

**SOCIØAR**

# ABOUT SOCIOAR

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A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



# OUR CLIENTS

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**HYATT REGENCY™**

GURGAON

# **ABOUT** HYATT REGENCY GURGAON

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Located in the rapidly expanding corporate and residential hub of India — Hyatt Regency, Gurgaon is an ideal staycation and weekend getaway for Delhi NCR residents.

As one of the largest 5-star convention and luxury hotels in Gurgaon, with meeting and event facilities that can accommodate up to 3,000 people — Hyatt Regency brings flexibility and peace of mind to your stay.

Backed by versatile, courteous and professionally trained multilingual staff, the hotel offers a gamut of services, activities, amenities, alongside fine dining and wellness experiences; while keeping enhanced levels of cleanliness in an effort to ensure your safety and wellbeing.



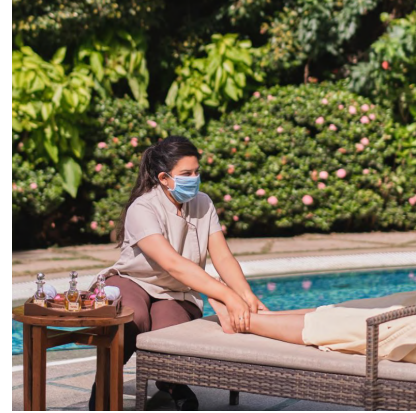
# DIGITAL PRESENCE

## Overview:

- **Facilities:** Outdoor Swimming Pool, Business Centre, Fitness Centre, Shvasa Spa.
- **Activities:** Yoga, Cooking and Cocktail Classes, Private and Group Tours of Delhi, Golf Event, Adventure Activities: Flying Fox Zip Line at Neemrana
- **Dining:** Experience a wide array of authentic Indian, Italian, Japanese, Mediterranean, and Western cuisine. Sunday Brunch at the Kitchen District/ Lavana/ The Long Bar/ The Lounge.
- **Price Range:** Starting from INR 4,088/- per night.

## Social Media Presence:

- **Instagram:** 5616 followers
- **Facebook:** 19,421 likes
- **Post Update Frequency:** Between 1 to 3 days
- **Posts:** Services and offerings, images & videos of interiors/cuisines/ team/ donations/celebrity welcome & appreciations, safety protocols, use of stock imagery, sale announcements/special offerings and activities.
- **Topical Content:** Yes
- **Stories:** Yes
- **Highlights:** Yes
- **Influencer Collaborations:** Yes
- **Hashtags:** #hyattregencygurgaon #gurgaon #HyattWeddings #WeddingsAtHyatt #perfectgetaway #staycation #HyattStaycations





# COMPETITION ANALYSIS

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# THE WESTIN GURGAON

## About:

- Luxury Hotel
- Located in the heart of millennium city – MG Road, Gurgaon.
- 25 minutes from the New Delhi Indira Gandhi International Airport.
- **Dining:** Seasonal Tastes, Prego, EEST, Story Club & Lounge, Mix Bar & Lounge, & Daily Treats.
- **Price Range:** Starting from INR 6,699/- per night

## Social Media Presence:

- **Instagram:** 12.8K Followers
- **Facebook:** 96,359 Followers
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** Daily
- **Posts:** Their services and offerings, team appreciation posts, regularly posts pictures of foods and drinks from their respective restaurants, celebrations, COVID-19 Safety, guest experiences, photography, property.
- **Topical content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #TheWestinGurgaon



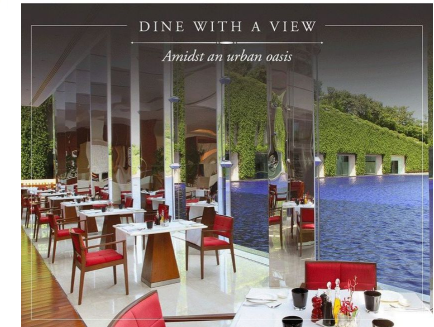
# THE OBEROI, GURGAON

## About:

- Luxury Hotel
- **Located:** Udyog Vihar, Sector 19.
- 100% solar-powered for all our electricity needs.
- **Dining:** Amaranta, Threesixtyone, The Oberoi Patisserie & Delicatessen, The Piano Bar and Cigar Lounge.
- **Price Range:** Starting from INR 6,750/- per night.

## Social Media Presence:

- **Instagram:** 11.6k Followers
- **Facebook:** 36k Followers
- **Story:** Yes
- **Reels:** Yes
- **Highlights:** Yes
- **Frequency:** Regularly
- **Posts:** Related to their services and offerings, pictures of foods and drinks from their respective restaurants, meet the team posts, property & aesthetic.
- **Topical Content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #CelebrationsAtTheOberoi #TheOberoiGurgaon #TheOberoiFamily #OberoiAtHome



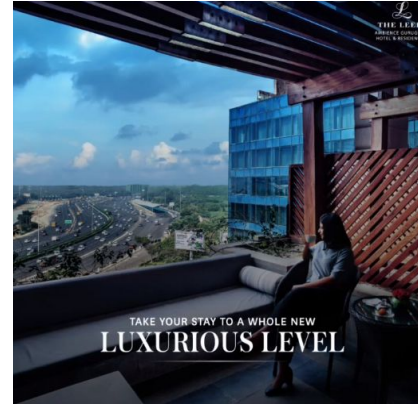
# THE LEELA AMBIENCE GURUGRAM HOTEL & RESIDENCES

## About:

- Luxury Hotel
- **Located:** National Highway, Gurugram
- 15 mins from Delhi International Airport | 25 mins from Gurgaon Railway Station
- **Dining:** Diya, Rubicon Bar and Cigar Lounge, Spectra, Zanotta
- **Price Range:** Starting from INR 4,750/- per night

## Social Media Presence:

- **Instagram:** 20k Followers
- **Facebook:** 66k Followers
- **Story:** Yes
- **Reels:** Yes
- **Highlights:** Yes
- **Frequency:** Regularly
- **Posts:** Services and offerings, pictures of foods and drinks from their respective restaurants, meet the team posts, awards & honours, personalised celebrity welcome, safety protocols, property.
- **Topical content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #ThisIsTheLeelaGurugram  
#TheLeelaAmbienceGurugram



# TAJ CITY CENTRE, GURUGRAM

## About:

- Luxury Hotel
- Located in Sector 44
- 30 km from the national capital | 19 km from the airport.
- **Dining:** Thai Pavilion, Culina 44, Tease, Tease Alfresco, La Patisserie.
- **Price Range:** Starting from INR 5,250/- per night.

## Social Media Presence:

- **Instagram:** 10.9k Followers
- **Facebook:** 64k Followers
- **Story:** Yes
- **Reels:** Yes
- **Highlights:** Yes
- **Frequency:** Regularly
- **Posts:** Services and offerings, pictures of foods and drinks from their respective restaurants, property, awards & honours, collaborations.
- **Topical Content:** Yes
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #TajHotels #TajGurugram



# TARGET AUDIENCE

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- **Gender:** Men & Women
- **Audience Age Group is divided in terms of a two-fold approach:**
  - *Primary: 25 -45 years*
  - *Secondary: 45 - 60 years and above*
- Our audience is quite all-encompassing.
- They have a modern outlook towards luxury living and a taste for an elite lifestyle.
- They believe in travelling alone/ for business and pleasure/ or with family.
- Our audience wants to indulge themselves in experiential moments that bring them comfort, a feeling of elevated exposure as well as an escape from the everyday mundane.
- Our audience likes to view branded content in an aesthetic and authentic manner.

**They are:**

- UPPER MIDDLE CLASS | UPPER CLASS | Elite
- Reside in urban cities.
- Living solo or in nuclear families with disposable income.
- Business Professionals | Corporate Clients | Employed | Freelancers | Entrepreneurs | Lifestyle Influencers | Food Influencers | Luxury Influencers | Travelers & Foreign Tourists | Vacationers | Couples | Families | FIT's (Free Independent Travelers) | Trend Followers |



WHAT WILL **SOCIOAR** DO?

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# PLATFORMS



# INSTAGRAM

## **Purpose: Visual Platform for Pictures & Videos, Website Redirect**

- Visuals hold immense importance while buying a thing of beauty, and what's a better platform for this than Instagram?
- We will use this platform to create a beautiful image of the hotel and the brand in the eyes of our audience and grab their attention to the fullest.
- Instagram allows brands to humanize their content, showcase products and inspire their audience with a life of fine taste & living.



# FACEBOOK

## **Purpose : Brand Awareness**

- to build and develop an understanding of your audience in a variety of ways.
- to become more than a faceless brand, giving you the chance to interact with your target audience.
- It provides you with a public page that people can peruse at leisure, giving them a more personal feel for what your business is all about.
- It provides you with an easy way to create and promote these events.



# CAMPAIGN HASHTAG

&

# STRATEGY



# #LiveTheDifference

In line with our parent strategy to promote a luxurious experience and to highlight 'creating signature experiences', our communication for every vertical will reflect the distinctive nature of the hotel and their offerings. Staying true to what Hyatt Regency Gurgaon stands for "luxury experiential living", our communication for every vertical will help establish that each of them have a certain character, exclusive to Hyatt Regency, helping it differentiate from any other offering around.

The communication will suggest an experience unconventional and individualistic in nature. The imagery and accompanying text will play an important role in communicating the niche each vertical is trying to create. While highlighting their USPs, the broad tone will revolve around building curiosity around the hotel and encouraging the audience to experience new things and create memorable moments.

# STATIC POST



## **Post Copy:**

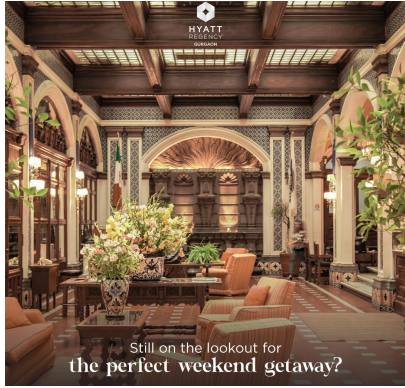
Explore every corner of our poolside haven, and find your own favourite spot this weekend.

Tag someone you'd love to take on a staycation with you!

For bookings click on the link in bio or call us on:  
+91 124 502 1234

#LiveTheDifference #HyattRegencyGurgaon

# CAROUSEL POST



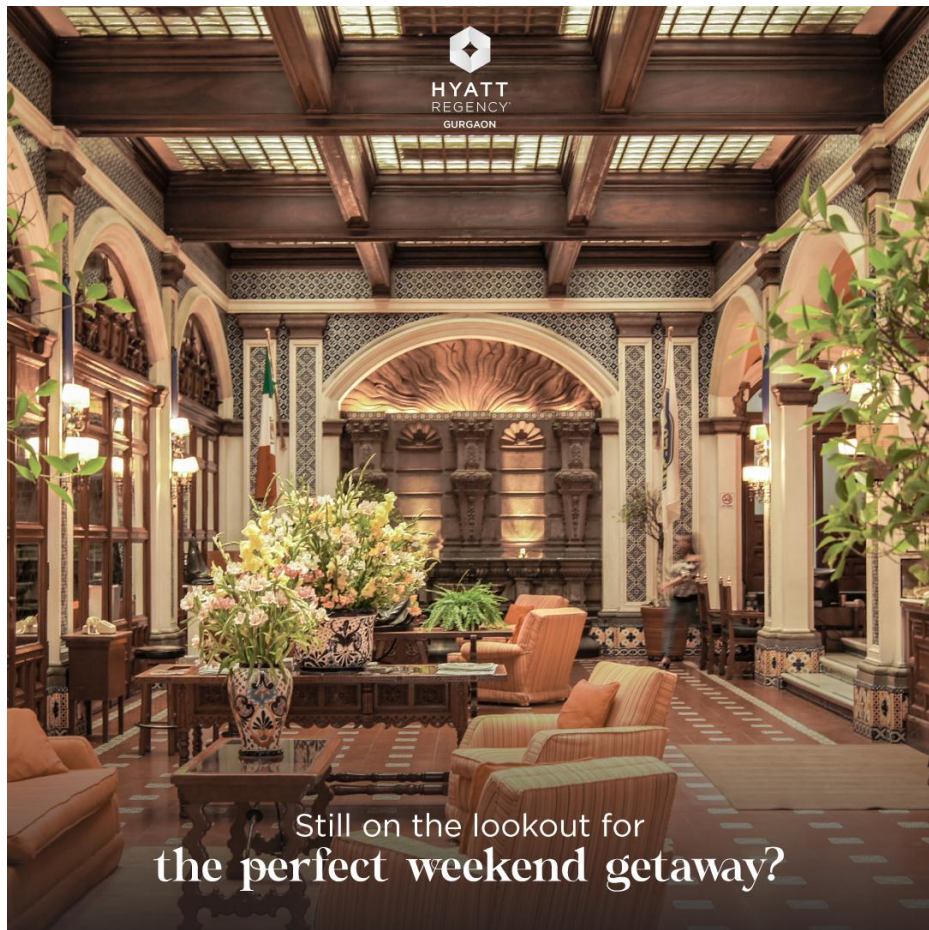
## Post Copy:

Creating thoughtfully crafted meaningful indulgences for intimate celebrations!

Experience hospitality like never before.  
Experience Hyatt Regency Gurgaon.

For more information click on the link in bio or  
call us on: +91 124 502 1234

#LiveTheDifference #HyattRegencyGurgaon







Take a moment to  
**sit back & relax.**



Indulge in an oasis of  
**luxury & tranquility.**



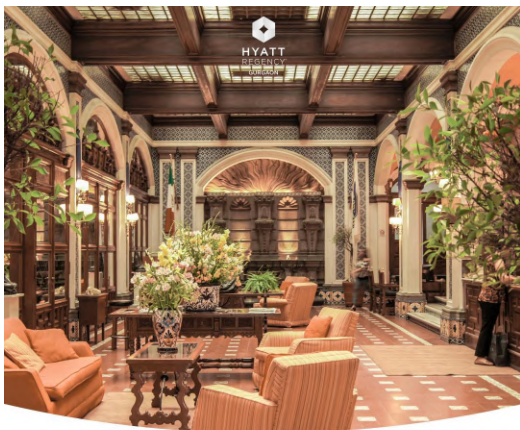
Where spirits set sail into an  
**experiential evening.**



**HYATT  
REGENCY**  
GURGAON

**Book your  
staycation  
today!**

**#LiveTheDifference**



Still on the lookout for  
the perfect weekend getaway?



Experience  
calm, comfort &  
contentment.



Take a moment to  
sit back & relax.



Indulge in an  
oasis of luxury &  
tranquility.



Where spirits set sail into an  
experiential evening.



Book your  
staycation  
today!

#LiveTheDifference

# REEL VIDEO



**Post Copy:**

This weekend, experience personalised care and attention to detail as you book your staycation at Hyatt Regency, Gurgaon.

Discover much-needed relaxation, postcard-perfect views and a tasteful escapade of cherishable moments like never before!

For more information click on the link in bio or call us on: +91 124 502 1234

#LiveTheDifference #HyattRegencyGurgaon

# STATIC POST



Don't let Sundays go to waste: start them with a  
**flavourful brunch buffet!**

**#LiveTheDifference**

## **Post Copy:**

Brunch with friends is the best way to start the weekend!

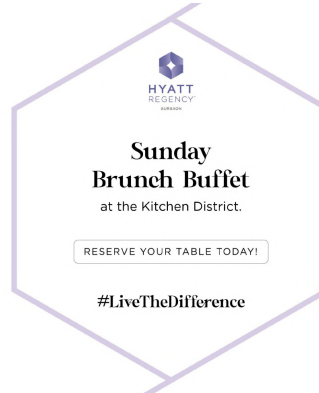
Join us this Sunday, at the Kitchen District, to savour a sumptuous buffet of Continental, Indian, Asian, and Mediterranean dishes. An intimate and exclusive experience awaits your arrival!

- Timings: 12:30 Hrs - 16:00 Hrs. (Sunday's Only)

Please call + 91 124 5021234 or + 91 8130100190 for reservations.

**#LiveTheDifference #HyattRegencyGurgaon**

# CAROUSEL POST



## Post Copy:

A Sunday well spent brings a week of content!

What are you waiting for? Join us this weekend at the Kitchen District, to experience the best of Continental, Indian, Asian, and Mediterranean flavours over a specially curated brunch buffet.

- Timings: 12:30 Hrs - 16:00 Hrs. (Sunday's Only)

Please call + 91 124 5021234 or  
+ 91 8130100190 for reservations.

**#LiveTheDifference #HyattRegencyGurgaon**



**Inspired by global culture,**  
our Sunday brunch buffet offers fresh, local ingredients in unique flavour combinations.

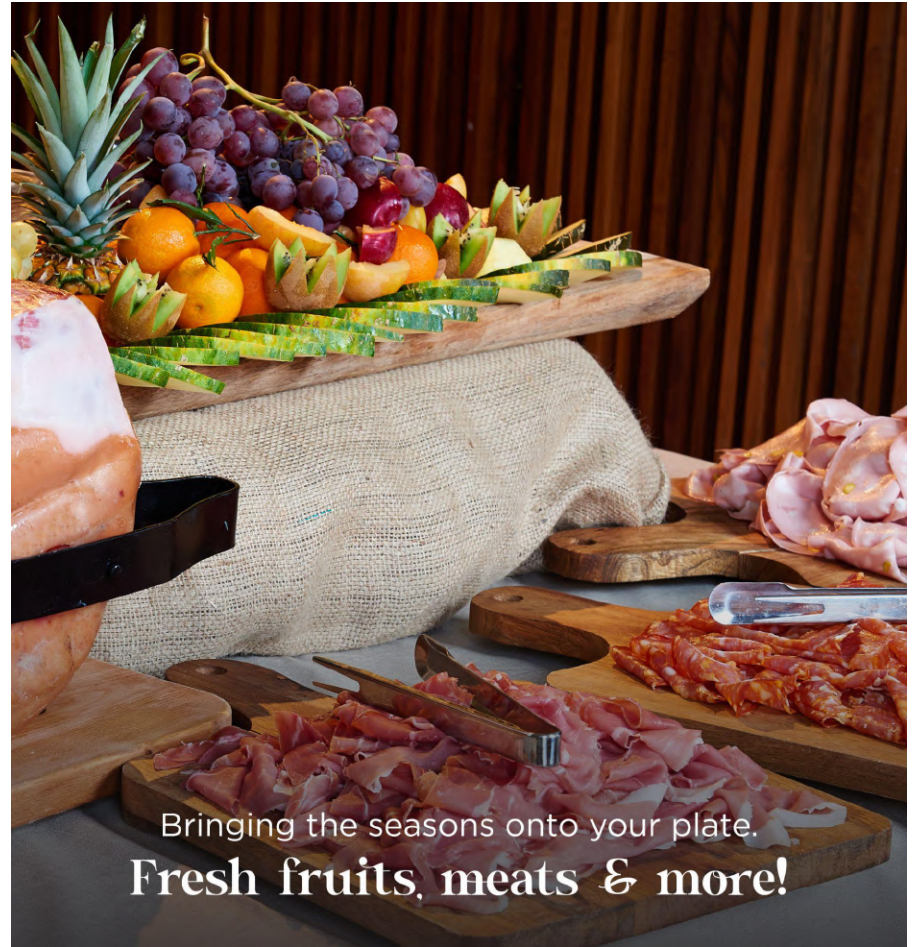


A new era of cuisine, designed to  
**excite your senses.**



A sensory experience.

**Croissant Yogurt Berry Parfait.**



Bringing the seasons onto your plate.

**Fresh fruits, meats & more!**





Warm Hospitality. Authentic Cuisines.

**Cherished Moments.**



**HYATT  
REGENCY**  
GURGAON

## **Sunday Brunch Buffet**

at the Kitchen District.

RESERVE YOUR TABLE TODAY!

**#LiveTheDifference**



Inspired by global culture,  
our Sunday brunch buffet offers fresh, local  
ingredients in unique flavour combinations.



A new era of cuisine, designed to  
**excite your senses.**



A sensory experience.  
**Croissant Yogurt Berry Parfait.**



Bringing the seasons onto your plate.  
**Fresh fruits, meats & more!**



Warm Hospitality. Authentic Cuisines.  
**Cherished Moments.**

  
**Sunday  
Brunch Buffet**  
at the Kitchen District.

[RESERVE YOUR TABLE TODAY!](#)

**#LiveTheDifference**

# FEED VIDEO



## Post Copy:

Engulf yourself in an experience where every ingredient tells a story. At Hyatt Regency, Gurgaon we laud ourselves as a destination where food, design, and ambience come together to create a memorable affair.

Embrace a Sunday brunch like no other!

Please call + 91 124 5021234 or  
+ 91 8130100190 for reservations.

#LiveTheDifference #HyattRegencyGurgaon

# OFFLINE COLLATERALS

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# TENT CARD

**HYATT REGENCY**  
GURGAON



**Lavona**  
AWADHI CUISINE

Explore ancient practices  
**with a modern twist.**

New Delhi NCR, NHS, Sector 83, Gurgaon, Haryana, India, 122004  
f /HyattRegencyGurgaon i /hyatt  
www.hyatt.com/ | Tel: +91 124 502 1234

**HYATT REGENCY**  
GURGAON



**Lavona**  
AWADHI CUISINE

This weekend, immerse yourself in the  
**rich flavours of Awadh!**

New Delhi NCR, NHS, Sector 83, Gurgaon, Haryana, India, 122004  
f /HyattRegencyGurgaon i /hyatt  
www.hyatt.com/ | Tel: +91 124 502 1234

# TENT CARD



**HYATT  
REGENCY**  
Gurgaon

**Lavana**  
RESTAURANT

Explore ancient practices  
with a modern twist.

New Delhi NCR, NHS, Sector 83, Gurgaon, Haryana, India, 122004  
@hyattrencyGurgaon #hyattrencyGgn #hyattrencyGGN in /hyatt  
www.hyatt.com/ | Tel: +91 124 502 1234



**HYATT  
REGENCY**  
Gurgaon

**Lavana**  
RESTAURANT

This weekend, immerse yourself in the  
rich flavours of Awadh!

New Delhi NCR, NHS, Sector 83, Gurgaon, Haryana, India, 122004  
@hyattrencyGurgaon #hyattrencyGgn #hyattrencyGGN in /hyatt  
www.hyatt.com/ | Tel: +91 124 502 1234



HYATT  
REGENCY  
GURGAON

**Cherish moments**  
with a sumptuous  
Sunday brunch buffet!

BOOK YOUR  
TABLE AT THE



KITCHEN DISTRICT

PLEASE CALL +91 124 5021234 FOR RESERVATIONS.

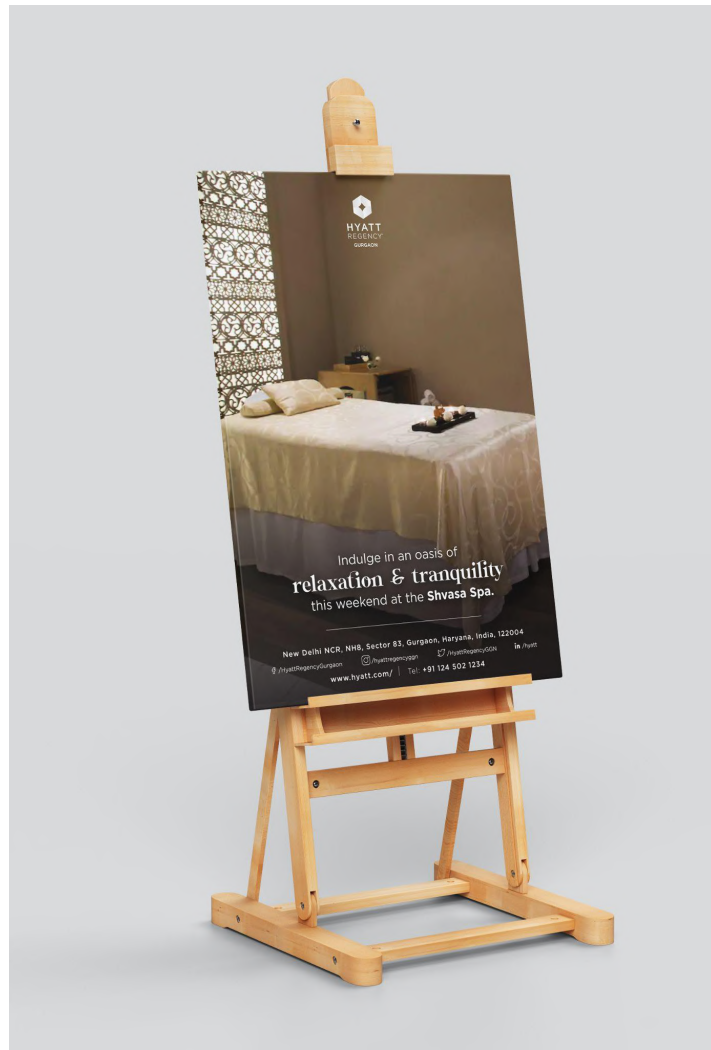
**#LiveTheDifference**

# STANDEE





# STANDEE





LETTER  
by  
me  
Weekly  
ine  
end!

con: veld: iacitiam  
que: conserere: aut  
a: patiens: publicar  
pulis: conserere: m  
salar: con: vel: victim  
salar: iudicium: litem  
de: pro: viculum: in  
que: conserere: hor  
quasdam

ALICUI  
aliqui: laudam: iudicium  
victis: in: molar: via  
horat: que: molar: in  
pro: iudicium: in: con  
con: con: molar: in  
aliqui: con: vel: victim  
salar: iudicium: litem  
de: pro: viculum: in  
que: conserere: hor  
quasdam

HYATT REGENCY  
CURAIO



**Take a moment to unwind.**  
EXPERIENCE STAYCATION. EXPERIENCE COMFORT. EXPERIENCE HYATT.

Embrace superior service within a multicultural backdrop of dramatic architecture, exquisite restaurants, luxury spas and sophisticated meeting spaces. Explore the best of what the destination has to offer. Go above and beyond and get more from your staycation.

VISIT US AT NEW DELHI NCR, NH8, SECTOR 83, GURGAON, HARYANA, INDIA, 122004

**BOOK YOUR STAYCATION TODAY!**

**#LiveTheDifference**

HYATT INTERIOR MAGAZINE  
www.now.hus

FLYER



FLYER



# CONTEST IDEA

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# STAYCATION/ SPA EXPERIENCE GIVEAWAY

Everyone needs a break, yet many of us just don't have the time within our busy schedules, with non-stop working hours and tireless virtual meetings. By offering our audience a chance to take a break from their daily lives and unwind, we can offer them a **Staycation/Spa Experience (Shvasa Spa)**.

**This is our chance to create an opportunity for locals to experience their city in a new and exciting way.**

Hyatt Regency, Gurgaon can work this through by announcing a staycation/spa experience giveaway by offering an optional food and beverage credit to the entrant's who followed their Instagram page and tagged 5 friends in the comments of this giveaway photo by making them follow the rules too.

This won't only give the audience a chance to indulge in a **one-of-a-kind stay experience** but also create a chain of **word-of-mouth marketing** for the hotel.



# INFLUENCER MARKETING

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#### **PLAN OF ACTION WITH INFLUENCERS:**

**Idea:** To collaborate with lifestyle influencers and content creators to help increase awareness on our suggested campaign and build an experiential community for Hyatt Regency, Gurgaon via **#LiveTheDifference**

#### **Execution:**

- A. *The content creators can be invited over to the hotel to experience a staycation or individuals offerings by the hotel such as a signature massage service at the Shvasa Spa/ a Sunday Brunch Buffet with their family/ an experimental evening of mixology and hors d'oeuvres at the Long Bar or even perhaps an indulgent gastronomic experience of Awadhi Cuisine at Lavana.*
- B. *We can also collaborate with various homegrown brands and labels (be it jewellery, interior, fashion etc) and invite their founders to partake in an engrossed photoshoot at Hyatt Regency, Gurgaon. They could utilise the space for pictures and also promote the property by tagging us and providing us with location courtesy. This way we can leverage their followers to garner more traction and business.*

#### **Example:**

- The influencer(s) will begin by creating stories followed by a video and upload it on their handle.
- The video will be in the form of an Instagram Reel x 60 seconds, where the video begins with their experience as soon as they enter the hotel, and how their day goes - be it by indulging in a relaxing massage, unwinding by the poolside or even snippets from the bar and restaurants. Thereby, promoting the hotel throughout and creating a higher recall value within their followers.
- We can invite individual influencers/ couples/ influencer friends etc...to leverage a larger target market that creates an immersive storyline through different perspectives.

The content that would be uploaded in the form of an Instagram Reel & Story will have Hyatt Regency, Gurgaon tagged in it, along with the hashtag **#LiveTheDifference**.



# SUGGESTED INFLUENCERS



**Aanchal Rai**  
15.3K Followers

**Profile Link:**

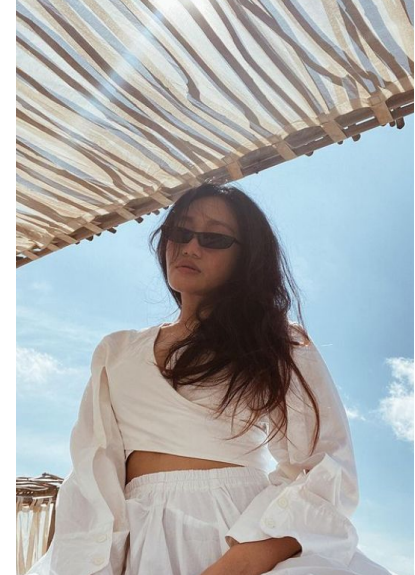
<https://www.instagram.com/p/CRv5a9OMiJD/>



**Kush Sachdeva**  
46.6K Followers

**Profile Link:**

<https://www.instagram.com/kushsachdeva/>



**Aein Jamir**  
55.4K Followers

**Profile Link:**

<https://www.instagram.com/aienjamirofficial/>

# SUGGESTED INFLUENCERS



**Saumya Gupta & Shiva  
(Photographer Couple)**

Him: 5,903 Followers

Her: 28K Followers



**Zoya & Zina Singh  
(Fashion & Lifestyle - Twin Sisters)**

12K Followers



**Kanika & Kesav  
(Lifestyle & Travel Couple)**

14.8K Followers

# SUGGESTED INFLUENCERS



**Jewellery: Studio Metallurgy by Advaeita Mathur**

19.2K Followers

**Profile Link:**

<https://www.instagram.com/studio.metallurgy/>



**Footwear Label: Aprajita Toor**

149K Followers

**Profile Link:**

<https://www.instagram.com/aprajitatoorofficial/>



**Designer Label: The Neh Store**

72.7K Followers

**Profile Link:**

<https://www.instagram.com/thenehstore/>

SCOPE OF WORK  
Hyatt Regency Gurgaon

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# SCOPE OF WORK - SOCIAL MEDIA

**Total Social Media Posts 20**

**Designed Social Media Posts 10**

**Instagram Stories (Up to 2 taps) 10**

**Influencer Reach-out Upto 5 monthly (expand)**

## **1. Account Management:**

### Client Servicing

- Liaison with the brand team to receive and understand all requirements
- Share all concepts, strategies, content banks and designs.
- Liaison with the brand team to understand feedback and any further requirements
- Setup and conduct weekly calls with the team at Hyatt Regency Gurgaon
- Setting the metrics, structure, workflow and policies of online accounts

### Conceptualization & Strategy

- Research the target audience and digital behavior to reach valuable insights for each brief
- Plan strategic activities along the campaign to amplify online footprint
- Look out for third party vendors, brands or events that the brand would benefit to tie up with
- Consult on on-ground activities & events that the brand can carry out to increase awareness

### Digital Maintenance & Management

- Monthly content planning and development basis the brand activities
  - Creation of fortnightly content decks for Facebook & Instagram
  - Hygiene content creation for Google & Youtube.
  - Look out for new and upcoming types of content & platforms that the brand would benefit from and suggest ideas for each platform
  - Feedback and suggestions on improving online marketing strategy
  - Respond to all queries, comments and posts on the brand platforms within the same working day during work hours. All queries received post 6:30PM will receive an autoreply and will be responded to the next working day by 12PM.
  - Daily checks and weekly updates of platforms such as Facebook and Instagram
  - Ensuring queries on the above-mentioned platforms are responded to within 24 hours apart from Sunday queries which would be responded to on the next day(Monday)
- In case of any red flags or crisis online, team will be proactive on all days of the week to respond to the customer.

### Digital Design

- Creating the design strategy in line with monthly digital strategy of the brand
- Digital graphic designing for posts as mentioned in Table A of this document
- Turnaround time for designed posts to be 2 working days. In case of multiple requirements, deliverables will be shared in order of priority.
- To minimize waste of time on workflow, the brand team is requested to share consolidated feedback in the first round itself.

# SCOPE OF WORK - PRODUCTION

## **Content Shoots Up to 8 Shoots annually**

### Content Creation & Videography

- A-led professional photography sessions with 3 short form video assets (up to 15 seconds) for reels and engagement drivers ( Upto 8 Shoots annually)
- Presenting the mood board in line with the monthly strategy
- Laying down the Visual direction and identifying Styling requirements
- Planning the shoot & requirements
- Sourcing the relevant props/backdrops (overheads will be charged as per cost of props)
- On-ground Content Creation for events on mobile twice a month

# SCOPE OF WORK - DESIGN

## **Offline collaterals:**

Usually varies between 3 in a month subject to promotions at the hotel level. (upto 5)

- Brochure – Spa/Banqueting/Club etc.
- Wedding Promotions
- EDMs, Leaflets, Invites
- Various festival & event creatives undertaken by the hotel:
- F&B events & promotions
- Loyalty program
- Health Club & Spa Promotions
- Hotel Ads & Outdoor
- Prints ad, including Recruitment Ads
- Posters, Tent Cards, Banners – Digital

# SOCIAL MEDIA MANAGEMENT - COMMERCIALS

## **Platforms - Facebook, Instagram**

### **SUMMARY PER MONTH-**

- 5 organic posts a week on all platforms - 20 posts a month
- 10 stories a month
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Dynamic posts creation - Gifs/Videos
- Includes ideation and creation of creatives and copy
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc
- Monitoring social media conversations and responding to the same
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc
- Upto 3 Offline Collaterals from the list on Slide 7

## **Fixed Monthly Retainer - INR 75,000 + GST**

### **Extras:**

#### **Influencer Marketing**

20% of Influencer's fee charged as management fees for paid influencers.

INR 3000 for each Influencer engaged on barter.

# PRODUCTION - COSTING

## **Photography: (15-20 Pictures per shoot)**

Photographer | Lighting & Assistance | Props & Elements | Styling | Photography Backdrops | Post processing of the Pictures

## **Video Production: (3- 15-20 seconds each reel videos per shoot)**

Cinematographer | Lighting & Assistance | Video Editing

**INR 45,000 + GST for each shoot**

**Minimum 8 shoots annually - INR 3,60,000 + GST Per Year**

-On-ground Content Creation for events on mobile twice a month:

**INR 10,000 + GST per visit- 4K videos + Full HD Stills**

### **Terms & Conditions:**

Maximum of 2 changes can be made in the videos, if required. The charges would be INR 1,000 after the 2nd change.

The timings for the shoot would be 8 hours for a day. (The setup time is not included in these hours).

Apart from the props and backdrops that we have in our inventory, if anything else is needed, the cost for that would be charged as per actuals.

Models' fee will be charged at actuals

### **Equipment to be used:**

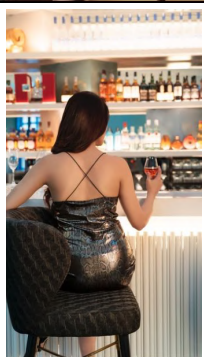
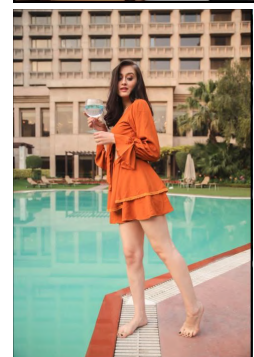
Sony Alpha 1 | Sony Alpha 7III | Sony Alpha 6500 | DJI Mavic 2 Pro | Sony 20mm f1.8 G Lens | Sony 85mm f1.4 G-Master Lens | Sigma 30mm f/1.4 DC DN Contemporary Lens | Tamron 28-75mm f/2.8 Di III RXD | Sony 18-105mm f/4.0 G Lens | Godox SK400 II Studio Lights | Godox SL60W LED Lights | Godox LED 500 Lights | AK4000 - FeiyuTech



## PRODUCTION (PAST WORK)

Note: Video Work Can Be Shared via Whatsapp

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THANK YOU!

