

Samira Nawrin

From: Dinesh B
Sent: Wednesday, July 26, 2023 11:29 AM
To: SiddiqueeMuhaimen
Cc: Tushar Kanti Dewanjee; MN Nahid; Samira Nawrin; Balachandran R
Subject: RE: [External Mail]Re: Redmi 12 Content Production Financial Proposal
Attachments: XIAOMI KOL BUDGET PROPOSAL FOR REDMI 12.xlsx

Dear Siddiquee,

PFA revised proposal for KOL's. kindly check and confirm.

Regards
Dinesh B

Xiaomi Technology India Private Limited
Building Orchid. Block E, Embassy Tech Village
Marathahalli Outer Ring Road, Devarabisanahalli, Bengaluru 560103
Email : dineshb@xiaomi.com
Mobile : 9880311114

From: shama <shama.lietoeye@gmail.com>
Sent: 26 July 2023 10:48
To: Dinesh B <dineshb@xiaomi.com>
Cc: SiddiqueeMuhaimen <smuhaimen@xiaomi.com>; Tushar Kanti Dewanjee <tusharkanti@xiaomi.com>; MN Nahid <anmnahid@xiaomi.com>; Samira Nawrin <samiranawrin@xiaomi.com>; Arafat Topon <arafat@lietoeye.com>
Subject: Re: [External Mail]Re: Redmi 12 Content Production Financial Proposal

[External Email] This message originated from outside of XIAOMI. Please treat this email with caution. If you have any questions about email security, please forward the email to misec@xiaomi.com for feedback.

Dear Dinesh Bhai,

I am sharing the updated budget after discussing it with the KOL. Please give us your approval since we're on a tight timeline for this project.

Regards,
Shaimah Akter Shama
Sr. Executive, Client Service

Phone: +8801682554337



On Mon, 24 Jul 2023 at 14:32, Arafat Topon <arafat@lietoeye.com> wrote:

Hello Muhaimen Bhai,

I hope you are doing well. Here we are submitting the KOL budget for Redmi 12 as per your requirement. We have tried to contact Toma Mirza but she is out of the country now with her upcoming project work, that's why considering our tight timeline we dropped from our list.

Our preferred KOL for this campaign is Totini because of her recent popularity and work. We would like to make her the face of Redmi 12 to our TG.

Please check the attachment and let us know if you have any questions or concerns.

Thank you.

On Mon, Jul 24, 2023 at 12:17 PM SiddiqueeMuhaimen <smuhaimen@xiaomi.com> wrote:

Dear Arafat Bhai,

We are looking for a bit more prominent KOL for this project. We are thinking of the following names –

- 1.Mehzabin
- 2.Totini
- 3.Toma Mirza

Please share the costing of these three and if you feel like do propose others from the similar category also.

Best Regards,

Muhammen

From: Arafat Topon <arafat@lietoeye.com>

Date: Thursday, 13 July, 2023 4:35 PM

To: SiddiqueeMuhammen <smuhammen@xiaomi.com>

Cc: Dinesh B <dineshb@xiaomi.com>, shama <shama.lietoeye@gmail.com>, Tushar Kanti Dewanjee <tusharkanti@xiaomi.com>, MN Nahid <anmnahid@xiaomi.com>, Samira Nawrin <samiranawrin@xiaomi.com>

Subject: [External Mail]Re: Redmi 12 Content Production Financial Proposal

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Noted with thanks. We will send all the files by Sunday.

On Thu, Jul 13, 2023 at 10:24 AM SiddiqueeMuhammen <smuhammen@xiaomi.com> wrote:

Dear Arafat Bhai,

Please find below the drive link of the final plan for Redmi 12 launch.

<https://docs.google.com/presentation/d/1URYgoJzeEC2htQyzZx6e26TXcvXJ21DD/edit?usp=sharing&oid=105124591453597976074&rtpof=true&sd=true>

The three basic elements for production are :

- 3 female models
- 1 photographer

- 1 OVC Production house

Please share cost proposal for these items over this email chain, do give options. Also provide the timeline – product launch is on August 2nd week.

@Dinesh B from our side as last time shall conduct the procurement, so please follow the previous SOP for this.

Please share by Sunday, 16th July.

Best Regards,

Muhaimen

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Regards

Al Arafat Patoary

Associate Director, Account & Film Production

Lie To Eye

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Regards

Al Arafat Patoary

Associate Director, Account & Film Production

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