

Marketing Approval Note


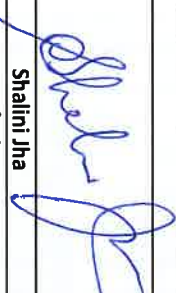




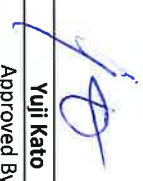


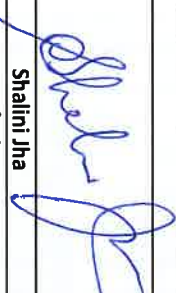




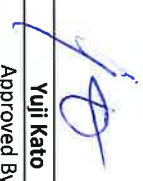


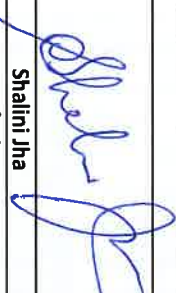




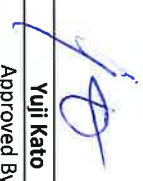

Approval Note for Social Media Campaigns

15-04-2024

HO/MKT/FY24-25/012

Subject	Approval Note for Social Media Campaigns			
Date	15-04-2024			
Document Ref	HO/MKT/FY24-25/012			
S.No.	Description of item	Vendor	Cost	Total
1	Digital Campaign for 3 Months Amount to be spent on campaigns - 30,00,000/month Including 8% agency fees	To be decided	₹90,00,000	₹1,06,20,000
2	Budget for boosting Facebook live stream for Mega Launch Event on 23rd April Amount spent - 18,518 + 1,482 (8% agency fee)	Cog Culture	₹20,000	₹23,600
			₹1,06,43,600	

Remarks: 100% Payment will be made in advance for each month at the beginning of the campaign.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance																
₹51,42,16,438.00	₹2,05,83,866.00	₹1,06,43,600.00	₹3,12,27,466.00	₹48,29,88,972.00																
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