

Marketing Approval Note

Subject	Approval Note for December'24 Lunch Events to Engage and Outreach Channel Partners for Driving Sales (4 Days a Week, Across 4 Weeks) To be precise the proposed dates are : Week 1- 5, 6, 7, 8 ; Week 2- 12, 13, 14 & 15 Dec'24 ; Week 3- 19, 20, 21 & 22 Dec'24 ; Week 4- 26, 27, 28 & 29 of December 2024				
Date	02/12/24				
Document Ref No.	HU/MKI/FY24-25/117				
S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Bartender Services for the 4 days 1 Sr Bartenders @ ₹4000/each/day 2 Bartenders @ ₹2500/each/day 1 Helper @ 2000/each/day	Bar Essentials	₹52,000	₹9,360	₹61,360
2	Liquor Purchase Wine & Beer	Corporate + Personal Credit Card (depending on the available limits)	₹3,00,000		₹3,00,000
3	Event Photography for the 4 days @ 7,000/day	Sudershan Photography	₹28,000		₹28,000
4	Live Band/Music for all the 16 days (Breakup Attached)	Various Artists	₹5,15,000		₹5,15,000
5	Cash in Hand for urgent requirements @25,000/day	Imprest Account	₹1,00,000		₹1,00,000
6	Driver's Meal for the 4 days 50 thalis @ ₹375/plate/day	Dana Choga	₹75,000	₹3,750	₹78,750
7	Tenting Services for the 4 days 18 Chair @ ₹250/chair/day 3 Table @ ₹2000/table/day Transportation @ ₹3000	Himalaya Tent House	₹45,000	₹8,100	₹53,100
8	Miscellaneous Expenses	NA	₹1,00,000		₹1,00,000

₹12,36,210

Total cost for 16 days event (i.e., 4 Days a Week, Across 4 Weeks).

₹33,99,840

Remarks:

- 10-20% variations possible basis the immediate requirements/actual usage or consumption.
- Catering & Additional Tenting will be covered under the respective regular blanket approvals.
- The total cost does not multiplies the cost for Live Bands as we've already taken cost for all the 16 days. Taxes will be charged as per actuals if/wherever applicable.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹25,76,44,272.00	₹33,99,840.00	₹26,10,44,112.00	₹25,31,72,326.00

Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By

Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By

S. No.	Date	Band Name	Cost (INR)
1	5th Dec	Lokesh Strings	25,000
2	6th Dec		25,000
3	7th Dec		25,000
4	8th Dec		25,000
5	12th Dec	Parag Jain	45,000
6	13th Dec		45,000
7	14th Dec		45,000
8	15th Dec	Lokesh Strings	25,000
9	19th Dec	Ganesh (Voxtr Media Pvt Ltd)	1,50,000
10	20th Dec		
11	21st Dec		
12	22nd Dec		
13	26th Dec	Parag Jain	45,000
14	27th Dec	Pratham Bhatia	20,000
15	28th Dec		20,000
16	29th Dec		20,000
Note: Taxes will be extra if/wherever applicable.			

Kunal Yadav

Thursday, December 5, 2024 at 10:46:45 India Standard Time

Subject: RE: Approval Solicited | Weekend Events in Dec'24
Date: Wednesday, 4 December 2024 at 9:55:44 PM India Standard Time
From: Vineet Nanda <nanda@krisumi.com>
To: Kunal Yadav <kunal.yadav@krisumi.com>
CC: Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>
Attachments: 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.krisumiexperience.com



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From: Kunal Yadav <kunal.yadav@krisumi.com>
Sent: Wednesday, December 4, 2024 9:53 PM
To: Vineet Nanda <nanda@krisumi.com>
Cc: Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>
Subject: Approval Solicited | Weekend Events in Dec'24

Dear Sir,

Appended is the Approval Note for Weekend Events during the month of Dec'24. Kindly accord your approval.