

## **PURCHASE ORDER**

Date: 28-03-2019

To,

Watermark Marketing Pvt. Ltd.  
GH 8/235 Pashchim Vihar,  
Delhi West, Delhi 110087.

Kind Attn.: Ms. Robab Afshin

Dear Robab ,

With reference to your proposal for marketing & lead generation dated 27th March, 2019, we are pleased to place the work order on your organization as follows:

During this assignment, Watermark will conduct a tele-calling campaign specifically for INFINX Services to generate leads. To achieve the expected results, Watermark will:

1. Create the necessary database of companies in Manufacturing , Whole Sale , Distributors / Large Scale Traders, Chemical & Plastic, Engineering & Machine Tool, Electronic Manufacturing and Trading, Service Oriented Organizations, Non -Banking Financial Institution with turnover between 50 & 500 Cr. and are head quartered in & around Mumbai, Navi Mumbai & Thane.
2. Watermark's team will perform necessary research on the companies to provide relevant value proposition.
3. Watermark's marketing team will prepare a calling script with a strong value proposition along with INFINX.
4. Watermark's tele-calling will make calls to connect with the decision makers of the prospect companies.

The criteria to qualify the lead will be BANT:

Budget: Does the client have the budget money to buy ERP product & services.

Authority: Watermark should make sure that they set-up a call / meeting with the top management / decision makers of the prospect companies.

Need: Is there a compelling need for the prospect to buy a new ERP software.



Timeframe: The prospect should be looking to close the deal / place the order for ERP within next 2 months (from the date of triangulation call / meeting).

**Expected Results:**

Watermark will set-up triangulation telephonic call / meeting with the prospect companies. Only when INFINX confirms that the prospect company fits within the BANT criteria; the respective lead will be treated as qualified lead.

Watermark will set-up 15 triangulation telephone calls / meetings within 3 months from the date of commencement of the tele-calling campaign.

**Commercials:**

Sr. No.	Particulars	Base Price	Quantity	Total Price
1	Lead Generation Activity for 15 Leads @9000 Per Leads	9000	15	1,35,000
			Net Amount	1,35,000
			Add: SGST @9%	12,150
			Add: CGST @9%	12,150
			<b>Total Amount</b>	<b>1,59,300</b>

INFINX will pay Rs. 9000/- per lead to Watermark. Hence for this contract, INFINX will pay a total of Rs. 1,35,000/- for the entire assignment of generating 15 qualified leads.

In the event where Watermark campaign generates more than 15 leads in 3 months; INFINX will issue a separate PO to Watermark.

**Payment terms:**

On Pro-rata basis, i.e. payment based on actual number of leads generated in a month.

We look forward to a long term & successful business relationship.



Authorised Signatory