

— INDIAN INSTITUTE OF TECHNOLOGY, KANPUR —
ANTARAGNI
— 09TH - 12TH OCT 2014 —

PRE-FEST FINANCE & MARKETING REPORT
ANTARAGNI'14

Summary:

Income	
Marketing	6605900
Food Stalls	420000
Registration(1600 @ Rs.1200/-)	1920000
MUN OffCampus Registration(200 @ Rs.1700/-)	340000
MUN IITK Registrations(40 @ Rs.800)	32000
National Registration	200000
Tshirts	306250
Sweat Shirts	275000
Total	10099150



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Marketing Income Breakup	
Company	Amount
Aakrit	10000
Axis Colleges	100000
Bihar Tourism	73500
BHEL	49000
BPCL	49000
BSNL	49000
Canara Bank	39200
Chhattisgarh	294000
Coal India	98000
Coca Cola	300000
DKG Mobiles	20000
DNT Music Academy	9000
Endeavour	30000
Modern Amenities	15000
Gate Forum	45000
Goldie Masale	49000
Goa Tourism	19600
Habib's	15000
Hero	784000
IFFCO Tokio	24500
Indian Bank	30000
ST Advani and Co	30000
Vishnu Sharan and Co	30000
RSB Projects	30000
Jain international School	100000
JEE Possible	10000
JK	343000
Lala Purshottam Jewellers	68600
Lava	416500
LIC	98000
Lohia	196000
Luminous	50000
Maheshwari	245000

Mahindra	99000
Martin Fashion Creators	80000
Midas International	10000
MISB Bocconi	147000
Monte Carlo	117600
Mufti	19600
NBCC	100000
NDBG	20000
NCZCC	50000
Oakley	14700
Orpine Technologies	15000
PFC	19600
PNB	98000
Porugal Embassy	40000
Prayatna IAS Coaching	5000
Red Tape	49000
Rimjhim	245000
Rudra Fragrances	14000
Safexpress	20000
SBBJ	196000
SBI	600000
Solidry	15000
Sony	73500
SP Jain	196000
Study in UK	15000
Studymate	75000
Tata Teleservices	30000
UBI	75000
UP Culture	20000
Vimal	245000
Whatsay	147000
Woodland	20000
Zebronics	15000
Total	6605900



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Stalls	
Arre Waah	40000
Baba Biryani	30000
Bombay Fast Food 1	20000
Bombay Fast Food 2	25000
Burger King	25000
Chaat	6000
Chaat	6000
China Town	15000
Crown Burger 1	32000
Crown Burger 2	14000
Dominoes	20000
Jai Sia Ram	10000
Lala Ji	30000
Mini Punjab Sweets	15000
Paras Ram and Sons	20000
Popcorn	19000
Royal Traders	40000
South Indian Egg Shop	10000
Veggies	23000
Verandah	20000
Total	420000



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Expenditure	
Prize Money	700000
Flex	400000
Non Flex	200000
Taxi and Bus	250000
Flight	240000
Labour(Workers,Mugs,Buckets,Locks,Cleaning,Water)	180000
Loader	10000
Labour Food	40000
Stage Setup	80000
Bamboo	43000
Other Workers(Outreach+Auditorium)	30000
Light And Sound	401000
Tent	390000
Professional Light	930000
Student Messing	84000
SIS	80000
Health Center	5000
Visitors Hostel	180000
Train	70000
Auditorium	150000
Food Coupons	50000
Stationary and PhotoCopy	40000
Telephone	20000
Mridkash,Rithambhara,Velvet Lock	5000
Informals	40000
Kavi Samelan	100000
Work shops	0
Quiz(Including Travel)	58000
Fine Arts	25000
Guest Rooms + Common Rooms	20000
Diesel	60000
Marketing	20000
Classical Night	52000
Indian hat(Artist Fee)(Including Travel)	50000
Nationals (Including Travel)	175000
MTV	161216
SAC Decoration	60000
Crane	15000
Trophy	25000
Nigambodh(Including Train Tickets)	40399
Ana Sofia(Parafin)	5000
Ana Sofia Flight Tickets	40000
Tshirts	170800
Sweat Shirts	200000



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Professionals Nights	
Prima Nocte(Agnee)	645991
Sunburn	246225
Blitzkrieg	1995845
Synchro	650000

Buffer	650000
Total	10083476

