, 3D Film, Brochure, and other collateral items. We'll input this budget into our ERP system to initiate the work orders for these tasks.

BENA and Futureworks have been partnering with us since 2017, and EDC has been designing our brochures since Phase 2. Therefore, there is no cost comparison.


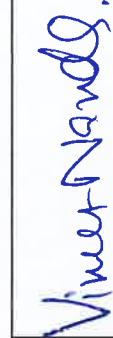


**Date:** 25-07-2024

**Document Ref No.:** HO/MK/PS/001-FY24-25

S.No.:	Description of item	Vendor	Cost	Total
1	Brochure Design	The Entertainment Design Co.	₹2,75,000	₹2,75,000
2	E-brochure (Adaptation of actual brochure for digital use)		₹93,500	₹93,500
3	Teaser Video		₹1,75,000	₹1,75,000
4	Project Model (3 towers including landscapes: 1/75 scale)	BENA India Pvt. Ltd.	₹27,97,000	₹27,97,000
5	Walkthrough Film  Includes: Hi-res Rendering, Story Board, Mood Board, Texturing, Crowd Animation, Cinematic Lighting, Color Grading, BGM & Sound Designing, Direction, Execution & Production Fees. (Detailed scope attached for ref)	Futureworks	₹1,50,00,000	₹1,50,00,000
				<b>₹1,83,40,500</b>

**Remarks:** 50% advance payment (for EDC and BENA) will be made and in case of Futureworks 20% payment will be made on execution of agreement and the balance payment will be milestone based as per the agreement.  
 \* Taxes will be charged extra as applicable.

<b>Total Phase 5 Marketing Budget</b>	₹5,00,00,000.00	<b>Total Till Now</b>	₹1,83,40,500.00	<b>Balance</b>	₹3,15,59,500.00
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Akash Khurana Approved By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
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Yuka Nagao Verified By		Yuji Kato Approved By	Mohit Jain Approved By

\* To be reshuffled from current FY Marketing Budget..



FutureWorks Media Ltd.  
Visual Effects Bid/ Shot List

Project : Phase 5  
Client: Krisumi Group  
Bid Date: 25.07.2024  
AV TVG Film Production 16.07.2024  
Bidding Sup: Gouri Shankar / Vinay Chuphal  
Bidding Prod: Shashi Gowda  
Assumptions: UDH

S#	SCOPE Estimate	Dur. Min	Bid Estimate
1	1. All source material from Client to be received. 2. All material will be checked against renders, for shader and texture checks. 3. Assuring all the assets are received in final stages, we will proceed to stage 2 1. All source material will be prepped for Cinematic lighting. 2. Any small issues, like missing map links and texture links can be sorted out at this stage. This will be limited to a maximum of 30 mandays. 3. C nematic lineup will be presented to client and final edit (not final renders) will be locked at this stage. 4. It is necessary to approve this stage. If overflows, the upcoming stages will be pushed accordingly.		12,00,000
2	1. Edit lineup will be prepped for final textures. 2. All camera renders will be done at highest quality sampling. 3. Edit is locked at this stage, hence the cut length will be rendered and submitted to Grading. 4. Any changes after the last date of this stage will push the next stage. Rendering has no shortcuts and it is crucial to follow the cutoff.		25,00,000
3	1. Grading and any overlaying MGFx 2. Versions will be iterated with Clients for final look and feel. 3. Final will be scheduled and sent to Client for final Approval	3.50	50,00,000
4	1. Grading and any overlaying MGFx 2. Versions will be iterated with Clients for final look and feel. 3. Final will be scheduled and sent to Client for final Approval		10,00,000
a	Generic crowd		12,00,000
b	Specific animations in crowd		10,00,000
c	Additional work on texturing		10,00,000
d	Additional work on lighting		6,00,000
5	Final firm grading, Mastering other deliverables		2,00,000
6	Pre Production, Previs, Story board, Mood board		5,00,000
7	BGM, Sound Design & Mixing		10,00,000
8	Direction, Execution & Production Fees		10,00,000
		3.50	1,62,00,000
		Flat Discount	12,00,000
		Final Proposed Quote	1,50,00,000



## BENA India Pvt. Ltd.

Corporate office: Plot no. 3, Khasra no. 97, Kapashera  
New Delhi-110037 Tel: +91-011-41063528  
Registered office: 1568, 2<sup>nd</sup> Floor, Church Road, Kashmere Gate  
Delhi 110006 Tel: +91-11-2386 2173

Date: 22-07-2024

Quotation for Discussion Purpose Only

Quotation no. 24-25/07-2

### Ordering party:

Name: **M/s. KRISUMI CORPORATION**, Krisumi Sales Lounge, Sector 36A, Gurugram, Haryana, 122004

Kind Attn.: Ms. Shalini Jain

Work schedule: Work starts after the clearance of technical\* and financial\*\* terms along with Work Order.

Validity: 10 days

Description: **Krisumi Towers Phase-7 (T7.1 and T7.2) and Phase-4 (T4.1)**

Model price:		(INR)
1/75	Architecture T4.1, T7.1 and T7.2	22,32,000/-
	Landscape	4,65,000/-
	Shipping/installation	1,00,000/-
	Total	27,97,000/- (GST@18% is extra.)

Model Size: **Scale: 1/75**

Work schedule: *The work starts only after receiving \*the final drawings for model making, that is \*finishing information (colors and finishing for represented area of Towers and Landscape by \*the end of August), then this work duration is about three months.*  
*Any changes or updates of design (drawings, layout etc.) at the time of inspection visit \*before paint is to be extra charge.*

### Specification

#### 1. Buildings: Phase-4 and 7

##### a) Tower 4.1 (GF+37F+2 PH)

The tower height is 2,000mm (façade level). Podium and GF *visible area needs to be discussed and confirmed.*

Tower windows are not transparent.

##### b) Tower 7.1 (GF+36F+2PH) and Tower 7.2 (GF+36F+2PH)

The height is 1830mm (roof slab level). *\*Koshi-façade* needs to be checked by a sample finish. The podium and its GF *interior visible area need to be confirmed before work start.* Tower windows are not transparent.

#### 2. Illuminated with LED for towers.

#### 3. Landscape:

a) Updating the current layout of the displayed model at site. The updated landscape will be *replaced with old layout at site after made at our workshop.*

b) Illuminated with LED.

### Payment Terms & Conditions:

a) 70% % of the total fee should be deposited along with work order. 30% at delivery.

c) maintenance/cleaning is extra as per requirement.

### Registered bank account details:

HDFC Bank Ltd, B-1, Vanijya Kunj, Enkay Tower, Udyog Vihar, Phase-V, Gurgaon 122001.

A/C No.: 04852560001012. Account holder: BENA India Pvt. Ltd. NEFT IFSC: HDFC0000485

CIN: U74140DL2009PTC195253 PAN: AADCB9310Q GST: 07AADCB9310Q1ZC

for BENA India Private Limited