ADMIN-AUDIT / PURCHASE DIVISION
Advice for Credit to Supplier - Manual

| Date: | 04/04/2024 | Prepared by | N. NARENDAR | Serial no. | |
|---|---|---|---|---|---|
| Supplier name | SOCIAL DNA | | | HO inward no. | |
| Firm/Company | SSLLP | Project | SSLLP | HO received date | |
| PO/WO date | 19/10/23 | PO/WO No. | 20231019036 | Scan ID. | |

| Sl no. | Bill no. | Bill date | Bill amount | Original attached |
|---|---|---|---|---|
| 1. | 222 | 30.09.2023 | 94,401-00 | ☑ Yes □ No |
| 2. | \| | \| | \| | □ Yes □ No |
| 3. | | | | □ Yes □ No |
| 4. | | | | □ Yes □ No |

| | |
|---|---|
| Amount A – Bills total (Excluding Transport & Hamali Charges): | |
| Proof of delivery by way of: □ DCs/bill □ Steel report □ RMC pour report □ Solid block report □ Installation report | |
| MRN nos.: Po closed at approval Stage by MD — Proof of delivery matches MRN | ☑ Yes □ No |
| Amount B –Other Credits : Transportation charges | |
| Amount C –Other Debits : | |
| Amount D (D=A+B-C) – Amount to be credited to the supplier: | 94,401-00 |
| Amount E – PO / WO value: | 94,401-00 |
| Amount F – Difference (A – E): | — |
| Quantity received as per PO /WO | ☑ Yes □ Excess received □ Short received □ Part received |
| Close PO / WO | □ Yes □ No – wait for balance material ☑ Other |
| Payment – due date | Next week. |
| Remarks: | Final Bill |

| Approved by | Purchase Officer | Purchase Manager | M D | Accountant | Accounts Manager |
|---|---|---|---|---|---|
| Name: | | N. Narendar Reddy | | | |
| Sign: | | [signature] | | | |
| Date | | 04/04/24 | | | |
| Approval limit | Upto 20k | Above 20k | Above 100k | Upto 20k | Above 20k |

Notes: 1. In case amount to be credited to supplier and the bills total does not match, accountants to prepare JV for debit or credit. 2. This set should only have 5 documents i.e., advice to credit to supplier, original bill, proof of delivery, original purchase order with barcode, original requisition. 3. Do not attach additional documents like weighment slips, RMC batch reports, duplicate documents, Eway bills, test reports, etc. 4. In Amount A, exclude transport, Hamali charges, etc., and instead include in Amount B. 5. This report must reach HO within one working day of approval by purchase officer/purchase manager.

Admin-Audit Division
Form for closure of purchase order - Manual

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| PO no.: | 20231019036 | PO date: | 19/10/23 | Req. no.: | | Advice Scan ID | |
| Barcoded PO available | □ Y/☑N | Invoice original available | ☑Y/□N /□Copy available | | | POD available | ☑Y/□ N |

| | |
|---|---|
| **Data required from site/engineers:** | |
| MRN nos. related to PO | |

| | | |
|---|---|---|
| □ Part material received. | ☑ Full material received. | □ Material not received. |
| □ Close PO – Balance material will be re-ordered by new requisition. | | |
| □ Cancel PO. Material not required. | □ Cancel PO. Material will be re-ordered by new requisition | |
| □ Keep PO open. Material required. | □ Keep PO open. Work under progress. | |
| Remarks by engineer: This Po belongs to sep23. Unfortunetly Soham sir affected Po because of oct 23. (work completed)! | | |
| Notes: 1. Provide details of material received by way of separate attachment. 2. Provide scanned copy of DCs/proof of delivery + PO. 3. Provide copies of invoices if available. 4. This entire set to be scanned and sent to Ravi. | | |
| Prepared by: Prakash. E | Sign: [signature] 1/4/24 | Date: 1/4/24 |

| | | |
|---|---|---|
| **Data required from accounts:** | | |
| □ Checked with E&D for receipt of bills. | | |
| ☑ Bills not received against this PO. | □ Part bill received against this PO. | □ All bills received against this PO. |
| □ Advance paid against this PO | Amount paid: | Date of payment: |

Details of part bill received:

| Sl. No. | Bill no. | Bill date | Bill amount | Cr. given to supplier |
|---|---|---|---|---|
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |

| | | |
|---|---|---|
| Remarks by Accountants: Bill not received in A/cs | | |
| Prepared by: Raj Kumar. N | Sign: [signature] | Date: 02/4/24. |
| Notes: 1. POs/WOs issued for turnkey works - may have been processed by E&D. Check before filling the above. | | |
| Prepared by: | Sign: | Date: |

Remarks by Ravi + details of bills to be approved:

| Sl. No. | Bill no. | Bill date | Bill amount | MRN no. |
|---|---|---|---|---|
| 1. | 222 | 30.09.2023 | 94,401/- | - |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |

| | | |
|---|---|---|
| Remarks: Both ledgers checked, this bill missing in our BOA. Pls approve the bill | | |
| Prepared by: Ravi | Sign: [signature] | Date: 02/04/24 |

| | | |
|---|---|---|
| **Advice by MD - action to be taken.** | | |
| □ Get certified bill from supplier (not original). | □ Prepare bill in SSLLP for material supplied. | |
| □ Thereafter, prepare advice for credit to supplier and send to Soham for processing. | | |
| ☑ Close PO | □ | Keep PO open. Material awaited |
| ☑ Accounts to be reconciled with supplier. Get supplier's ledger. | | |
| Remarks: | | |
| Approved by: Soham | Sign: [signature] | Date: |

APPROVED BY
- 3 APR 2024
SOHAM MODI
MANAGING DIRECTOR

**MEMO**

| DATE & FROM: | TO & REMARKS. Social DNA A/c |
|---|---|
| 28/3/2024 | |
| PRASAD. E | |
| | Sir, |
| | |
| | Sub:- Social DNA bill. |
| | |
| | Please find attached ledger copy of Social DNA for the transaction done from 2022 to Sep 2023. |
| | |
| | Total amount was paid till ~~above~~ August 2023. Bill of Sep 2023 not submitted. ~~Pleas~~ |
| | |
| | Please approve the bill not submitted for the Sep 2023. |
| | |
| | 28/3/24 |
| | |
| | Sohan Bin Original bill attached was not taken to a/c as PO was Cancelled. |
| | |
| | 28/03/24 |

SSLLP-Common Expenses_Social DNA Ledger reconcilation as on 28-03-2024..xlsx

| | | | | | |
|---|---|---|---|---|---|
| Company name : | SSLLP-Common Expenses | | | | |
| Prepared by : | S Nagamalleswar | | | | |
| Date : | 28-03-2024 | | | | |
| Sub : Social DNA ledger reconcil as on 28-03-2024 | | | | | |
| | | | | | Rs. |
| | Balance as on 28-03-2024 as per SSLLP-Logistics | | | | - |
| Add : | | | | | |
| 1 | Bill Raised by Social DNA but not received our books | | | | |
| | Bill date | Bill no | PO No | Amt | |
| A | 30-09-2023 | 222 | | 94,401 | 94,401 |
| | | | | | |
| | | | | | |
| | | | | | |
| Less : | | | | | |
| 2 | Opning balance diff | | | 2,106 | 2,106 |
| | | | | | |
| | Balance as per Social DNA as on 28-03-2024 | | | | 92,295 |

| Date | Invoice No. | Invoice Amt | Date | Received Amt | | |
|---|---|---|---|---|---|---|
| 30-04-2023 | 29 | 34,800 | 18-04-2023 | 40,972 | | |
| 30-04-2023 | 42 | 1,51,115 | 27-04-2023 | 1,00,000 | | |
| 31-05-2023 | 57 | 35,400 | 29-04-2023 | 1,00,000 | | |
| 31-05-2023 | 69 | 82,289 | 26-06-2023 | 1,00,000 | | |
| 30-06-2023 | 102 | 35,400 | 24-07-2023 | 1,00,000 | | |
| 30-06-2023 | 112 | 1,07,357 | 04-08-2023 | 46,361 | | |
| 31-07-2023 | 139 | 34,800 | 21-08-2023 | 1,00,000 | | |
| 31-07-2023 | 152 | 1,21,672 | 18-10-2023 | 80,000 | | |
| 16-08-2023 | 166 | 17,700 | 20-11-2023 | 37,350 | | |
| 31-08-2023 | 175 | 35,400 | 30-11-2023 | 78,322 | | |
| 31-08-2023 | 182 | 51,300 | | | | |
| 30-09-2023 | 212 | 34,800 | | | | |
| 30-09-2023 | 222 | 94,401 | | | | |
| | | **8,36,434** | | **7,83,005** | Social DNA | SSLLP |
| OPB | | 1,36,866 | recd against | 98,000 | 38,866 | 40972 |
| | | **9,73,300** | | **8,81,005** | | **2,106** |

Note: Opening balance diiference is 2106

One bill is missing in our books amt is 94401

Actual amount we have to pay to social DNA is 94401-2106=92295

A DIGITAL MARKETING COMPANY

social DNA
BUILD
AMPLIFY
MULTIPLY

| Registered Office: 6-3-1089/A-3-1, Gulmohar Avenue, Rajbhavan Road, Somajiguda, HYDERABAD – 500 082 (Andhra Pradesh) (INDIA) | Invoice No: 222 | Date: 30.09.2023 |
|---|---|---|
| | Our Service and tax details | Type of service Advertisement |
| | **Buyer' GSTNO:36ACQFS2044C1Z7** | PAN No. : AJIPM8876F<br>Service Tax No.:AJIPM8876FSD001<br>GSTN :36AJIPM8876F1ZN<br>SAC : **998365** |
| | Mode/Terms of Payment | 100% against invoice |
| | Buyer's Order :Contract | Date:16.11.2019 |

M/s **Summit Sales LLP,**
5-4-187/3&4, II nd Floor, M.G. Road, Secunderabad-500 003.
**GST.NO: 36ACQFS2044C1Z7**

| S. No. | Particulars/ Descriptions | Unit Rate Rs. | Total Price Rs. |
|---|---|---|---|
| 01 | Campaigin (Google ads) | | |
| | - Silver Oak Residency | 11,048.93 | |
| | - Nilgiri Heights | 19,110.63 | |
| | - AVR Gulmoher Homes ( TS, USA ) | 10,503.76 | |
| | - Gulmoher Residency | 12,419.15 | |
| | - Mayflower Platium | 10,939.09 | |
| | - Bloomdale | 16,285.55 | |
| | | 80,000.47 | 80,000.47 |
| | For the month of Sep' 2023 | | 80,000.47 |
| | SGST 9% | | 7,200.04 |
| | CGST 9% | | 7,200.04 |
| | | | 94,400.55 |
| | R/o | | 0.45 |
| | | Total | 94,401.00 |

**Rupees : Ninety Four Thousand Four Hundred One Only**

**Terms & Conditions**

1. All payments should be made on **M/s. Social DNA**

**Account details M/s Social DNA**
**A/C No. 50200027063648, IFSC Code HDFC0000512**
**HDFC Bank, Somajiguda Branch, Rajbhavan Road,**
**Hyderabad-500 082**

SOCIAL DNA HYDERABAD

**For- Social DNA**
**Aditya Raj Mankani**
**Authorized Signatory**

APPROVED BY
E. PRASAD
MANAGER-PROMOTIONS

## Social DNA - 2023
6-3-1089/A-3-1, Somajiguda
Hyderabad

## Summit Sales LLP
Ledger Account
1-Apr-2023 to 31-Mar-2024



| Date | Particulars | | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|
| 1-4-2023 | To **Opening Balance** | | | | 1,36,866.00 | |
| 6-4-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :957610* | 98,000.00 Cr | Receipt | 9 | | 98,000.00 |
| 18-4-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :* | 40,972.00 Cr | Receipt | 30 | | 40,972.00 |
| 27-4-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :* | 98,000.00 Cr | Receipt | 42 | | 98,000.00 |
| | By **Tds Summit Sales Llp**<br>On Account | 2,000.00 Cr | Journal | 83 | | 2,000.00 |
| 30-4-2023 | To **(as per details)**<br>**CGST** 2,700.00 Cr<br>**SGST** 2,700.00 Cr<br>**Advertising Service Charges** 30,000.00 Cr<br>**Tds Summit Sales Llp** 600.00 Dr<br>On Account<br>*nvoice no.029 for the month of april2023 retainer invoice* | 34,800.00 Dr | Journal | 90 | 34,800.00 | |
| | To **(as per details)**<br>**CGST** 11,724.41 Cr<br>**SGST** 11,724.41 Cr<br>**Advertising Service Charges** 1,30,271.18 Cr<br>**Tds Summit Sales Llp** 2,605.00 Dr<br>On Account<br>*invoice no. 042 for the month of april2023 and ads* | 1,51,115.00 Dr | Journal | 104 | 1,51,115.00 | |
| 29-5-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :957625 yes bank secbad br* | 98,000.00 Cr | Receipt | 81 | | 98,000.00 |
| | By **Tds Summit Sales Llp**<br>On Account | 2,000.00 Cr | Journal | 176 | | 2,000.00 |
| 31-5-2023 | To **(as per details)**<br>**CGST** 2,700.00 Cr<br>**SGST** 2,700.00 Cr<br>**Advertising Service Charges** 30,000.00 Cr<br>On Account<br>*invoice no.057 for may 23 retainer* | 35,400.00 Dr | Journal | 181 | 35,400.00 | |
| | To **(as per details)**<br>**CGST** 6,276.29 Cr<br>**SGST** 6,276.29 Cr<br>**Advertising Service Charges** 69,736.42 Cr<br>On Account<br>*invoice no.069 for and ads may 2023* | 82,289.00 Dr | Journal | 193 | 82,289.00 | |
| | Carried Over | | | | 4,40,470.00 | 3,38,972.00 |

continued ...

| Date | Particulars | | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|
| | Brought Forward | | | | 4,40,470.00 | 3,38,972.00 |
| 26-6-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :792714* | 98,000.00 Cr | **Receipt** | 109 | | 98,000.00 |
| | By **Tds Summit Sales Llp**<br>On Account | 2,000.00 Cr | **Journal** | 288 | | 2,000.00 |
| 30-6-2023 | To **(as per details)**<br>**CGST** 2,700.00 Cr<br>**SGST** 2,700.00 Cr<br>**Advertising Service Charges** 30,000.00 Cr<br>On Account<br>*invoice bo,102 for the month of june 2023 retainer* | 35,400.00 Dr | **Journal** | 317 | 35,400.00 | |
| | To **(as per details)**<br>**CGST** 8,188.22 Cr<br>**SGST** 8,188.22 Cr<br>**Advertising Service Charges** 90,980.56 Cr<br>On Account<br>*invoice bo,112 for the month of june 2023 retainer* | 1,07,357.00 Dr | **Journal** | 325 | 1,07,357.00 | |
| 24-7-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :792727 dt 23.07.2023 yes bank secbad br* | 98,000.00 Cr | **Receipt** | 150 | | 98,000.00 |
| | By **Tds Summit Sales Llp**<br>On Account | 2,000.00 Cr | **Journal** | 379 | | 2,000.00 |
| 31-7-2023 | To **(as per details)**<br>**CGST** 2,700.00 Cr<br>**SGST** 2,700.00 Cr<br>**Advertising Service Charges** 30,000.00 Cr<br>**Tds Summit Sales Llp** 600.00 Dr<br>On Account<br>*in no.139 for retainer july 23* | 34,800.00 Dr | **Journal** | 401 | 34,800.00 | |
| | To **(as per details)**<br>**CGST** 9,280.06 Cr<br>**SGST** 9,280.06 Cr<br>**Advertising Service Charges** 1,03,111.88 Cr<br>On Account<br>*in no.152 for google ads for july 2023 modi groups* | 1,21,672.00 Dr | **Journal** | 412 | 1,21,672.00 | |
| 4-8-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :792731 yes bank dt.03.08. 2023* | 46,361.00 Cr | **Receipt** | 161 | | 46,361.00 |
| | | | | | 7,39,699.00 | 5,85,333.00 |
| | Carried Over | | | | | |

continued ...

**Social DNA - 2023**

Summit Sales LLP Ledger Account : 1-Apr-2023 to 31-Mar-2024

| Date | Particulars | | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|
| | Brought Forward | | | | 7,39,699.00 | 5,85,333.00 |
| 16-8-2023 | To **(as per details)**<br>**CGST** **1,350.00 Cr**<br>**SGST** **1,350.00 Cr**<br>**Advertising Service Charges** **15,000.00 Cr**<br>On Account<br>*bill no. 166 for whats app credit for 1 lakh* | 17,700.00 Dr | **Journal** | 468 | 17,700.00 | |
| 21-8-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :* 054021. | 98,000.00 Cr | **Receipt** | 195 | | 98,000.00 |
| | By **Tds Summit Sales Llp**<br>On Account | 2,000.00 Cr | **Journal** | 471 | | 2,000.00 |
| 31-8-2023 | To **(as per details)**<br>**CGST** **2,700.00 Cr**<br>**SGST** **2,700.00 Cr**<br>**Advertising Service Charges** **30,000.00 Cr**<br>On Account<br>*invoice no.175 for the month of aug 2023 retainer* | 35,400.00 Dr | **Journal** | 496 | 35,400.00 | |
| | To **(as per details)**<br>**CGST** **3,912.69 Cr**<br>**SGST** **3,912.69 Cr**<br>**Advertising Service Charges** **43,474.62 Cr**<br>On Account<br>*invoice no.182 for the month of aug 2023 ads* | 51,300.00 Dr | **Journal** | 501 | 51,300.00 | |
| 30-9-2023 | To **(as per details)**<br>**CGST** **2,700.00 Cr**<br>**SGST** **2,700.00 Cr**<br>**Advertising Service Charges** **30,000.00 Cr**<br>**Tds Summit Sales Llp** **600.00 Dr**<br>On Account<br>*invoice no 212 for retainer invoice for the month of sep 2023* | 34,800.00 Dr | **Journal** | 586 | 34,800.00 | |
| | To **(as per details)**<br>**CGST** **7,200.04 Cr**<br>**SGST** **7,200.04 Cr**<br>**Advertising Service Charges** **80,000.92 Cr**<br>On Account<br>*invoice no 222 for google ads ads invoice for the month of sep 2023* | 94,401.00 Dr | **Journal** | 596 | 94,401.00 | |
| 18-10-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :* | 80,000.00 Cr | **Receipt** | 268 | | 80,000.00 |
| 20-11-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :* | 37,350.00 Cr | **Receipt** | 306 | | 37,350.00 |
| | Carried Over | | | | 9,73,300.00 | 8,02,683.00 |

continued ...

**Social DNA - 2023**

Summit Sales LLP Ledger Account : 1-Apr-2023 to 31-Mar-2024

| Date | Particulars | | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|
| | Brought Forward | | | | 9,73,300.00 | 8,02,683.00 |
| 30-11-2023 | By **Yes Bank C.A/c. No. 7191**<br>On Account<br>*Ch. No. :* | 78,322.00 Cr | Receipt | 314 | 22 | 78,322.00 |
| | | | | | 9,73,300.00 | 8,81,005.00 |
| By | **Closing Balance** | | | | | 92,295.00 |
| | | | | | **9,73,300.00** | **9,73,300.00** |

# Summit Sales LLP Common Expenses (23-24)

Common Expenses Departement
5-4-187/3 & 4, M G Road
Ranigunj, Secunderabad

## SUP- M/s. Social DNA

Ledger Account
6-3-1089/A-3-1; Gulmohar Avenue;
Rajbhavan Road;
Somajiguda; Hyderabad

1-Apr-23 to 4-Mar-24



| Date | | Particulars | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|
| 1-Apr-23 | By | **Opening Balance** | | | | **40,972.00** |
| 14-Apr-23 | To | **Yes Bank Ltd - A/c No.107063700000024**<br>Same Bank Transfer Online 14-4-2023 40,972.00 Cr<br>New Ref **PAY/10011** **40,972.00 Dr**<br>*Being Neft to Socail DNa towards against their Bills.* | **Payment** | PAY/10009 | 40,972.00 (1) | |
| 25-Apr-23 | To | **(as per details)**<br>**TDS-2% Contract** **2,000.00 Cr**<br>**Yes Bank Ltd - A/c No.107063700000024** **98,000.00 Cr**<br>Advance **PAY/10024** **1,00,000.00 Dr**<br>*Being Neft to Socail DNa towards 100% advance payment for Google Adwords Budget for the month of May ' 2023 for all Projects.* | **Payment** | PAY/10024 | 1,00,000.00 (2) | |
| 30-Apr-23 | By | **(as per details)**<br>**PROMORD-Digital Media** **30,000.00 Dr**<br>**Input CGST** **2,700.00 Dr**<br>**Input SGST** **2,700.00 Dr**<br>**TDS-2% Contract** **600.00 Cr**<br>New Ref **029** **34,800.00 Cr**<br>*Being Digital Media Marketing Retainer charges for the month of Apr ' 23 against Bill No:- 029 dt:- 30.04.23.Vide Po No:- 20230508008 dt:- 08.05.23 of Scan Id No:- 142089* | **Purchase** | PUR/10015 | | (3) 34,800.00 |
| | By | **(as per details)**<br>**PROMORD-Digital Media** **1,30,271.23 Dr**<br>**Input CGST** **11,724.41 Dr**<br>**Input SGST** **11,724.41 Dr**<br>**TDS-2% Contract** **2,605.00 Cr**<br>**OIE - Rounding Off** **0.05 Cr**<br>New Ref **PAY/10542** **1,51,115.00 Cr**<br>*Being Campaigin in Google Ads against Bill No:- 042 dt:- 30.04.23 against Vide Po No:- 20230508009 dt:- 08.05.23 Req No :- 20230508004 Vide Scan Id No:-142081 ( SOR; NGH; AVR; GMR; MPL & MRGVLLP)* | **Purchase** | PUR/10016 | | (4) 1,51,115.00 |
| 15-May-23 | To | **(as per details)**<br>**TDS-2% Contract** **2,000.00 Cr**<br>**Yes Bank Ltd - A/c No.107063700000024** **98,000.00 Cr**<br>Advance **PAY/10055** **1,00,000.00 Dr**<br>*ch.no:- 957625 being cheque issued to Social DNA towards 100% Advance payment for Google Adwords for the month of June ' 23.* | **Payment** | PAY/10055 (5) | 1,00,000.00 | |
| | | Carried Over | | | 2,40,972.00 | 2,26,887.00 |

continued ...

| Date | Particulars | Vch Type | Vch No. | Debit | | Credit |
|---|---|---|---|---|---|---|
| | Brought Forward | | | 2,40,972.00 | | 2,26,887.00 |
| 31-May-23 | By **(as per details)**<br>**PROMORD-Digital Media** 30,000.00 Dr<br>**Input CGST** 2,700.00 Dr<br>**Input SGST** 2,700.00 Dr<br>New Ref **057** 35,400.00 Cr<br>*Being Digital Media Marketing Retainer charges for the month of May ' 23 against Bill No:- 057 dt:- 31.05.23 Vide Po No:-* | **Purchase** | PUR/10032 | | 6 | 35,400.00 |
| | By **(as per details)**<br>**PROMORD-Digital Media** 69,736.60 Dr<br>**Input CGST** 6,276.29 Dr<br>**Input SGST** 6,276.29 Dr<br>**OIE - Rounding Off** 0.18 Cr<br>New Ref **069** 82,289.00 Cr<br>*Being Campaigin in Google Ads against Bill No:- 069 dt:- 31.05.23 (SOR; NGH; AVR; GMR, MPL & MRGVLLP) against Inv No:- 069 dt:- 31.05.23 of Po No:-* | **Purchase** | PUR/10033 | | 7 | 82,289.00 |
| 23-Jun-23 | To **(as per details)**<br>**TDS-2% Contract** 2,000.00 Cr<br>**Yes Bank Ltd - A/c No.107063700000024** 98,000.00 Cr<br>Advance **PAY/10108** 1,00,000.00 Dr<br>*ch.no:- 792714 being cheque issued to Social DNA towards for 100% Advance payment for Google adwords Budget for the month of July ' 2023.* | **Payment** | PAY/10108 | 1,00,000.00 | 8 | |
| 30-Jun-23 | By **(as per details)**<br>**PROMORD-Digital Media** 90,980.23 Dr<br>**Input CGST** 8,188.22 Dr<br>**Input SGST** 8,188.22 Dr<br>**OIE - Rounding Off** 0.33 Dr<br>Agst Ref **PAY/10055** 1,00,000.00 Cr<br>New Ref **112** 7,357.00 Cr<br>*Being Campaign in Google Ads against Bill No:- 112 dt:- 30.06.23 against Vide Po No:- 20230508009 dt:- 08.05.23 Req No :- 20230508004 Vide Scan Id No:-142081 ( SOR; NGH; AVR; GMR; MPL & MRGVLLP)* | **Purchase** | PUR/10063 | | 9 | 1,07,357.00 |
| | By **(as per details)**<br>**PROMORD-Digital Media** 30,000.00 Dr<br>**Input CGST** 2,700.00 Dr<br>**Input SGST** 2,700.00 Dr<br>New Ref **102** 35,400.00 Cr<br>*Being Digital Media Marketing Retainer charges for the month of June ' 23 against Bill No:-102 dt:- 30.06.23.* | **Purchase** | PUR/10064 | | 10 | 35,400.00 |
| 22-Jul-23 | To **(as per details)**<br>**TDS-2% Contract** 2,000.00 Cr<br>**Yes Bank Ltd - A/c No.107063700000024** 98,000.00 Cr<br>Advance **PAY/10153** 1,00,000.00 Dr<br>*ch.no:- 792727 being cheque issued to Socail DNA towards 100% Advance payment for Google Adwords for all projects.* | **Payment** | PAY/10152 | 1,00,000.00 | 11 | |
| | Carried Over | | | 4,40,972.00 | | 4,87,333.00 |

continued ...

| Date | | Particulars | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|
| | | Brought Forward | | | 4,40,972.00 | 4,87,333.00 |
| 31-Jul-23 | By | **(as per details)**<br>**PROMORD-Digital Media** 1,03,111.78 Dr<br>**Input CGST** 9,280.06 Dr<br>**Input SGST** 9,280.06 Dr<br>**OIE - Rounding Off** 0.10 Dr<br>New Ref **152** 1,21,672.00 Cr<br>*Being Campaigin in Google Ads against Bill No:- 152 dt:- 31.07.23 (SOR; NGH; AVR; GMR; MPL & MRGVLLP) against Vide Po No:- 20230808054 dt:- 08.08.23 of MRN No: - 20230816016* | Purchase | PUR/10087 12 | | 1,21,672.00 |
| | By | **(as per details)**<br>**PROMORD-Digital Media** 30,000.00 Dr<br>**Input CGST** 2,700.00 Dr<br>**Input SGST** 2,700.00 Dr<br>**TDS-2% Contract** 600.00 Cr<br>New Ref **139** 34,800.00 Cr<br>*Being Digital Media Marketing Retainer charges for the month of July ' 23 against Bill No:-139 dt:- 31.07.23. against Po No:- 20230808071 dt :- 08.08.23 of MRN No:- 20230816017* | Purchase | PUR/10088 13 | | 34,800.00 |
| 3-Aug-23 | To | **Yes Bank Ltd - A/c No.107063700000024**<br>Cheque 792731 3-8-2023 46,361.00 Cr<br>Agst Ref **029** 34,800.00 Cr<br>Agst Ref **057** 35,400.00 Cr<br>Agst Ref **069** 82,289.00 Cr<br>Agst Ref **102** 35,400.00 Dr<br>Agst Ref **112** 7,357.00 Dr<br>Agst Ref **PAY/10011** 40,972.00 Cr<br>Agst Ref **PAY/10024** 1,00,000.00 Cr<br>Agst Ref **PAY/10108** 1,00,000.00 Cr<br>Agst Ref **PAY/10153** 1,00,000.00 Cr<br>Agst Ref **PAY/10542** 1,51,115.00 Dr<br>New Ref **PAY/10167** 3,45,950.00 Dr<br>*ch.no:-792731 being cheque issued to M/ Social DNA towards against their Bills.* | Payment | PAY/10167 | 46,361.00 14 | |
| 18-Aug-23 | To | **(as per details)**<br>**TDS-2% Contract** 2,000.00 Cr<br>**Yes Bank Ltd - A/c No.107063700000024** 98,000.00 Cr<br>New Ref **PAY/10190** 1,00,000.00 Dr<br>*Chq no:054021 Being chq issued to Social Dna towards Advance Payment for Google Advertisement* | Payment | PAY/10190 | 1,00,000.00 15 | |
| 15-Sep-23 | By | **(as per details)**<br>**PROMORD-Digital Media** 30,000.00 Dr<br>**Input CGST** 2,700.00 Dr<br>**Input SGST** 2,700.00 Dr<br>New Ref **175** 35,400.00 Cr<br>*Being Digitial Media Marketing Retainer charges for the month of Aug ' 23 against Inv No:- 175 dt:- 31.08.23 vide Po No:- 20230921064 of Scan Id No:- 162781* | Purchase | PUR/10126 16 | | 35,400.00 |
| | | Carried Over | | | 5,87,333.00 | 6,79,205.00 |

continued ...

| Date | Particulars | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|
| | Brought Forward | | | 5,87,333.00 | 6,79,205.00 |
| 15-Sep-23 | By **(as per details)**<br>**PROMORD-Digital Media** 43,474.29 Dr<br>**Input CGST** 3,912.69 Dr<br>**Input SGST** 3,912.69 Dr<br>**OIE - Rounding Off** 0.33 Dr<br>New Ref **182** 51,300.00 Cr<br>*Being Campaigin in Google Ads for the month of Aug ' 23 against Bill No:- 182 dt:- 31.08.23 against Vide Po No:- 20230921065 of Scan Id No:-162801 (SOR; NGH; AVR; GMR; MPL & MRGVLLP)* | **Purchase** | PUR/10127 17 | | 51,300.00 |
| | By **(as per details)**<br>**PROMORD-Digital Media** 15,000.00 Dr<br>**Input CGST** 1,350.00 Dr<br>**Input SGST** 1,350.00 Dr<br>New Ref **166** 17,700.00 Cr<br>*Being Whats App Marketing credit campaign for the month of Aug ' 23 against Bill No:- 166 dt:- 16.08.23 against Vide Po No:- 20230817042 of Scan Id No:- 20230829038* | **Purchase** | PUR/10128 | 18 | 17,700.00 |
| 18-Oct-23 | To **Yes Bank Ltd - A/c No.107063700000024**<br>Same Bank Transfer Online 18-10-2023 80,000.00 Cr<br>Agst Ref **166** 17,700.00 Dr<br>Agst Ref **175** 35,400.00 Dr<br>Agst Ref **182** 26,900.00 Dr<br>*Being Neft to Social DNA towards partly parment made against their Bills.* | **Payment** | PAY/10279 | 80,000.00 19 | |
| 31-Oct-23 | By **(as per details)**<br>**PROMORD-Digital Media** 30,000.00 Dr<br>**Input CGST** 2,700.00 Dr<br>**Input SGST** 2,700.00 Dr<br>**TDS-2% Contract** 600.00 Cr<br>New Ref **212** 34,800.00 Cr<br>*Being Digital Media Marketing Retainer charges for the month of Sept ' 23 against Inv No:- 212 dt:- 30.09.23 vide Po No:- 202310190351 dt:- 19.10.23 of Scan Id No:- 166396 of ACS No:- 20231025025* | **Purchase** | PUR/10173 | 20 | 34,800.00 |
| 20-Nov-23 | To **Yes Bank Ltd - A/c No.107063700000024**<br>Same Bank Transfer Online 20-11-2023 37,350.00 Cr<br>Agst Ref **029** 37,350.00 Dr<br>*Being Neft to Social DNA towards against their Bills.* | **Payment** | PAY/10322 | 37,350.00 21 | |
| | Carried Over | | | 7,04,683.00 | 7,83,005.00 |

continued ...

| Date | Particulars | | | | Vch Type | Vch No. | Debit | Credit |
|---|---|---|---|---|---|---|---|---|
| | Brought Forward | | | | | | 7,04,683.00 | 7,83,005.00 |
| 29-Nov-23 | To **Yes Bank Ltd - A/c No.107063700000024** | | | | **Payment** | PAY/10332 | 78,322.00 | |
| | Same Bank Transfer | Online | 29-11-2023 | 78,322.00 Cr | | | | |
| | Agst Ref **029** | | **32,250.00 Cr** | | | | | |
| | Agst Ref **057** | | **46,072.00 Cr** | | | | | |
| | Agst Ref **069** | | **1,56,644.00 Cr** | | | | | |
| | Agst Ref **139** | | **34,800.00 Cr** | | | | | |
| | Agst Ref **152** | | **1,21,672.00 Cr** | | | | | |
| | Agst Ref **182** | | **24,400.00 Cr** | | | | | |
| | Agst Ref **212** | | **34,800.00 Cr** | | | | | |
| | Agst Ref **Bills** | 31-Mar-23 | **40,972.00 Cr** | | | | | |
| | Agst Ref **PAY/10167** | | **3,45,950.00 Dr** | | | | | |
| | Agst Ref **PAY/10190** | | **1,00,000.00 Cr** | | | | | |
| | New Ref **PAY/10332** | | **3,23,982.00 Dr** | | | | | |
| | *Being Neft to Socail DNA towards against their Bills.* | | | | | | | |
| | | | | | | | **7,83,005.00** | **7,83,005.00** |

# Purchase Order

Office Copy(For HO)

| From Company: | Summit Sales LLP<br>5-4-187/3&4, IInd FloorSoham MansionM.G.Road<br>Secunderabad,TELANGANA,500003<br>GSTNO:36ACQFS2044C1Z7 |
|---|---|

| Supplier Details | | | |
|---|---|---|---|
| Social DNA<br>6-3-1089/A-3-1, Gulmohar Avenue, Rajbhavan Road, Somajiguda, Hyderabad<br>Hyderabad, TG, 500082<br>GSTIN:36AJIPM8876F1ZN<br>Aditya, 9849561567<br>aditya@socialdna.in | PO No | 20231019036 | Quote No |
| | PO Date | 19 Oct 2023 | Quote Date: 19 Oct 2023 |
| | Supply Type | Purchase Order | Requisition Num: 20231019032 |

| SNo. | Item Name | Qty | Rate | Dis% | Taxable Amount | GST% | | | | | | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | IGST% | CGST% | SGST% | IGST AMT | CGST AMT | SGST AMT | |
| 1 | PROM4606-Promotions-Google Adwords---Nos. | 1.00 | 80,000.47 | 0% | 80,000 | 0% | 9% | 9% | 0 | 7,200 | 7,200 | 94,401 |
| Addl Spec | Campaigin Google ads SOV,NGH,AVR Gulmahor,GMR,MPL,Bloomdale. For the month of Sep 23 | | | | | | | | | | | |
| | | | | | | | | Total Amount ... | 0 | 7,200 | 7,200 | 94,401 |
| Rupees in words : Ninety Four Thousands Four Hundred And One Only. | | | | | | | | | | | | |

Terms and Conditions:-

| | |
|---|---|
| Additional Specifications | Campaign Google ads SOR,NGH,AVR Gulmoher,GMR,MPL,Bloomdale for the month of Sep 23 |
| Tax : | Inclusive of GST and other taxes. |
| Delivery Date : | Within ____ days of PO |
| Delivery Location : | As given above. |
| Transport: | By Vendor or Purchaser |
| Advance Paid : | Nil. / ___ % of PO value. |
| Payment Terms : | Within ____ days of delivery and on submission of bills. |

Office Copy(For HO)

| | |
|---|---|
| Bill submission: | Proof of delivery & original invoice must be delivered to Second floor, Soham Mansion, M.G. Road, Secunderabad- 03.Do not send to site. |
| Other Terms: | Nill. |

**Notes:**

1. This is a digitally generated order and no signature is required.
2. In case the vendor is unable to accept the order and supply the material, they must intimate the same by email to purchase@modiproperties.com.
3. Vendors must obtain acknowledgment from site as proof of delivery (POD) on relevant document like DC, e-way bill, packing list, etc.
4. Vendor must send original invoices to our head office (HO) on the address mentioned above. Do not send the original invoices to sites or purchase division office. An acknowledgment on a copy of the invoice will be provided upon request at our HO.
5. We reserve the right to cancel this PO and seek refund of the advance paid in case of delay in delivery or items delivered are not as per specifications, including delivery of defective material.
6. Payment against delivery /installation shall only be made after receipt of original signed invoice at HO.

# MEMO

| DATE & FROM: | TO & REMARKS. |
|---|---|
| 06/02/24 | To |
| Janaki | Soham Sir, |
| | This po belongs to Socia DNA, this expense for google adwards for the month of Sep-23. We have stopped google adwords from oct2023. they raised po in the month of Oct 2023. then Cancelled the po due to combined everything in One. Again they raised this po. |
| | Need your approval, Sir, |
| 22/02/2024. | Sir, |
| | Attached MOM. Social DNA - Google adwords we had stoped from Oct 2023. this po belongs to Sep 2023. please approve. |
| | [signature] 22/2/24. |

Minutes of the Sales, Promotions & CR meeting held on 21-02-2024
Promotions – minutes

1. Task List For Prasad– Important And Urgent – Promotions.
1.1. Mygate/No broker – installation and training – SOV – Suresh to recheck + boom barrier to be repaired. AGH – not installed. NGH – not installed. GMR – security needs retraining. MPL – working. GHT – not working – check. BRGV – not installed. NE – working.
1.2. Google ad words – temporarily stop from 1st of October.
1.3. All expenditure in Vista from 1/7/22 to be borne by MPPL related to salaries, promotional expenditure, etc. wrt sales, promotions & CR. However, construction related expenses to be borne by Vista. 3% consultancy charges to be charged for sales made of Mehtas flats from 1/7/22.
1.4. Anand Mehta / Prasad to give a list of 150 nos for tele calling to Niranjan for companies at GV. Similarly give entire Medha data to Anand Kishore for making calls @ 150 per week. Rani & Laxmikanth to make 150 calls per week for Argine. Vasundara, Vijay & Mahesh to make 150 calls per week for NTPC and Syngareni collieries. Naveena to be given tele calling data 100 per week -ECIL, Anand & Harika to be given data of cement companies around Miriyalaguda at about 150 per week. Anita and Suneel to be given 150 nos tele-calling of Bits and Mars India.
1.5. Prashanth to prepare a deck for all housing projects with the following sheets:
1.5.1. Surrounding project with project name, no. of units, land area, developer, typical unit size, rate & total price. Mark between 5 & 10 prominent projects around each project.
1.5.2. Surrounding development like schools, colleges, mall/sopping centre/shopping district, multiplex, hospital, grocery, pharmacy, busstop, metro stop, MMTS, auto stand, temple , mosque, etc – these must be within 2 kms radius.
1.5.3. Note to accounts: Accounts to finalise debit/credit balances of all sales staff upto 31/12/23 after crediting incentives upto 31/12/23. In case of debits transfer to project where salary is being paid. In case of credit pay the amount in weekly instalment. From 1/1/24 credit to be given to employees as per the advice form for incentives. Payment to be made to sales executives only from their respective salary a/c./project – in case incentive is to be paid to an executive where salary is being paid from another project, payment to be made to that project and credit given to respective employee. However, TDS to be deducted. This will ensure that on a/c. incentives paid are adjusted against earned incentives. Accountants to open incentive a/c. for all sales executives, however limited to direct employees of their projects.
1.5.4. Exhibition at Siddipet – projects – BRGV, GHT & SOV.
1.5.5. Smatbot services to be suspended for 3 months from Feb to April 24.
1.5.6. Anand + Prasad to meet telecalling team of Fortune motors.
1.5.7. Consultant to be appointed for training of telecallers – check with Ford, Radhika, Masi, etc.
1.5.8. Speck to Q-connect – telecalling agency.
1.5.9. Dhanraj to take up 2 or 3 training sessions for telecalling.
1.5.10. Prudvi to call atleast 10 executives through Tata smartflo app. Executives to record the no. as Modi Properties.
1.6. Miriyalaguda hoarding slab leakage repairs. – TBD with owner and Zakir.
1.7. Prop Property – check total no. of leads -project wise – conversions and cost from 1st July, 2023.
1.8.

2. Social DNA:
2.1. Google ad words – budget for advertisement for July & August - advertise as follows:
2.1.1. NGH, GMR, BRGV, SOR, GHT – 25k budget per month per project – Telangana area.
2.1.2. MPL, NE, ~~SOV, Vista Homes~~ – 15k budget per month per project – Telangana area.
2.1.3. AGH - 15k budget per months – Telangana area.
2.1.4. AGH – 50k budget per month – USA - hold.
2.1.5. GHT – 15k budget per month – NCR.
2.1.6. GHT – 15k budget per month – Pune.

3. Databases for whatsapp campaign.

4. Promotions – other activities
4.1. Gift at the time of possession – review circular.

5. Promotions – paper inserts, brochures, flyers
5.1. Schedule for paper inserts is required after news paper size insert is printed.

## Requisition Details

Requisition Num
20240201036

Company Name
Summit Sales LLP

Project
Summit Sales Common Expences

Request Date
01 Feb 2024

For Use In Flat/Villa/Other
Promotion activity

Desc of Work
Google ads campaign of SOR, NGH,AGH,GMR, MPL, & BRGV for the month of September 2023

Remarks/Specs/Desc
Google ads campaign of SOR, NGH,AGH,GMR, MPL, & BRGV for the month of September 2023

Requisition For
Other Supplier

## Purchase Order Details

Quote No

Quote Date
01 Feb 2024

Quotation Scan Id

Supplier name
Social DNA

## Required Item Details

| Sno | Item Name | Quantity | Rate | Discount | GST | SGST | CGST | IGST | Amount |
|---|---|---|---|---|---|---|---|---|---|
| 1 | PROM5952-Promotions-Google Adwords-Campaign Charges--Nos. | 1.00 | 80,000.47 | 0% | 18% | 9% | 9% | 0% | 94,401 |
| Additional Specfications | Google ads campaign of SOR, NGH,AGH,GMR, MPL, & BRGV for the month of September 2023 | | | | | | | | |
| | | | | | | | | Total Amount ... | 94,401 |

## Terms And Conditions

Close

| Type | Description |
|---|---|
| Additional Specifications | Google ads campaign of SOR, NGH,AGH,GMR, MPL, & BRGV for the month of September 2023 |
| Tax : | Inclusive of GST and other taxes. |
| Delivery Date : | Within ____ days of PO |
| Delivery Location : | As given above. |
| Transport: | By Vendor or Purchaser |
| Advance Paid : | Nil. / ___ % of PO value. |
| Payment Terms : | Within ____ days of delivery and on submission of bills. |
| Bill submission: | Proof of delivery & original invoice must be delivered to Second floor, Soham Mansion, M.G. Road, Secunderabad- 03.Do not send to site. |
| Other Terms: | Nill. |

Transaction Log

| Edited On | Edited By | Comments | Submit For Approval |
|---|---|---|---|
| 01 Feb 2024 05:14:59 PM | Raju | Google ads campaign of SOR, NGH,AGH,GMR, MPL, & BRGV for the month of September 2023 | Yes |

Close

A DIGITAL MARKETING COMPANY

social DNA BUILD AMPLIFY MULTIPLY

| Registered Office: 6-3-1089/A-3-1, Gulmohar Avenue, Rajbhavan Road, Somajiguda, HYDERABAD – 500 082 (Andhra Pradesh) (INDIA) | Invoice No: 222 | Date: 30.09.2023 |
|---|---|---|
| | Our Service and tax details | Type of service Advertisement |
| | **Buyer' GSTNO:36ACQFS2044C1Z7** | PAN No. : AJIPM8876F<br>Service Tax No.:AJIPM8876FSD001<br>GSTN :36AJIPM8876F1ZN<br>SAC : **998365** |
| | Mode/Terms of Payment | 100% against invoice |
| | Buyer's Order :Contract | Date:16.11.2019 |

M/s **Summit Sales LLP**,
5-4-187/3&4, II nd Floor, M.G. Road, Secunderabad-500 003.
**GST.NO: 36ACQFS2044C1Z7**

| S. No. | Particulars/ Descriptions | Unit Rate Rs. | Total Price Rs. |
|---|---|---|---|
| 01 | Campaigin (Google ads) | | |
| | - Silver Oak Residency | 11,048.93 | |
| | - Nilgiri Heights | 19,110.63 | |
| | - AVR Gulmoher Homes ( TS, USA ) | 10,503.76 | |
| | - Gulmoher Residency | 12,419.15 | |
| | - Mayflower Platium | 10,939.09 | |
| | - Bloomdale | 16,285.55 | |
| | | 80,000.47 | 80,000.47 |
| | For the month of Sep' 2023 | | 80,000.47 |
| | SGST 9% | | 7,200.04 |
| | CGST 9% | | 7,200.04 |
| | | | 94,400.55 |
| | R/o | | 0.45 |
| | | Total | 94,401.00 |

**Rupees : Ninety Four Thousand Four Hundred One Only**

**Terms & Conditions**

1. All payments should be made on **M/s. Social DNA**

**Account details M/s Social DNA**
**A/C No. 50200027063648, IFSC Code HDFC0000512**
**HDFC Bank, Somajiguda Branch, Rajbhavan Road,**
**Hyderabad-500 082**

SOCIAL DNA HYDERABAD

**For- Social DNA**
**Aditya Raj Mankani**
**Authorized Signatory**

APPROVED BY
E. PRASAD
MANAGER-PROMOTIONS

**Sent at:** 29-03-2024 19:45:19

# Payment Overdue

From: Aditya mankani <aditya@socialdna.in>
To: Soham Modi <sohammodi@modiproperties.com>
Cc: Prasad <prasad@modiproperties.com>

Dear Soham,

Hope you are doing well and in good health.

As discussed with you the other day there is a pending payment of an amount of Rs. 94,401/- which is pending from the month of September 2023.

We have submitted thethe ledger to the accounts department and all the invoices to Mr. Prasad in the previous months.

As this is the end of the financial year ending our auditor has asked this to be closed as we are registered in the MSME program.

I humbly request you to please moderate this small payment to close at the earliest, my relation with you has always been paramount and I would like this to be untouched because of anything small.

Awaiting a response from you towards the same.

Respectfully and with High regards,

**Aditya Mankani** Chief Executive Officer

91-9849561567 www.socialdna.in