

Marketing Approval Note

Approval Note for Truck Branding

03/08/24





HO/MKT/FY24-25/063




S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	Truck Painting with Krisumi Logo on 110 trucks of Krishna Group @ ₹18,000/truck	TruViser Solution	₹19,80,000.00	₹3,56,400.00	₹23,36,400.00

₹23,36,400

Remarks: • 30% advance will be paid to start the work and another 40% advance will be paid after completion of 30 trucks and the balance will be paid on work completion.

Total	Consumed till date	This Approval	Total Till Now	Balance
₹51,42,16,438	₹13,40,26,924	₹23,36,400	₹13,63,63,324	₹37,78,53,114

 Kunal Yadav Prepared By	 Shalini Jha Verified By	 Vineet Nanda Approved By	 Mannu Gupta Verified By
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 Akash Khurana Approved By	 Yuka Nagao Verified By	 Yuji Kato Approved By	 Mohit Jain Approved By
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COST COMPARITIVE ANALYSIS SHEET

Location: Krisumi Sales Lounge, Gurgaon
 Goods/Services: Services
 Goods/Services Name and Code: Krishna Truck body painting with Krisumi logo

Sl. No.	Service Description	Code	UOM	Technical Evaluation of Vendor			Rate/UOM	Total Qty	Truviser			Prime Media Solution	Geet Advertising & Printing Solution
				Approved by Marketing	Score (1-5)	MOQ			Quoted Price-1	Quoted Price-2	Discount (%)		
1	Repaint Krishna's 110 trucks with Krisumi logo branding		Number	Yes	4	100	INR	110	24,62,955	23,36,400	5	25,96,000	28,55,600
GRAND TOTAL													
Other Remarks													
Terms & Conditions													
Delivery/Lead Time													
Taxes (GST)													
Payment Terms :													
Advance Payment Terms :													
Other Comments on Performance, Quality etc													
RECOMMENDATION & CONCLUSION: Truviser is L1. Hence, we recommend to go ahead with them.													



KRISHNA CORPORATION

Abhishek Kumar Singh
Deputy Manager - Marketing (Sales)
Email: abhishek.singh@krishna.com
Mobile: 9958917554
Sector 36A, Gurugram



Website: www.krishna.com | Take a walkthrough from home: www.krishnaexperience.com

Warm Regards,

Marketing Approval Note		Approval Note for Truck Branding		03/08/24		HOMINT/V24-25/003	
Subject		Approval Note for Truck Branding		03/08/24		HOMINT/V24-25/003	
Date		03/08/24		03/08/24		HOMINT/V24-25/003	
S.No.		Description of Item		Vendor		Cost	
1	Truck Painting with Krishna Logo on 10 trucks of Krishna Group @ ₹18,000/truck	TruVier Solution	₹19,80,000.00	₹3,58,400.00	₹23,36,400.00		
Total					₹23,36,400		
Remarks:		* 30% advance will be paid to start the work and another 40% advance will be paid after completion of 30 trucks and the balance will be paid on work completion.					
Total		₹51,42,16,438	₹13,40,26,924	₹23,36,400	₹13,03,03,324	₹37,70,53,114	Balance
Approved By		Aakash Khurana		Yash Kato		Neha Jain	
Verified By		Yash Kato		Neha Jain			
Prepared By		Kunal Yadav		Shalini Jha		Manu Gupta	
Verified By		Shalini Jha		Manu Gupta			

Please find appended the Approval Note for Truck Painting with Krishna logo. I have attached the supporting documents for your ref. kindly accord your approval.

Dear Kato San,

From: Abhishek Kumar Singh <abhishek.singh@krishna.com>
Sent: Tuesday, August 6, 2024 12:58 PM
To: Yujii Kato <yujii.kato@krishna.com>
Cc: Yuka Nagao <yuka.nagao@krishna.com>; Shalini Jha <shalini.jha@krishna.com>; Agomani Sengupta <agomani.sengupta@krishna.com>; Kunal Yadav <kunal.yadav@krishna.com>
Subject: Approval - Truck Painting with Krishna logo.

Dear Abhishek san,
I approved.
Please let me know how you find and choose the trucks to paint.
Thanks,
Kato

Subject: RE: Approval - Truck Painting with Krishna logo.
Date: Tuesday, 6 August 2024 at 3:50:32 PM India Standard Time
From: Yujii Kato <yujii.kato@krishna.com>
To: Abhishek Kumar Singh <abhishek.singh@krishna.com>
Cc: Yuka Nagao <yuka.nagao@krishna.com>; Shalini Jha <shalini.jha@krishna.com>; Agomani Sengupta <agomani.sengupta@krishna.com>; Kunal Yadav <kunal.yadav@krishna.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png

Quotation No-TVS/24-25-08-31
Date: 5th Aug 2024

For : Krisumi Sales Lounge

Waterfall Residences, Dwarka Expy,

Sector 36A, Gurugram, Haryana 122007

Description	Total Quantity	Cost/Truck	Total
KRISUMI LOGO Truck Body Painting	110	Rs.18000	Rs.1,980,000/-
GST @ 18%			Rs.356,400/-
Total Amount			Rs.2,336,400/-

* In case of Sampling client have to pay the sample cost in advance.

Terms & Conditions:

Creative will be Provided by the client.

All Municipal charges will be paid by the client as applicable.

All truck should be available at single place.

This rates is strictly for truck body.

We will submit you photographs after completion of work.

Work will start after receiving of PO and Advance.

30% advance will be paid to start the work and another 40% advance will be paid after completion of 30 trucks and the balance will be paid on work completion

Truviser can cancel the work any time if not satisfied with the availability of trucks, client have to pay till work payment without any objection.

After completion of work company don't have any liability.

Please make the cheque in the favour of **Truviser Solution**

We hope that you find our quotation most competitive and we assure you best service at all times. Looking forward for your valuable response.

Thanks and Regards

Yogesh Singh

9873328701

Truviser Solution



Prime Media Solution
Your Brand, We Promote

For : Krisumi Sales Lounge.

Waterfall Residences, Dwarka Expy, Sector 36A,
Gurgaon, Haryana 122004

Ref No : PMS-2024-33
Date : 3rd August 2024

SR NO.	VEHICLE TYPE	PAINTING TYPE	COST
1.	Loading Truck Painting	SPRAY+BRUSH	RS.20000/-

22,00,000
18%
3,96,000
Total → 25,96,000

Terms:

- 18% Taxes Will Be Extra
- At Least 3 Vehicle should be present at the Location any time during the execution of painting
- These rates are strictly based on the creative provide by the client
- Any changes in the logo like addition of picture or any thing rate s may increase

Please make the cheque in the favour of PRIME MEDIA SOLUTION

Thanks and Regards

Shivam Singh
7457 939 328

Prime Media Solution

PRIME MEDIA SOLUTION

Regd Office : 2311, Ground Floor , Gali No.12, Shiv Mandir Gali, Wazirabad Gaon, Burari, Delhi 110084, 7457 939 328

3. MAHINDRA PICKUP



4. TATA ACE



1. TATA 407



2. TATA 407



Prime Media Solution
Your Brand, We Promote



Geet Advertising & Printing Solution



We Create, We Print, We Deliver

Quotation No-GAPS/24-25-08-10

Date: 05/8/2024

For : Krisumi Sales Lounge

Waterfall Residences, Dwarka
Epy, Sector 36A, Gurugram,

Haryana 122004

Sr No	Description	Quantity	Rate	Total
1	Truck Painting Service	110	22000	2420000
Total				2420000
Total				2420000
GST				435600
Final Amount				2855600

Terms:

1. Creative will be Provided by the client

2. Cartridge is included

3. After Printing we are not liable for any changes and client have to pay

4. Payment will be 100% Advance to start the work

5. Company is not liable for any other Payment

Payment will be made in favour of ' Geet Advertising and Printing Solution'

Thanks and Regards

Deepak Singh

8285558928