|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | C:\Users\admin\Desktop\Capture.PNG  **APPROVAL NOTE**  **(For Approval of Director)** | | | | |
| Date | | | 12-09-2024 | | | | | |
| Subject | | | **Hindustan Times - Lead Generation Collaboration** | | | | | |
| Required for | | | sales (Leads) | | | | | |
| Duration | | | For 6 Months (Every month 3000 leads) | | | | | |
| Details of Expenses with Approximate Costing. | | | | | | | | |
| Sr.no | | Descriptions | | | | Qty | Rate Per Unit | Approx. Cost (INR) |
| 1. | | HT Media- Exclusive Leads | | | | 3000 | 400 | 12,00,000 + 18% GST |
| **Total Amount** | | | | | | | | **14,16,000** |
| **The validity criteria for a lead are as follows:**  **Not Billable**: Not Eligible (Not as per TG), Not answering after a follow up of 3 weeks, Wrong Numbers  **Billable**: Rest all leads will be billable.  **Payment Terms:**  30 Calander Days credit period post raising the invoice/bill. | | | | | | | |  |
| Remarks of Director (if any) | | | | | | | | |
|  | | | | | | | | |
|  | **Checked By** | | | | **Approved by** | | | |
|  |  | | | |  | | | |
|  | Pranav Kulkarni | | | | Dr. Suhrud Neurgaonkar | | | |
|  | Head - Digital Marketing | | | | Director | | | |