



Prachi Tiwari &lt;prachi.tiwari@paytm.com&gt;

**Re: Award Nomination- Singapore Tourism Board**

17 messages

Deepshri Iyer &lt;deepshri.iyer@paytm.com&gt;

Wed, Jul 5, 2023 at 10:31 AM

To: Vaishnavi Bassi &lt;vaishnavi.bassi@paytm.com&gt;, Prachi Tiwari &lt;prachi.tiwari@paytm.com&gt;, Suraj Khanna &lt;suraj.khanna@paytm.com&gt;

Cc: Roopali Jain &lt;roopali.jain@paytm.com&gt;, Nikhil Kumar &lt;nikhil10.kumar@paytm.com&gt;, Gaurav Shetty &lt;gaurav.shetty@paytm.com&gt;

Looping @Prachi Tiwari and @Suraj Khanna

Hi Roopali,

Please share the creatives, screenshots and also the screen recording incase you have it.

Thanks &amp; Regards,

Deepshri Iyer

Assistant General Manager - Marketing &amp; Content

9987339129



On Wed, Jul 5, 2023 at 10:22 AM Vaishnavi Bassi &lt;vaishnavi.bassi@paytm.com&gt; wrote:

+Roopali Jain +Nikhil Kumar Request you to please share all the creatives used for this campaign with Deepshri.

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On Tue, Jul 4, 2023 at 12:22 PM Vaishnavi Bassi &lt;vaishnavi.bassi@paytm.com&gt; wrote:

Hi Edmund,

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Thank you,



**Edmund KOH**, Senior Manager, India & South Asia  
(Mumbai), International Group





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Let me know?

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A quick revert will be highly appreciated. Thanks for the amazing partnership:)

Thanks & Regards,

Vaishnavi Bassi

Manager-Paytm Ads

8860443708



---

**Prachi Tiwari** <prachi.tiwari@paytm.com>

Wed, Jul 12, 2023 at 10:46 AM

To: Roopali Jain <roopali.jain@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>

Cc: Vaishnavi Bassi <vaishnavi.bassi@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Deepshri Iyer <deepshri.iyer@paytm.com>

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Please feel free to reach out to me in case of any queries.

Regards,

Prachi

[Quoted text hidden]

---

**Nikhil Kumar** <nikhil10.kumar@paytm.com>

Wed, Jul 12, 2023 at 2:13 PM

To: Prachi Tiwari <prachi.tiwari@paytm.com>

Cc: Roopali Jain <roopali.jain@paytm.com>, Vaishnavi Bassi <vaishnavi.bassi@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Deepshri Iyer <deepshri.iyer@paytm.com>

Hi Prachi,

Working with the team on this, will share the screen recordings/screenshots as soon as possible.

regards

Nikhil

[Quoted text hidden]

---

**Nikhil Kumar** <nikhil10.kumar@paytm.com>

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<image007.png>

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Manager-Paytm Ads

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**2 attachments**

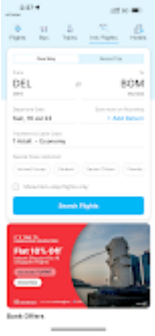


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Hi, Nikhil

Thanks for sharing these. However, is there a possibility that you can share the high resolution banner image and high res screen recording? This is vital for our case studies and award video. Currently, the video quality is pixelated and can't be used.

Do let me know if you have any queries.

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Prachi

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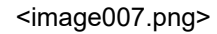
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On 12-Jul-2023, at 10:46 AM, Prachi Tiwari <prachi.tiwari@paytm.com> wrote:

[Quoted text hidden]



**Edmund KOH**, Senior Manager, India & South Asia (Mumbai), International Group



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Bandra Kurla Complex |

Bandra (East) | Mumbai 400051 India

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<image002.jpg>

<image003.jpg>

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<image004.jpg>

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---

**From:** Edmund KOH (STB)  
**Sent:** Tuesday, July 4, 2023 11:22 AM  
**To:** 'Vaishnavi Bassi' <[vaishnavi.bassi@paytm.com](mailto:vaishnavi.bassi@paytm.com)>  
**Cc:** Renjie WONG (STB) <[WONG\\_Renjie@stb.gov.sg](mailto:WONG_Renjie@stb.gov.sg)>; Gaurav Shetty <[gaurav.shetty@paytm.com](mailto:gaurav.shetty@paytm.com)>; Deepshri Iyer <[deepshri.iyer@paytm.com](mailto:deepshri.iyer@paytm.com)>  
**Subject:** RE: Award Nomination- Singapore Tourism Board

Thanks! Let me check run through the testimonial and come back to you soon.

<image013.png>

**Edmund KOH**, Senior Manager, India & South Asia (Mumbai), International Group

<image007.png>

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distribute or deliver this communication in whole or in part to anyone. Kindly notify us of the error and delete it (including copies) immediately. Thank you.

**From:** Vaishnavi Bassi <vaishnavi.bassi@paytm.com>  
**Sent:** Tuesday, July 4, 2023 10:13 AM  
**To:** Edmund KOH (STB) <Edmund\_KOH@stb.gov.sg>  
**Cc:** Renjie WONG (STB) <WONG\_Renjie@stb.gov.sg>; Gaurav Shetty <gaurav.shetty@paytm.com>; Deepshri Iyer <deepshri.iyer@paytm.com>  
**Subject:** Re: Award Nomination- Singapore Tourism Board

Hi Edmund,

Shared editing access too.

On Mon, Jul 3, 2023 at 9:18 PM Edmund KOH (STB) <Edmund\_KOH@stb.gov.sg> wrote:

Hi Vaishnavi,

I can't access.

Thank you,

<image015.png> **Edmund KOH**, Senior Manager, India & South Asia (Mumbai), International Group <image007.png>

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<image002.jpg>

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<image014.png> Check out [www.visitsingapore.com](http://www.visitsingapore.com) today! |  
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**From:** Vaishnavi Bassi <vaishnavi.bassi@paytm.com>  
**Sent:** Monday, July 3, 2023 5:33 PM  
**To:** Edmund KOH (STB) <Edmund\_KOH@stb.gov.sg>  
**Cc:** Renjie WONG (STB) <WONG\_Renjie@stb.gov.sg>; Gaurav Shetty <gaurav.shetty@paytm.com>; Deepshri Iyer <deepshri.iyer@paytm.com>  
**Subject:** Re: Award Nomination- Singapore Tourism Board

Hi Edmund,

PFB the same:-

[https://docs.google.com/document/d/1dj9v-b-l8GSMcCyxCX8I\\_gXwrxmmRcGM/edit](https://docs.google.com/document/d/1dj9v-b-l8GSMcCyxCX8I_gXwrxmmRcGM/edit)

On Mon, Jul 3, 2023 at 5:29 PM Edmund KOH (STB) <Edmund\_KOH@stb.gov.sg> wrote:

Hi Vaishnavi,

Could you provide the updated draft as I previously added comments as well.

Thank you,

<image016.png> **Edmund KOH**, Senior Manager, India & South Asia (Mumbai), International Group <image007.png>

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<image004.jpg>  
<image005.jpg>

<image014.png>

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---

**From:** Vaishnavi Bassi <[vaishnavi.bassi@paytm.com](mailto:vaishnavi.bassi@paytm.com)>

**Sent:** Monday, July 3, 2023 5:28 PM

**To:** Edmund KOH (STB) <[Edmund\\_KOH@stb.gov.sg](mailto:Edmund_KOH@stb.gov.sg)>

**Cc:** Renjie WONG (STB) <[WONG\\_Renjie@stb.gov.sg](mailto:WONG_Renjie@stb.gov.sg)>; Gaurav Shetty <[gaurav.shetty@paytm.com](mailto:gaurav.shetty@paytm.com)>; Deepshri Iyer <[deepshri.iyer@paytm.com](mailto:deepshri.iyer@paytm.com)>

**Subject:** Re: Award Nomination- Singapore Tourism Board

Hi Edmund,

Thanks for your feedback. We have incorporated the changes as per suggestion. Please have a look.

Seek your approval and testimonial here. We will be promoting this case studies on various social media platforms and nominations for various marketing events.

P.S- I am trying to arrange the SS of the last campaign with a custom destination page. Will share it across shortly.

Regards,

Vaishnavi Bassi

On Thu, Jun 29, 2023 at 1:08 AM Edmund KOH (STB) <[Edmund\\_KOH@stb.gov.sg](mailto:Edmund_KOH@stb.gov.sg)> wrote:

Hi Vaishnavi,

Apologies for the radio silence as I was busy preparing other workstreams which are of high importance. I have some comments on your submission. Would like to ensure we are aligned before we provide the testimonial.

Note: Once we align, will work internally on the testimonial. Due to processes and team member is travelling, this will take some time as well as well.

Hope to seek your kind understanding as it is a busy period for us.

Let me know?

Thank you,

<image017.png>

**Edmund KOH**, Senior Manager,  
India & South Asia (Mumbai),  
International Group

<image007.png>

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[Quoted text hidden]

**Roopali Jain** <roopali.jain@paytm.com>

Wed, Jul 12, 2023 at 3:43 PM

To: Prachi Tiwari <prachi.tiwari@paytm.com>

Cc: Nikhil Kumar <nikhil10.kumar@paytm.com>, Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>, Vaishnavi Bassi <vaishnavi.bassi@paytm.com>

Hi Prachi,

Can you refer to this video . This should not be pixelated.

[Quoted text hidden]



**Record\_2023-07-12-14-57-35.mp4**

6638K

**Prachi Tiwari** <prachi.tiwari@paytm.com>  
To: Roopali Jain <roopali.jain@paytm.com>

Wed, Jul 12, 2023 at 3:49 PM

Cc: Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>, Vaishnavi Bassi <vaishnavi.bassi@paytm.com>

Hi, Roopali

Thanks for sharing the video. Looks perfect! Can you also share the creatives used for the campaign ? In summary, we need all the creatives used throughout the campaign along with screenshots & screen recordings.

Regards,  
Prachi

[Quoted text hidden]

**Roopali Jain** <roopali.jain@paytm.com>  
To: Prachi Tiwari <prachi.tiwari@paytm.com>

Wed, Jul 12, 2023 at 4:24 PM

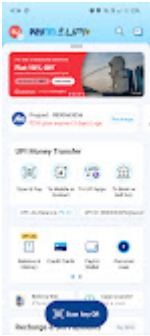
Cc: Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>, Vaishnavi Bassi <vaishnavi.bassi@paytm.com>

Hi Prachi,

You can use these SS for case study. I understand your requirement and will try to fetch more SS of other creatives used for the campaign. But for now I am also attaching the actual other creatives for your reference.

[Quoted text hidden]

**5 attachments**



Screenshot\_2023-07-12-16-14-20-51\_49b96b5fbae0d12a18edc4a3afe0dfd9.jpg  
626K



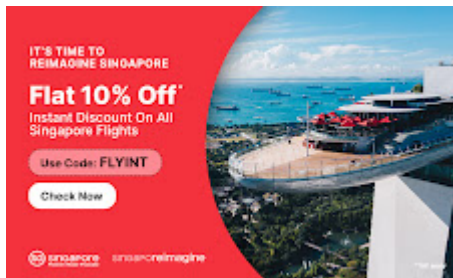
Screenshot\_2023-07-12-16-08-08-91\_49b96b5fbae0d12a18edc4a3afe0dfd9.jpg  
639K



singapore 1 (1).jpg  
458K



singapore tourism2 (1).jpg  
417K



singapore tourism3 (1).jpg  
340K

---


**Prachi Tiwari** <prachi.tiwari@paytm.com>  
To: Shivin Pandita <shivin@shadesandmotion.com>

Fri, Jul 21, 2023 at 2:19 PM

FYR

[Quoted text hidden]

---

 **Record\_2023-07-12-14-57-35.mp4**  
6638K

---

**Shivin Pandita** <shivin@shadesandmotion.com>  
To: Prachi Tiwari <prachi.tiwari@paytm.com>

Fri, Jul 21, 2023 at 2:22 PM

Thanks Prachi

[Quoted text hidden]

--  
Thanks & Regards,  
Shivin Pandita  
Associate Project Manager  
[Shades & Motion](#)

---

**Vaishnavi Bassi** <vaishnavi.bassi@paytm.com>

Fri, Jul 21, 2023 at 3:23 PM

To: Roopali Jain <roopali.jain@paytm.com>, Shreelatha C <shreelatha.c@paytm.com>

Cc: Prachi Tiwari <prachi.tiwari@paytm.com>, Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>

+[Shreelatha C](#)

Hi Roopali/Nikhil,

Please share across emailer/push notification screenshots as well here.

Regards,  
Vaishnavi Bassi  
[Quoted text hidden]

---

**Prachi Tiwari** <prachi.tiwari@paytm.com>

Mon, Jul 24, 2023 at 3:39 PM

To: Vaishnavi Bassi <vaishnavi.bassi@paytm.com>

Cc: Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Roopali Jain <roopali.jain@paytm.com>, Sakshi Mittal <sakshi1.mittal@paytm.com>, Shreelatha C <shreelatha.c@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>

Hi, Vaishnavi

We are using the Singapore Tourism logo in the case study video for the award nominations.

Regards,  
Prachi

[Quoted text hidden]

---

**Prachi Tiwari** <prachi.tiwari@paytm.com>

Tue, Jul 25, 2023 at 9:49 AM

To: Vaishnavi Bassi <vaishnavi.bassi@paytm.com>

Cc: Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Roopali Jain <roopali.jain@paytm.com>, Sakshi Mittal <sakshi1.mittal@paytm.com>, Shreelatha C <shreelatha.c@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>

Hi, Vaishnavi

Kindly confirm this today by 12PM. Request your support here as we are running behind on our timelines for the Singapore case study video.

Regards,  
Prachi

[Quoted text hidden]

---

**Roopali Jain** <roopali.jain@paytm.com>

Tue, Jul 25, 2023 at 10:12 AM

To: Prachi Tiwari <prachi.tiwari@paytm.com>

Cc: Vaishnavi Bassi <vaishnavi.bassi@paytm.com>, Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Sakshi Mittal <sakshi1.mittal@paytm.com>, Shreelatha C <shreelatha.c@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>

Hi Prachi ,

Please PFA mailer and push notifications ss / video

Thanks


[Quoted text hidden]

---

## 2 attachments



**IMG-20230724-WA0005.jpg**  
98K

 **VID-20230404-WA0042(1).mp4**  
1694K

---

**Vaishnavi Bassi** <vaishnavi.bassi@paytm.com>

Tue, Jul 25, 2023 at 10:39 AM

To: Prachi Tiwari <prachi.tiwari@paytm.com>

Cc: Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Roopali Jain <roopali.jain@paytm.com>, Sakshi Mittal <sakshi1.mittal@paytm.com>, Shreelatha C <shreelatha.c@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>

Hi Prachi,

Can you please help with the final video once I need to take approval for the logo on same.

Regards,  
Vaishnavi Bassi  
[Quoted text hidden]

---

**Prachi Tiwari** <prachi.tiwari@paytm.com>

Tue, Jul 25, 2023 at 11:09 AM

To: Shivin Pandita <shivin@shadesandmotion.com>

FYR

----- Forwarded message -----

From: **Roopali Jain** <roopali.jain@paytm.com>

Date: Tue, 25 Jul 2023 at 10:12 AM

Subject: Re: Award Nomination- Singapore Tourism Board

[Quoted text hidden]

[Quoted text hidden]

---

## 2 attachments



**IMG-20230724-WA0005.jpg**

98K



**VID-20230404-WA0042(1).mp4**

1694K

---

**Prachi Tiwari** <prachi.tiwari@paytm.com>

Tue, Jul 25, 2023 at 2:23 PM

To: Vaishnavi Bassi <vaishnavi.bassi@paytm.com>

Cc: Deepshri Iyer <deepshri.iyer@paytm.com>, Gaurav Shetty <gaurav.shetty@paytm.com>, Nikhil Kumar <nikhil10.kumar@paytm.com>, Roopali Jain <roopali.jain@paytm.com>, Sakshi Mittal <sakshi1.mittal@paytm.com>, Shreelatha C <shreelatha.c@paytm.com>, Suraj Khanna <suraj.khanna@paytm.com>

Hi, Vaishnavi

Please find below the link to the video. Kindly go through it once before sharing it with the client.

<https://drive.google.com/drive/folders/1CjV-FD1twr39mEtbyRxeIFogFy99JwKJ>

I would appreciate it if we can close this today itself.

Regards,

Prachi

[Quoted text hidden]