

Approval Note for the Revamp of Official Website (www.krisumi.com)

Description We are seeking approval for the revamp of our official website, www.krisumi.com, to enhance performance, align with brand aesthetics, and ensure compliance with the DPP Act. The new site will be built using Next.js and integrated with Strapi CMS, enabling faster performance, improved content flexibility, and better security. The revamp will also feature a redesigned UI/UX, mobile optimization, and enhanced SEO—all mapped to reflect our premium brand positioning. This is as per the proposal shared by the agency.

Date 17/04/25




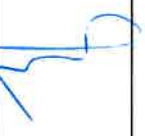







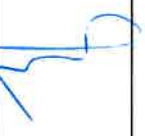











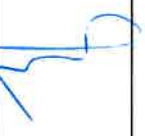












Document Ref No.

HO/MKT/FV25-26/010

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Revamp of Official Website of Krisumi (www.krisumi.com) Details as per the attached annexure.	Two99 Tech Marketing Pvt Ltd	₹6,80,000	₹81,600	₹7,61,600
					₹7,61,600

Remarks:

- 50% advance payment required.
- We are proceeding with this vendor as they have been working with us for the past 6 months on website management and digital ad campaigns, and are currently engaged with us on a retainer basis. Their continued association ensures familiarity with the brand and seamless execution of the revamp.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance																									
₹51,69,03,800	₹2,10,14,501	₹7,61,600	₹2,17,76,101	₹49,51,27,699																									
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Consortium of Agencies

E-COMMERCE / MARKETING CONSULTING / CYBER SECURITY

Website Revamp Proposal for Krisumi

Project Overview

We propose a complete revamp of your current website to better reflect the premium positioning of your real estate brand. The new site will be built using **Next.js** for lightning-fast performance, SEO benefits, and scalable architecture. The design will follow a **sleek, minimalistic aesthetic** as discussed and inspired by the demo references we reviewed.

Additionally, we will integrate a **headless CMS – Strapi**, empowering non-technical teams to update content easily without developer intervention.

We will also ensure that your revamped site aligns with **DPDP Act** (Digital Personal Data Protection Act) compliance and **cybersecurity best practices**, helping your brand build trust and operate with regulatory alignment.

Scope of Work

Core Pages to be Developed:

1. **Homepage** – Featuring brand overview, latest projects, and quick navigation.
2. **Krishna Group Page** – Dedicated page with legacy, vision, and milestones.
3. **Sumito Corporation Page** – Corporate partner profile and collaboration history.
4. **Management Page** – Profiles of key leadership and management team.
5. **Project Pages (x4)** – Individual pages for each real estate project, highlighting:
 - Location highlights
 - Project features & amenities
 - Floor plans
 - Image/video gallery
 - Brochure downloads

- Inquiry CTA
6. **Contact Us Page** – Integrated with form and map, plus company contact details.
 7. **Other Micro Pages** – Migration and redesign of all existing secondary pages such as:
 - Legal disclaimers
 - Careers
 - Privacy policy
 - Terms & conditions
 - Press/Media if applicable

Design Approach

- **Visual Direction:** Clean layouts, elegant typography, high-quality imagery.
- **User Experience:** Clear call-to-actions, responsive design, fast loading pages.
- **Mobile Optimization:** 100% mobile-first responsive design.
- **Performance:** Server-side rendering (SSR) and static site generation (SSG) using Next.js.

Technology Stack

- **Frontend Framework:** Next.js (React-based)
- **CMS:** Strapi (Headless CMS)
- **Hosting:** Vercel/Netlify or client's preferred cloud setup
- **Forms:** Integrated with form backend (e.g., Formspree, custom API)
- **SEO Optimization:** Schema markup, meta tags, and performance tuning

CMS Access

The admin panel of **Strapi CMS** will allow your marketing or content team to:

- Add/edit project details
- Update media galleries
- Push announcements or press releases
- Modify contact details and more

DPDP & Cybersecurity Compliance

As part of this project, we will implement:

- Consent-based form handling
- Data encryption in transit (HTTPS)
- Cookie banner & policy
- Secure form validations and anti-spam measures
- Admin access control in CMS
- GDPR/DPDP-ready privacy policy and terms templates
- Firewall & DDoS protection recommendations (via host)
- Compliance checklist mapping to DPDP Act (India)

This will help ensure user data is handled responsibly and builds trust with customers.

Timeline Estimate – 8 Weeks

Week	Milestone
1	Discovery, Planning, and Content Audit
2	Wireframes & UI Design Concepts
3-4	Frontend Development (Homepage, Core Pages)

5	CMS Integration with Strapi
6	Project Page Development & CMS Hookup
7	QA Testing (Responsive, CMS, Performance)
8	Final Revisions, CMS Training, Deployment

Cost Estimate

Task	Cost
UI/UX Design	₹1,00,000
Frontend Development	₹1,80,000
Strapi CMS Setup & Integration	₹1,20,000
QA, Testing, Deployment	₹60,000
Training & Documentation	₹20,000
Buffer (Misc/Support)	₹50,000
DPDP Act & Cybersecurity Compliance	₹1,50,000
Total	₹6,80,000

50% advance payment required to initiate the project.

Deliverables

- Fully developed, mobile-responsive website
- Integrated headless CMS (Strapi)
- Admin access and training documentation

- Final deployment on live domain
- 30 days of post-launch support

Note: Upon successful website launch, we will initiate Phase 2 – embedding and training our AI-powered chatbot. This chatbot can be deployed within 2–3 weeks after a focused training and testing period. Please note, this phase will be priced and scoped separately.