

Internal Memo No. 914/112/3 –sales division
Sub.: Guideline rates for promotions – Revised
Keywords: Guideline rates of goods/items.

Date: 23-05-2022

S no.	Category	Item description	Unit	Amount in Rs.	Remarks
1.	Crockery	Signora ware – 6 dinner plates + 6 quarter plates + 6 katoris + 1 ltr bowl + serving spoon	Set	1,462.00	Inclusive of GST
2.	Crockery	Parage coffee spoons – 6 nos	Set	118.00	Inclusive of GST
3.	Crockery	Parage dinner spoons– 6 nos	Set	130.00	Inclusive of GST
4.	Crockery	Parage fork spoon – 6 nos	Set	127.00	Inclusive of GST
5.	Crockery	Parage serving spoon– 1 no	Set	59.00	Inclusive of GST
6.	Crockery	Urmila Polycarbonate drinking glasses – 12 nos	Set	800.00	Inclusive of GST
7.	Crockery	Coffee cup – 12 nos	Set	920.00	Inclusive of GST
8.	Crockery	Tea cup and saucer for guests – 12 nos	Set	950.00	Inclusive of GST
9.	Flex printing & replacement	Hoarding flex mounting charges	Sft	5.00/-	GST. +/- 0.50
10.	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
11.	Flex printing & replacement	Standee without flex - ordinary	1	1000/-	+ GST +/- 20%
12.	Flex printing & replacement	Standee with flex – good quality	1	2500/-	+ GST +/- 20%
13.	Flex printing & replacement	Flex replacement for standee – high quality	1	1500/-	+ GST. +/- 10%.
14.	Flex printing & replacement	Banner flex – 8 x 3 – inclusive of design charges	Each	262/-	+ GST. +/- 5%.
15.	Foam board	A4 foam board – 5mm	1	150/-	+ GST. +/- 10%.
16.	Foam board	A3 foam board – 5mm	1	320/-	+ GST. +/- 10%.
17.	Foam board	A2 foam board – 5mm	1	600/-	+ GST. +/- 10%.
18.	Foam board	A1 foam board – 5mm	1	1200/-	+ GST. +/- 10%.
19.	Foam board	A0 foam board – 5mm	1	2400/-	+ GST. +/- 10%.
20.	Letter heads, envelopes & carry bags	Letter heads – less than 500 nos	NA	1.50/-	+/- 5%
21.	Letter heads, envelopes & carry bags	Project envelopes – about A4 size – 3000 to 5000	1	2.70/-	+ GST. +/- 10%.
22.	Letter heads, envelopes & carry bags	Project letterheads – about A4 size - 3000 to 5000	1	0.90/-	+ GST. +/- 10%.

23.	Letter heads, envelopes & carry bags	MPPL brown envelope – A4 size	1	3.10/-	+/- 5%.
24.	Letter heads, envelopes & carry bags	MPPL white envelope – small	1	2.75/-	+/- 5%.
25.	Letter heads, envelopes & carry bags	MPPL carry bag	500	30/-	+ GST. +/- 5%.
26.	Letter heads, envelopes & carry bags	MPPL folder	500	20/-	+ GST. +/- 5%.
27.	Flyers	A5 size – 1 lakh nos	1	0.48/-	+ GST. +/- 5%.
28.	Flyers	A5 size – 2 lakh nos	1	0.45/-	+ GST. +/- 5%.
29.	Flyers	All projects 3 fold 6 pages – 1 lakh	1	3.00/-	+ GST. +/- 5%.
30.	Flyers	A4 size– 1 lakh nos – 90 gsm	1	0.90/-	+ GST. +/- 5%.
31.	Flyers	A4 size– 2 lakh nos – 90 gsm	1	0.88/-	+ GST. +/- 5%.
32.	Flyers	News paper size – 1 lakh nos	1	1.40/-	+ GST. +/- 5%.
33.	Flyers	News paper size – 2 lakh nos	1	1.40/-	+ GST. +/- 5%.
34.	Flyers	10 Q&A 2 fold 4 pages flyer – 10K	1	3/-	+ GST. +/- 5%.
35.	Flyers	FAQ 3 fold 6 pages – 10K qty	1	3/-	+ GST. +/- 5%.
36.	Flyers	A5 size – 10,000 nos	1	0.51/-	NA
37.	Flyers	A5 size – 10,000 nos B&W	1	0.35/-	NA
38.	Flyers	A4 size – 10,000 nos	1	1.05/-	NA
39.	Flyers	A4 size – 10,000 nos B&W	1	0.62/-	NA
40.	Kiosk	6 x 6 kiosk with printing	1	6,000/-	+ GST. +/- 5%.
41.	Kiosk	Kiosk umbrella	1	1600/-	+ GST. +/- 5%.
42.	Brochure	A4 size – 300 GSM - 1 fold 4 pages – 3000+	1	16.50/-	+ GST. +/- 5%.
43.	Brochure	A4 size – 300 GSM - 2 fold 6 pages – 3000+	1	20.50/-	+ GST. +/- 5%.
44.	Brochure	A4 size – 170 GSM - 1 fold 4 pages – 3000+	1	3.76/-	+ GST. +/- 5%.
45.	Brochure	A4 size – 170 GSM - 2 fold 6 pages – 3000+	1	4.10/-	+ GST. +/- 5%.
46.	Brochure	A4 size – 90 GSM - 1 fold 4 pages – 10,000+	1	5.61/-	+ GST. +/- 5%.
47.	Brochure	A4 size – 90 GSM - 2 fold 6 pages – 10,000+	1	4.95/-	+ GST. +/- 5%.
48.	Flute board	Flute board with printing 12” x 18”	Each	39/-	+ GST. +/- 5%.
49.	Flute board	Flute board with luminous printing 12” x18”	Sft	100/-	+ GST. +/- 5%.
50.	Flute board	Flute board with photo luminous printing 12” x18”	no	475/-	+ GST. +/- 5%.
51.	Consumable	Chocolate box – 600 nos	Each	6/-	NA
52.	Consumable	Sweet box – 500 nos	Each	6/-	NA
53.	Miscellaneous	Wall clock- 100+	Each	300/-	+ GST +/- 5%.

54.	Miscellaneous	Comic book	Set	45/-	+ GST +/- 10%.
55.	Miscellaneous	Drawing book	Each	10/-	+ GST +/- 10%.
56.	Miscellaneous	Doll	Each	38/-	+ GST +/- 10%.
57.	Miscellaneous	Toy car	Each	48/-	+ GST +/- 10%.
58.	Miscellaneous	Printed plastic zip lock	Each	5/-	+ GST +/- 10%.
59.	Miscellaneous	Crayons	Set	9/-	+ GST +/- 10%.
60.	Miscellaneous	Toffee	Each	0.50/-	+ GST +/- 10%.
61.	Miscellaneous	Lollipop	Piece	5/-	+ GST +/- 10%.
62.	Miscellaneous	Booking form – 50 pages 1+2	10	220/-	+ GST +/- 10%.
63.	Miscellaneous	Receipt book– 50 pages 1+1	10	80/-	+ GST +/- 10%.
64.	Miscellaneous	CIS Booklet 100 leaves. 2 side printing	50	90/-	+ GST +/- 10%.
65.	Miscellaneous	CDS Booklet – 100 leaves	20	Rs. 34/-	NA
66.	Miscellaneous	Remarks Pad– 100 leaves	20	Rs. 60/-	+ GST +/- 10%.
67.	Miscellaneous	Slides artwork digital	Each	250/-	NA
68.	Miscellaneous	Slides artwork on glass	Each	400/-	NA
69.	Miscellaneous	Visiting cards good quality – credit card size	200	300/-	+ GST +/- 5%.
70.	Miscellaneous	Pre printed site registers – 200 pages		230/-	+ GST +/- 5%.
71.	Miscellaneous	ID cards printing		150/-	+ GST +/- 5%.
72.	Miscellaneous	Files printing	100	18.50	+ GST +/- 10%.
73.	Miscellaneous	Files printing	200	17.50	+ GST +/- 10%.
74.	Miscellaneous	Files printing	500	17.00	+ GST +/- 10%.
75.	Miscellaneous	Tough bond - 15 gms		50/-	+ GST +/- 5%.
76.	Miscellaneous	Self sealed plastic covers		0.78/-	+ GST +/- 10%.
77.	Uniform	Uniform for sales, CR & promotions		1,250/-	+ GST +/- 10%.
78.	Uniform	Uniform Jacket		2,500/-	+ GST +/- 10%.
79.	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
1.	Project logo	10,000	5,000	10,000	1,000	7,500	1,000
2.	Brochure – per page	3,000	1,500	3,000	1,500	2,500	1,000
3.	Plans	4,000	2,000	3,000	1500	2,000	Free

Advertisements

Sl. no.	Item	Varna		V Green		Leomind	
		No art work charges – 5% discount	NA	No art work charges – 5% discount	NA	NA	NA
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