

**Marketing Approval Note**

Approval Note for Bhajan Sandhya Events for engaging & outreaching existing customers 9th Nov, 16th Nov and 23rd Nov'24

05/11/24

HO/MKT/FY24-25/094

Document Ref No.	Description of Item	Vendor	Cost	Taxes	Total
1	Gift (Hanuman Ji Idoli) for the Customers Qty - 500 @ ₹2,100/pc	Matu Ram Art Centres Pvt Ltd	₹10,50,000	₹1,26,000	₹11,76,000
2	Krisumal Branded Carry Bags for Gifts Velvet Lamination with Rose Gold Foil Print & Ribbon Qty - 550 @78/pc	Turquoise Art	₹42,900	₹7,722	₹42,900
3	Catering Services   MG - 200 x 3 days ₹2,000/pc Transportation @ ₹15,000 1 Coffee Machine @ ₹20,000	Red Coral	₹13,05,000	₹65,250	₹13,05,000
4	Event Décor from 8th Nov'24 to 8th Dec'24 Decor at the Entrance, Sliding Door Wall, Glass Panel, Ceiling, Theatre Wall Passage, History Wall Passage, TV Wall Area, Floral, Zen Garden, Candle, Centrepieces, Printables, Backdrops, Food, Snacks & Bar Counter Fabrications, Miscellaneous, Transportation & Labour (Incl. 10% co-ordination fee)	Picture Perfect Events India Pvt Ltd	₹15,07,000	₹2,71,260	₹17,78,260
5	Bar tender Services for 3 days 1 Sr. Bartenders @ ₹4000/each/day 3 Bartenders @ ₹3500/each/day 1 Helper @ 2000/each/day	Bar Essentials	₹49,500	₹8,910	₹58,410
6	Liquor Purchase for 3 days Wine & Beer	Corporate + Personal Credit Card (depending on the available limits)	₹6,00,000		₹6,00,000
7	Soft Beverages, Ice Blocks & Cubes	Multiple Vendors due to stock availability	₹3,00,000	₹54,000	₹3,54,000
8	Event Photography & Videography Services for 3 days @ 15,000/day	Sudershan Photography	₹45,000	₹8,100	₹53,100
9	Luxury Portable Loo for 3 days ₹40,000/unit/day	AV Enterprises	₹1,20,000	₹21,600	₹1,41,600
10	Multipurpose Fire Tender with Crew 3 Fighter & 1 Operator @ ₹15,500/ser/day	Flying Fire Services	₹46,500	₹8,370	₹54,870
11	Ambulance with 1 Driver & 1 Assistant for 5 days @ ₹7,000/unit/day	Aary Healthcare	₹21,000		₹21,000
12	Additional Security Marshal for 3 days (Team of 1-5) @ ₹15,290/day Incl. 10% Service Charge	Security Online	₹45,870		₹45,870
13	Live Band for 9th November with Sound Setup	SIDDHARTH MOHAN	₹4,75,000	₹85,500	₹5,60,500
14	Live Band for 16th November with Light, Sound & Dharbar Setup along with LED Operator & Dancers	Shiv Shakti (SAAZI)	₹5,10,000	₹91,800	₹6,01,800
15	Live Band for 23rd November	To be Decided	₹6,00,000	₹1,08,000	₹7,08,000
16	MC for Event on 9th November	To be Decided	₹1,50,000	₹27,000	₹1,77,000
17	MC for Event on 16th November	To be Decided	₹1,50,000	₹27,000	₹1,77,000
18	MC for Event on 23rd November	To be Decided	₹1,50,000	₹27,000	₹1,77,000
19	Cash In Hand for urgent requirements Driver's Meal for 3 days 80 thalis/day @ 375/plate	Impres/Account Dana Choga	₹75,000 ₹90,000	₹4,500	₹75,000 ₹94,500
20	LED Screens Lights & Sound Setup (Incl. Tech Rider) Light and Screen @ ₹2,50,000 per day + Transportation @ ₹25,000	Khanna Sounds	₹8,25,000	₹1,48,500	₹9,73,500
21	Live Streaming of the Event on Facebook for 3 days Facebook and Youtube Live	J F Media Tech	₹3,75,000	₹67,500	₹4,42,500
22	2 HD Professional Static Cameras and 1 WiFi Moving Camera, Video Switcher and Transportation @1,25,000/day				
23	1 Pollution Free Generators for 3x2 days 12kw DG @ 11,000/ser/day + 4,000 cartage	Siddhant Generators	₹90,000	₹16,200	₹1,06,200
24	Diesel/Fuel for DG (estimate cost taken and will be billed on actuals)	Uddish Filling Station	₹1,00,000		₹1,00,000
25	Miscellaneous Expenses	NA	₹4,00,000		₹4,00,000
			<b>₹1,02,24,010</b>		

- Remarks:
- 10-20% variations possible basis the immediate requirements/factual usage or consumption.
  - 100% Advance payment with GST required from the empanelled vendors as per admin.
  - 100% Advance payment required for S. Nos. 15, 16, 19, 20, 21 & 22
  - Urgent & Immediate payments (without ERP process) required for S. Nos.: 13 to 18

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹31,42,16,438.00	₹17,56,71,193.00	₹1,02,24,010.00	₹18,58,95,203.00	₹32,83,21,235.00

Prepared By Kunal Yadav	Verified By Shalini Jha	Approved By Vineet Nanda	Verified By Manu Gupta
Approved By Akash Khuraha	Verified By Yuka Nagao	Approved By Yuji Kato	Approved By Mohit Jain

\* ok than than coffee machine bank, should have been purchased by now.

## Abhishek Kumar Singh

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**From:** Vineet Nanda  
**Sent:** 13 November 2024 12:46  
**To:** Kunal Yadav  
**Cc:** Krisumi Marketing; Shalini Jha; Agomani Sengupta; Abhishek Kumar Singh  
**Subject:** RE: Approval Solicited | Bhajan Sandhya on 30th Nov'24

Ok jee

Warm Regards,



Vineet Nanda  
Director Sales and Marketing



Email: [nanda@krisumi.com](mailto:nanda@krisumi.com)  
Sector 36A, Gurugram



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**From:** Kunal Yadav <kunal.yadav@krisumi.com>  
**Sent:** Wednesday, November 13, 2024 12:37 PM  
**To:** Vineet Nanda <nanda@krisumi.com>  
**Cc:** Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>; Agomani Sengupta <agomani.sengupta@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>  
**Subject:** Approval Solicited | Bhajan Sandhya on 30th Nov'24

Dear Sir,

Appended is the approval note for Bhajan Sandhya on 30<sup>th</sup> Nov'24. Kindly accord your approval.

Marketing Approval Note					
Subject	Approval Note for Shrikanth Events for engaging & subcontracting existing customers 2023 Nov/24				
Date	11/11/24				
Document Ref No.	11076610799-2024				
S.No.	Description of Item	Vendor	Cost	Taxes	Total
1	Catering Services   NO - 200 ₹2,000/seat Transportation @ ₹15,000 1 Corba Macchi @ ₹20,000	Red Cow at	₹4,35,000	₹21,750	₹4,56,750
2	Bartender Services 1 SA Bartenders @ ₹400/each/day 3 Bartenders @ ₹2500/each/day 1 Helper @ 2000/each/day	Bar Essentials	₹18,500	₹2,870	₹21,370
3	Liquor Purchase Wine & Beer	Corporate + Personal Credit Card (depending on the available credits)	₹2,00,000		₹2,00,000
4	Soft B envelopes, for Menus & Cards	Multiple Vendors due to stock availability	₹1,00,000	₹18,000	₹1,18,000
5	Event Photography & Videography Services @ 15,000/day	Satishan Photography	₹15,000	₹2,700	₹17,700
6	1 Luxury Portable Line ₹46,000/unit	A V Enterprises	₹40,000	₹7,200	₹47,200
7	Multipurpose Fire Tender with Crew 3 Firefighter & 1 Operator @ ₹15,500/each/day	Flying Fire Services	₹15,500	₹2,700	₹18,200
8	Ambulance with 1 Driver & 3 Assistant @ ₹7,000/unit	Ashy Healthcare	₹7,000		₹7,000
9	Additional Security Guard (1 team of 1+5) @ ₹15,000/day incl. 10% Service Charge	Security Define	₹15,200		₹15,200
10	Line Band for Event with Sound Setup	To be Decided	₹5,00,000	₹90,000	₹5,90,000
11	MC for Event on 08th November	To be Decided	₹1,00,000	₹27,000	₹1,27,000
12	Cash in Hand for urgent requirements	Imprest Account	₹25,000		₹25,000
13	Deliver's Hand 80 Items @ ₹225/plate	Dave Chaga	₹20,000	₹1,500	₹21,500
14	LED Screen Lights @ 20000/each (incl. Tech Rider) Light and Screen @ ₹7,80,000 per day + Transportation @ ₹28,000	Khanas Events	₹2,75,000	₹48,500	₹3,23,500
15	Live Streaming of the Event on Facebook Facebook and Youtube Live 2 HD Professional Static Camera as and 1 HD Moving Camera. Video Switcher and Transportation @ 1.25,000/day	JF Media Tech	₹1,25,000	₹22,500	₹1,47,500
16	1 Pollution Free Generator for 300 days 125kV DG @ 11,000/each/day + 4,000 cartage	Shikhar Generators	₹30,000	₹5,400	₹35,400
17	Diesel/Fuel for DG (estimate + cost tables will be listed on actuals)	Udith Filling Station	₹50,000		₹50,000
18	Miscellaneous Expenses	NA	₹1,50,000		₹1,50,000
					<b>₹24,08,850</b>
Remarks:	<ul style="list-style-type: none"> <li>10-20% variations possible based on the request for requirements/actual usage or consumption.</li> <li>All include 18% GST for catering services, services and food and drink that actual consumption.</li> <li>Soft coverage under the approval will be from the independent vendors as per admin.</li> <li>10 days &amp; immediate payments without DRF process required for S.No. 10 &amp; 17</li> </ul>				
	Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
	₹21,42,10,000.00	₹18,19,00,137.00	₹26,38,800.00	₹18,45,389,137.00	₹3,96,710,863.00
	<i>Kunal Yadav</i> Approved By	<i>Kunal Yadav</i> Verified By	<i>Vincent Rajan</i> Approved By	<i>Mansi Singh</i> Verified By	
	<i>Ashish Khanna</i> Approved By	<i>Uma Rajan</i> Verified By	<i>Raj Kataria</i> Approved By		

Thank you!  
Best Regards,



**Kunal Yadav**  
Deputy Manager - Marketing  
Email: [kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)  
Mobile: 956 5050 555  
Sector 36A, Gurugram



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**Subject:** Re: Approval Solicited | Bhajan Sandhya Events  
**Date:** Wednesday, 6 November 2024 at 7:52:08 PM India Standard Time  
**From:** Yuji Kato <yuji.kato@krisumi.com>  
**To:** Kunal Yadav <kunal.yadav@krisumi.com>  
**CC:** Yuka Nagao <yuka.nagao@krisumi.com>, Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Kunal san,  
Approved. Thanks. Kato

Sent from my iPhone

On 6 Nov 2024, at 8:38 PM, Kunal Yadav <[kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)> wrote:

Dear Kato san,

Appended is the Approval Note for Bhajan Sandhya Events for engaging & outreaching existing customers 9th Nov, 16th Nov and 23rd Nov'24. We've attached the supporting documents for your ref. Kindly accord your approval.

<image007.png>

Thank you!  
*Best Regards,*

<image001.png>

**Kunal Yadav**  
*Deputy Manager - Marketing*  
Email: [kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)  
Mobile: 956 5050 555  
Sector 36A, Gurugram

<image002.png>

<image003.png>

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