

**Marketing Approval Note**

**Waterfall Residences  
Approval Note for New Flex for Perimeter Branding and Sales Lounge Decor for Krisumi Mas**

16-12-2021

Project

Subject

Date

Document Ref No.

S.No.

Description of item

Vendor

Quantity

Cost

GST

Total

1

Content based marketing with Torbit Realty

Sanjeev Kathuria (Torbit Realty)

1 article of 600 words and one images, 5 lacs impression

50,000.00

9,000.00

59,000.00

2

Outlook anniversary special issue - Top 22 Properties for investment in 2022

Outlook Magazine (Outlook Group)

Full page ad, 26.5 cm \* 19.7 cm with 5mm bleed margin

1,50,000.00

7,500.00

1,57,500.00

TOTAL

Total Marketing Expense Budget

1,54,60,000.00

Consumed till date

1,14,36,793.62

This Approval Note

2,16,500.00

Total Till New

1,16,53,293.62

Balance

38,06,706.38

Note - 100% Advance

Date

16.12.2021

Prepared By

Roshan Singh

Verified By

Shalini Jha

Approved By

Akash Khurana

Date

16.12.2021

Prepared By

Vineet Nanda

Approved By

Takahiro Yamazaki

Verified By

Gulshan Kumar

Approved By

Mohit Jain

Approved By