

Marketing Approval Note

Approval Note for Title Sponsor at the 7th JIIF Foundation Day & Annual Innovation Conclave on 5th, 6th & 7th July '24

17/06/24

HO/MKT/FY24-25/046

Document Ref No. S.No.	Description of item	Vendor	Cost	Taxes	Total
1	<p>Exclusive Title Partner for 7th JIIF Foundation Day & Annual Innovation Conclave</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Main Hall Screen: Continuous logo display on the main screen in the event hall. • Social/Digital Media: Logo featured across all social media & digital media creatives. • Event App/Web Branding: Prominent branding within the event mobile app and JITO JIIF Website with links to the sponsor's website and social media pages. • Event Promotion via E-Mail: Logo included in email circulations sent to 15,000+ JITC members and 2,000+ ecosystem partners, mentors, and portfolio companies. • Voice of JITO Magazine: Logo placement in the magazine, circulated to 15,000+ JITO members. • Special Page Feature: Featuring the sponsor information in the VOJ and JIIF Newsletters as a dedicated page. • Logo Placement: Sponsor logos will be prominently featured on all invitation letters sent to speakers, guests of honor, and delegates. 	<p>JITO Incubation and Innovation Foundation</p>	₹51,00,000	₹9,18,000	₹60,18,000.00
					₹60,18,000

Remarks: 100% advance will be paid.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹10,84,55,692.00	₹60,18,000.00	₹11,24,73,692.00	₹40,17,42,746.00
<p><i>Kunal Yadav</i> Kunal Yadav Prepared By</p>	<p><i>Shalini Jha</i> Shalini Jha Verified By</p>	<p><i>Email Approval</i> Email Approval Approved By</p>	<p><i>Manu Gupta</i> Manu Gupta Verified By</p>	
<p><i>Akash Khurana</i> Akash Khurana Approved By</p>	<p><i>Yuka Nagao</i> Yuka Nagao Verified By</p>	<p><i>Yuji Kato</i> Yuji Kato Approved By</p>	<p><i>Email Approval</i> Email Approval Approved By</p>	

Kunal Yadav

Subject: Re: Approval Solicited | Title Sponsorship for JITO
Date: Tuesday, 18 June 2024 at 6:19:04 PM India Standard Time
From: Shalini Jha <shalini.jha@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Verified. This looks fine.

Warm Regards,



Shalini Jha

Vice President Marketing
Email: shalini.jha@krisumi.com
Mobile: 9818387982
Sector 36A, Gurugram



Website: www.krisumi.com | Take a walkthrough from
home: www.krisumixperience.com



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Tuesday, June 18, 2024 8:33:58 PM
To: Shalini Jha <shalini.jha@krisumi.com>
Cc: Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: Approval Solicited | Title Sponsorship for JITO

Dear Ma'am,

Appended is the approval note for Title Sponsor at the 7th JIIF Foundation Day & Annual Innovation Conclave. I've attached the supporting documents for your ref. Kindly accord your approval.

Kunal Yadav

Subject: RE: Approval Solicited | Title Sponsorship for JITO
Date: Thursday, 20 June 2024 at 11:03:21 AM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: Approvals for JITO Sponsorship.pdf, image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.png

Ok jee

Warm Regards,



Vineet Nanda

Director Sales and Marketing

Email: nanda@krisumi.com

Sector 36A, Gurugram



Website: www.krisumi.com | Take a walkthrough from home: www.krisumixperience.com



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Tuesday, June 18, 2024 6:45 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Shalini Jha <shalini.jha@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Subject: Approval Solicited | Title Sponsorship for JITO

Dear Ma'am,

Appended is the approval note for Title Sponsor at the 7th JIIF Foundation Day & Annual Innovation Conclave. Kindly accord your approval.

Kunal Yadav

Subject: Re: Approval Solicited | Title Sponsorship for JITO
Date: Friday, 21 June 2024 at 12:25:36 AM India Standard Time
From: Mohit Jain <mj@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Binu Jacob <binu.jacob@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Approved



Mohit Jain
Managing Director

Email: mj@krisumi.com
Mobile: 9811041255
Sector 36A, Gurugram



Website: www.krisumi.com | Take a walkthrough from home: www.krisumiexperience.com

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On 20 Jun 2024, at 4:58PM, Kunal Yadav <kunal.yadav@krisumi.com> wrote:

Dear Sir,

Appended is the approval note for **Title Sponsor at the 7th JIIF Foundation Day & Annual Innovation Conclave**. I've attached the supporting docs for your ref. Kindly accord your approval.

<image007.png>

Thank you!
Best Regards,

<image001.png>

Kunal Yadav
Deputy Manager - Marketing

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To,
M/s. Shalini Jha ji,
Krisumi Corporation.

Subject: Proposal for Partnership as Title Sponsor at the 7th JIIF Foundation Day & Annual Innovation Conclave being held on 5th, 6th and 7th July 24 in New Delhi.

7th JIIF Foundation Day and Annual Innovation Conclave (2024)

The Theme:

Ideas to Impact: Cultivating Innovation and Entrepreneurship

Continuing our tradition of fostering entrepreneurship, JIIF is celebrating its **7th Foundation Day and Annual Innovation Conclave - Ideas to Impact: Cultivating Innovation and Entrepreneurship** with a landmark event on **5th, 6th & 7th July 2024** at the **JW Marriott, Aerocity, New Delhi** in collaboration with **JITO North Zone & New Delhi Chapter**.

This exclusive, invitation-only conclave is more than just a gathering; it's a symphony of brilliant minds. This is the extraordinary stage we're setting, and we invite you to be a **GUEST OF HONOR** and **Title Partner** in this powerful orchestra of innovation.

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Event Audience:

1. Cabinet Ministers
2. Key Government Policy-Makers
3. 30+ Unicorn and Soonicorn Founders
4. 50+ Industrialists
5. 30+ Funds, VCs, Ecosystem Partners, and Industry Experts
6. 400+ Businessmen and Entrepreneurs with an average individual worth of more than 100 crores
7. Key Media Personnel

Past Event Speakers:

1. Shri. Gajendra Shekhawat (Union Cabinet Minister Jal Shakti)
2. Shri. Rajeev Chandra Shekhar (MoS for Electronics and IT)
3. Shri. Jayesh Ranjan, IAS (Principal Secretary, I&C & IT, Telangana)
4. Shri. Nitin Jain (JSA Shark & Co-founder, OfBusiness, Unicorn)
5. Shri. Mithun Sacheti (Founder, MD & CEO CaratLane, Unicorn)
6. Shri. Pulkat Jain (Co-founder, Vedantu, Unicorn)
7. Shri. Harsh Jain (JSA Shark & Co-founder, Groww, Unicorn)
8. Ms. Shivangi Jain (Sr. AVP, Startup India)
9. Shri. Vikram Kothari (MD, NSE Clearing Limited)
10. Shri. Vaibhav Vardhan (Co-Founder, INC42)
11. Shri. Amit Mehta (JSA Shark - LN Bangur Family Office)
12. Shri. Vikas Nahar (JSA Shark & Founder, Happilo)
13. Shri. Ajay Bohora (Co-founder, HDFC Credila)

Media Presence of Past Events:

- [ZeeBiz](#)
- [Biznewsdesk](#)
- [BusinessToday](#)
- [PTINews](#)
- [MediaBrief](#)
- [IndToday](#)

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Delegates of the Event:

JITO Apex Members

- Sukhraj Nahar (JITO Apex-Chairman, Nahar Group)
- Rajendrakumar Jain Chajjed (JITO Apex- Vice Chairman, Deccan Mining Syndicate)
- Kantilal H. Oswal (JITO Apex - President, Hindustan Ferro Alloys Industries)
- Kushalraj Bhansali (JITO Apex - Vice-President, Sunshine Weigh Systems)
- Manoj Mehta (JITO Apex - Secretary General, Mtc Business Pvt. Ltd.)
- Siddharth Bhikchand Bhansali (JITO- Treasurer, Credo Capital Advisors)
- Dhiraj Indrakumar Chhajed (Director in Charge - JITEM, Kushal Landmarks)
- Dilip Chunilalji Chandan (Director in Charge - JATF, Chandan Steel Limited)
- Jigish Maheshbhai Shah (Director in Charge - JBN, Savvy Infrastructures Ltd)
- Khyalilal Tater (Director in Charge - Chapter & Membership Development, Tater World)
- Kushal Kumar Kankaria (Director in Charge - Minority, P Manoharlal Jewellers & Exporters)
- Minal Bharat Khona (Director in Charge - JPF, Advocate)
- Narendra Srisrimal (Director in Charge - Shraman Arogyam, M/s. Medisales Pvt Ltd)
- Nirav Kirtikumar Shah (Director in Charge - JPoint, I - Zone Money Managers)
- Rajesh S. Jain (Director in Charge - JIIF, Zarco Ventures Pvt. Ltd)
- Sanjay Javerilal Lodha (Director, Shell Usa)
- Sanjay H. Sethiya (Director in Charge - Jobs, Law Square, Advocates & Solicitors)
- Sunita Ajay Bohora (Director in Charge - JITO Ladies Wing, HDFC Credila))
- Sushma Vinay Kankaria (Director in Charge - Matrimony, Viviana Projects)
- Vikram Jain (Director in Charge - JITO Sports, Sperry Plast Ltd.)
- Vinod Jain (Director in Charge - JITO Youth Wing, Mahaveer Sales Corporation)

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Organising Committee Members (North Zone/New Delhi)

- Bajrang Bothra (Chairman, North Zone, Epack Durables)
- Raman Jain (Vice Chairman, North Zone, Zevar)
- Manish Jain (Chief Secretary, North Zone, Winmax Global Solutions)
- Mayur Jain (Chairman, New Delhi Chapter, D.R. International)
- Suyash Raj Nahata (Chief Secretary, New Delhi Chapter, N J G & Co.)
- Prasan Jain (Convenor, New Delhi Chapter, Sugal & Damani Group)
- Rahul Jain (JIIF Convenor, Noida Chapter, ReviewAdda)

JIIF Investment Committee Members

- Priyank Kothari (Director, Arvog)
- Saurabh Jain (Co-founder & CEO, Livspace)
- Mukesh Jain (CTO, Capgemini)
- Punit Shah (Managing Partner, Alteria Capital)
- Mayank Jain (Principal, Stellaris Ventures)
- Ramesh Bafna (CFO, Zepto)
- Sumit Jain (Managing Director, Vital Ventures Partners)
- Anshul Jain (Managing Director, LightHouse Funds)
- Kunal Mehta (Head of the Family Office, Dalmia Bharat Group)
- Jinesh Shah (Managing Partner, Omnivore)
- Anurag Jain (Director, Aart Ventures)
- Rahul Bothra (CFO - Swiggy)
- Rahul Rai Surana (Senior Partner, Sistema Aisa Fund)
- Varun Bhandari (Corp Dev & Fundraising, Credit Saison India)
- Taksh Singhvi (Vice-President, Ernst & Young)
- Navin Surya (Chairman, Non-Executive- Fintech Convergence Council)
- Amit Chandwar (Managing Director, KM Trans Logistics)
- Monil Sundesha (Director, Fulchand Group)
- Abhay Jain (Director, Neon Laboratories)
- Sujay Shah (Founder and Director, Mahati Industries)
- Jeenendra Bhandari (Partner, MGB)
- Dharmesh Gathani (Director, Harsh Nirman)
- Ketan Kothari (Director, Arvog)

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Prominent JIIF Members:

- Sunil Singhvi (Director, South Handlooms)
- Siddharth Munot (Owner, Munoth Capital)
- Ashok Shah (Chairman-Emeritus, VM Trans Logistics)
- Sujit Bhatewara (Director, Vijay Chemicals)
- Ankur Surana (Managing Director, SKD Advisors Pvt. Ltd)
- Siddharth Bagadia (MD, Unispace Group)
- Sujay Shah (Founder, Mahati Group)
- Jeenendra Bhandari (Partner, MGB Advisors Ltd)
- Ravi Jain Borad (Luxor Fabrics)
- Dharmesh Gathani (Director, Harsh Nirman)
- Anand Saklecha (Partner, IVY League Ventures)

JIIF Ecosystem Partners:

- Mumbai Angels
- Venture Catalysts
- We Founder Circle
- FAAD
- Inflection Point Ventures
- T-Hub, Hyderabad
- Let's Venture
- IIT Jodhpur
- TBDC, Canada

Invited Ecosystem Partners:

- QRG Capital (Havells)
- Munjal Family Office
- Dalmiya Bharat
- Premji Invest
- 3One4 Capital

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- Indian Angel Network
- Anicut Capital
- Ivy Growth Associates
- EverSource Capital
- Aavishkar Group
- Beams Fintech Fund
- India Quotient
- Blume Ventures
- Matrix Partners
- Accel Partners
- RainMatter Capital
- Surge Ventures
- PeakXV Capital
- Sauce. VC
- Indian Silicon Valley
- Lightbox Venture Capital
- Stellaris Venture Partners
- Nexus Venture Partners
- Elevation Capital

We thank you for your acceptance to be our **Exclusive Title Partner** for the event, and we propose the following deliverables to ensure a mutually rewarding relationship for both of us:

The Main Deliverables of the JIIF would be:-

Brand Visibility:

- **Pavilion/Exhibit Area:** Strategic location within the event venue with a stall size of 6x6 ft or can be discussed.
- **Logo Placement in all the marketing materials such as:**
 - **Main Hall Screen:** Continuous logo display on the main screen in the event hall.
 - **Social Media/Digital Media:** Logo featured across all social media and digital media creatives.

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- **Event App/Web Branding:** Prominent branding within the event mobile app and JITO JIIF Website with links to the sponsor's website and social media pages.
- **Event Breaks:** Continuous Run-through of sponsor corporate video all over breaks in the 2-day event on screens.
- **Event Promotion via E-Mail:** Logo included in email circulations sent to 15,000+ JITO members and 2,000+ ecosystem partners, mentors, and portfolio companies.
- **Voice of JITO Magazine:** Logo placement in the magazine, circulated to 15,000+ JITO members.
- **Special Page Feature:** Featuring the sponsor information in the VOJ and JIIF Newsletters as a dedicated page.
- **Logo Placement:** Sponsor logos will be prominently featured on all invitation letters sent to speakers, guests of honor, and delegates.

Marketing Collateral

- **Brand Name Mentioned:**
 - All marketing materials including creatives, promotional videos, banners, event flow materials, notepads, and goodies bags.

Event Announcements

- **Inaugural Ceremony and Sessions:** Acknowledgment during the inaugural ceremony and announcements between sessions over the three days.

Presentation Opportunity

- **Stage Time:** Presentation slot on stage including a video presentation.
- **Special Session:** Opportunity to curate a special session related to the background of the sponsor. For eg. Proptech, Real Estate [can plan a parallel session with the likes of Abhinandan Lodha, Sudarshan Lodha (Strata), Abhijeet Pai (Gruhas Collective Fund), Amit Goenka (Nisus Real State Fund), etc.]

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Access and Networking

- **Event Access:** Complimentary access for your team members to the event, enabling networking opportunities.
- **Funding Opportunities:** An opportunity to meet 30+ VCs and Angel Networks.
- **Partnerships:** Opportunity to collaborate with 50+ Ecosystem Partners.

Welcome Gala Dinner - 5th July

- As discussed, the JIIF Apex team will lead a delegation to the Krisumi Experience Centre to witness the world-class real estate project firsthand.
- JITO North Zone and New Delhi Chapter will extend invitations to over 1,200 JITO Board Members, FCP, CP, Patrons, JATF, JPF, JBN, JEAP, CFE, Shraman Arogyam, Ladies, and Youth Members for the Gala Dinner Night on 5th July via email, WhatsApp, and calls.
- The JIIF Apex Team will invite office bearers from the JITO Board of Directors, Investment Committee Members, and renowned ecosystem partners to the event.

Note: With the target of 200 pax, we will try to bring in more people and share the final count before the week of the event.

Coverage and Hospitality

- **Media Coverage:** Extensive media coverage coordinated by the JIIF media PR team.
- **Gala Dinner:** Invitation to promoters and key management to our entire event over 2.5 Days.

Post-Event

- **Special Invite:** Special Invitation for all future JIIF Exclusive Events for key members of the management.

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JITO
NORTH ZONE

JITO
NEW DELHI



JITO Shark Angels

About the initiative

With an effort to empower the entrepreneurs from the community in the startup ecosystem, JSA is proud to organize the 6th edition of JSA Season 2 in Delhi on 7th July 24. The ideology behind curating the flagship JITO Shark Angels event is to make the startup ecosystem more robust and scalable. It is an attempt to bring together India's most innovative minds, true business wisdom, and industry experts to make a certain success pedigree.

Summary of JSA	Season 1	Season 2 So Far
No. of Events	9	4
No. of Attendees	12500+	2000+
No. of Pitches	49	17
No. of Sharks	41	20
Cumulative Commitments:		
No. of startups	32	11
Amount of commitments	43+ Crs	35+ Crs
Investments:		
No. of startups	16	3
Amount of investment	23.4 Crs	9 Crs

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We would cordially request Mohit Jain to be one of our esteemed sharks on 7th July 24 in the 7th JIIF Foundation Day and Annual Innovation Conclave.

Other Proposed Sharks-

1. Nitin Jain (Co-Founder, OfBusiness)
2. Anuja Lunkad (Founder, Interflora)
3. Vinay Jain (Founder and Director, MLM Group)
4. Sambhav Rakyan (Global Business leader, WTW)
5. Anil Singhvi (Managing Editor, Zee Business)
6. Natasha Malpani Oswal (Partner, Kae Capital)

Commercials as discussed

- INR 51,00,000 + GST

Date- 5th- 6th-7th July, 2024

Venue- JW Marriott, Aerocity, New Delhi

We look forward to a successful collaboration and ensuring that Krisumi Corporation gains maximum visibility and value from this prestigious event.

Thanks & Regards.

**Rajat Mehta
Chairman**

**Sagar Gosalia
COO**
