Internal Memo No. 914/112/3 –sales division Date: 23-05-2022

Sub.: Guideline rates for promotions – Revised

Keywords: Guideline rates of goods/items.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| S no. | Category | Item description | Unit | Amount in Rs. | Remarks |
|  | Crockery | Signora ware – 6 dinner plates + 6 quarter plates + 6 katoris + 1 ltr bowl + serving spoon | Set | 1,462.00 | Inclusive of GST |
|  | Crockery | Parage coffee spoons – 6 nos | Set | 118.00 | Inclusive of GST |
|  | Crockery | Parage dinner spoons– 6 nos | Set | 130.00 | Inclusive of GST |
|  | Crockery | Parage fork spoon – 6 nos | Set | 127.00 | Inclusive of GST |
|  | Crockery | Parage serving spoon– 1 no | Set | 59.00 | Inclusive of GST |
|  | Crockery | Urmila Polycarbonate drinking glasses – 12 nos | Set | 800.00 | Inclusive of GST |
|  | Crockery | Coffee cup – 12 nos | Set | 920.00 | Inclusive of GST |
|  | Crockery | Tea cup and saucer for guests – 12 nos | Set | 950.00 | Inclusive of GST |
|  | Flex printing & replacement | Hoarding flex mounting charges | Sft | 5.00/- | GST. +/- 0.50 |
|  | Flex printing & replacement | Hoarding flex printing charges (others) – 300 GSM blackout. Only pay on printed area. Extra 6”on all sides, no charge. | Sft | 10.50/- | GST. +/- 1.00 |
|  | Flex printing & replacement | Standee without flex - ordinary | 1 | 1000/- | + GST +/- 20% |
|  | Flex printing & replacement | Standee with flex – good quality | 1 | 2500/- | + GST +/- 20% |
|  | Flex printing & replacement | Flex replacement for standee – high quality | 1 | 1500/- | + GST. +/- 10%. |
|  | Flex printing & replacement | Banner flex – 8 x 3 – inclusive of design charges | Each | 262/- | + GST. +/- 5%. |
|  | Foam board | A4 foam board – 5mm | 1 | 150/- | + GST. +/ -10%. |
|  | Foam board | A3 foam board – 5mm | 1 | 320/- | + GST. +/-10%. |
|  | Foam board | A2 foam board – 5mm | 1 | 600/- | + GST. +/- 10%. |
|  | Foam board | A1 foam board – 5mm | 1 | 1200/- | + GST. +/- 10%. |
|  | Foam board | A0 foam board – 5mm | 1 | 2400/- | + GST. +/- 10%. |
|  | Letter heads, envelopes & carry bags | Letter heads – less than 500 nos | NA | 1.50/- | +/- 5% |
|  | Letter heads, envelopes & carry bags | Project envelopes – about A4 size – 3000 to 5000 | 1 | 2.70/- | + GST. +/-10%. |
|  | Letter heads, envelopes & carry bags | Project letterheads – about A4 size - 3000 to 5000 | 1 | 0.90/- | + GST. +/- 10%. |
|  | Letter heads, envelopes & carry bags | MPPL brown envelope – A4 size | 1 | 3.10/- | +/- 5%. |
|  | Letter heads, envelopes & carry bags | MPPL white envelope – small | 1 | 2.75/- | +/- 5%. |
|  | Letter heads, envelopes & carry bags | MPPL carry bag | 500 | 30/- | + GST. +/- 5%. |
|  | Letter heads, envelopes & carry bags | MPPL folder | 500 | 20/- | + GST. +/- 5%. |
|  | Flyers | A5 size – 1 lakh nos | 1 | 0.48/- | + GST. +/- 5%. |
|  | Flyers | A5 size – 2 lakh nos | 1 | 0.45/- | + GST. +/- 5%. |
|  | Flyers | All projects 3 fold 6 pages – 1 lakh | 1 | 3.00/- | + GST. +/- 5%. |
|  | Flyers | A4 size– 1 lakh nos – 90 gsm | 1 | 0.90/- | + GST. +/- 5%. |
|  | Flyers | A4 size– 2 lakh nos – 90 gsm | 1 | 0.88/- | + GST. +/- 5%. |
|  | Flyers | News paper size – 1 lakh nos | 1 | 1.40/- | + GST. +/- 5%. |
|  | Flyers | News paper size – 2 lakh nos | 1 | 1.40/- | + GST. +/- 5%. |
|  | Flyers | 10 Q&A 2 fold 4 pages flyer – 10K | 1 | 3/- | + GST. +/- 5%. |
|  | Flyers | FAQ 3 fold 6 pages – 10K qty | 1 | 3/- | + GST. +/- 5%. |
|  | Flyers | A5 size – 10,000 nos | 1 | 0.51/- | NA |
|  | Flyers | A5 size – 10,000 nos B&W | 1 | 0.35/- | NA |
|  | Flyers | A4 size – 10,000 nos | 1 | 1.05/- | NA |
|  | Flyers | A4 size – 10,000 nos B&W | 1 | 0.62/- | NA |
|  | Kiosk | 6 x 6 kiosk with printing | 1 | 6,000/- | + GST. +/- 5%. |
|  | Kiosk | Kiosk umbrella | 1 | 1600/- | + GST. +/- 5%. |
|  | Brochure | A4 size – 300 GSM - 1 fold 4 pages – 3000+ | 1 | 16.50/- | + GST. +/- 5%. |
|  | Brochure | A4 size – 300 GSM - 2 fold 6 pages – 3000+ | 1 | 20.50/- | + GST. +/- 5%. |
|  | Brochure | A4 size – 170 GSM - 1 fold 4 pages – 3000+ | 1 | 3.76/- | + GST. +/- 5%. |
|  | Brochure | A4 size – 170 GSM - 2 fold 6 pages – 3000+ | 1 | 4.10/- | + GST. +/- 5%. |
|  | Brochure | A4 size – 90 GSM - 1 fold 4 pages – 10,000+ | 1 | 5.61/- | + GST. +/- 5%. |
|  | Brochure | A4 size – 90 GSM - 2 fold 6 pages – 10,000+ | 1 | 4.95/- | + GST. +/- 5%. |
|  | Flute board | Flute board with printing 12” x 18” | Each | 39/- | + GST. +/- 5%. |
|  | Flute board | Flute board with luminous printing 12” x18” | Sft | 100/- | + GST. +/- 5%. |
|  | Flute board | Flute board with photo luminous printing 12” x18” | no | 475/- | + GST. +/- 5%. |
|  | Consumable | Chocolate box – 600 nos | Each | 6/- | NA |
|  | Consumable | Sweet box – 500 nos | Each | 6/- | NA |
|  | Miscellaneous | Wall clock- 100+ | Each | 300/- | + GST +/- 5%. |
|  | Miscellaneous | Comic book | Set | 45/- | + GST +/- 10%. |
|  | Miscellaneous | Drawing book | Each | 10/- | + GST +/- 10%. |
|  | Miscellaneous | Doll | Each | 38/- | + GST +/- 10%. |
|  | Miscellaneous | Toy car | Each | 48/- | + GST +/- 10%. |
|  | Miscellaneous | Printed plastic zip lock | Each | 5/- | + GST +/- 10%. |
|  | Miscellaneous | Crayons | Set | 9/- | + GST +/- 10%. |
|  | Miscellaneous | Toffee | Each | 0.50/- | + GST +/- 10%. |
|  | Miscellaneous | Lollipop | Piece | 5/- | + GST +/- 10%. |
|  | Miscellaneous | Booking form – 50 pages 1+2 | 10 | 220/- | + GST +/- 10%. |
|  | Miscellaneous | Receipt book– 50 pages 1+1 | 10 | 80/- | + GST +/- 10%. |
|  | Miscellaneous | CIS Booklet 100 leaves. 2 side printing | 50 | 90/- | + GST +/- 10%. |
|  | Miscellaneous | CDS Booklet – 100 leaves | 20 | Rs. 34/- | NA |
|  | Miscellaneous | Remarks Pad– 100 leaves | 20 | Rs. 60/- | + GST +/- 10%. |
|  | Miscellaneous | Slides artwork digital | Each | 250/- | NA |
|  | Miscellaneous | Slides artwork on glass | Each | 400/- | NA |
|  | Miscellaneous | Visiting cards good quality – credit card size | 200 | 300/- | + GST+/- 5%. |
|  | Miscellaneous | Pre printed site registers – 200 pages |  | 230/- | + GST +/- 5%. |
|  | Miscellaneous | ID cards printing |  | 150/- | + GST +/- 5%. |
|  | Miscellaneous | Files printing | 100 | 18.50 | + GST +/- 10%. |
|  | Miscellaneous | Files printing | 200 | 17.50 | + GST +/- 10%. |
|  | Miscellaneous | Files printing | 500 | 17.00 | + GST +/- 10%. |
|  | Miscellaneous | Tough bond - 15 gms |  | 50/- | + GST +/- 5%. |
|  | Miscellaneous | Self sealed plastic covers |  | 0.78/- | + GST +/- 10%. |
|  | Uniform | Uniform for sales, CR & promotions |  | 1,250/- | + GST +/- 10%. |
|  | Uniform | Uniform Jacket |  | 2,500/- | + GST +/- 10%. |
|  | Uniform | Uniform for engineers |  | 1,240/- | + GST +/- 10%. |

Design charges:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sl. no. | Item | Varna | | V Green | | Leomind | |
|  |  | New in INR | Adaptation  in INR | New in INR | Adaptation in INR | New in INR | Adaptation in INR |
|  | Project logo | 10,000 | 5,000 | 10,000 | 1,000 | 7,500 | 1,000 |
|  | Brochure – per page | 3,000 | 1,500 | 3,000 | 1,500 | 2,500 | 1,000 |
|  | Plans | 4,000 | 2,000 | 3,000 | 1500 | 2,000 | Free |

Advertisements

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sl. no. | Item | Varna | | V Green | | Leomind | |
| 1. | Classified display ad (single column) | No art work charges – 5% discount | NA | No art work charges – 5% discount | NA | NA | NA |
| 2. | Display ad | No art work charges – 10% discount | NA | No art work charges – 10% discount | NA | NA | NA |

Notes: CDR files of brochure to be given by agencies.

Soham Modi