

Brand Photography Proposal — Nova Brands

Product Launch

PREPARED FOR

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Nova Brands
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PAYMENT TERMS

50% Upfront, 50% on Completion

TOTAL VALUE

INR 188,800.00

INTRODUCTION

Thank you for considering Luminary Creative for your upcoming product launch campaign. We specialize in crafting visual stories that elevate brands and convert audiences — and we're excited by the opportunity to bring Nova Brands' new collection to life.

SCOPE OF WORK

- This engagement covers a full-day on-location brand photography shoot, including creative direction, styling guidance, and post-production. We will deliver 40 professionally retouched high-resolution images optimized for digital and print channels, along with a commercial usage license for two years across all media.

PRICE BREAKDOWN

Description	Qty	Rate	Amount
Brand Photography — Full Day Shoot	1	INR 85,000.00	INR 85,000.00
Post-Production & Retouching (up to 40 images)	40	INR 800.00	INR 32,000.00
Creative Direction & Mood Board	1	INR 18,000.00	INR 18,000.00
Commercial Usage License — 2 Years	1	INR 25,000.00	INR 25,000.00
		Subtotal	INR 160,000.00
		GST (18%)	INR 28,800.00
		GST ID: 27AABCU9603R1ZX	
		Total	INR 188,800.00

WHY THIS INVESTMENT

Our proposed pricing reflects the level of expertise, equipment, and post-production effort required to deliver imagery that stands out in a competitive market. Investing in high-quality brand photography generates measurable returns — strong visuals consistently improve click-through rates, conversion, and brand recall.

TERMS & CONDITIONS

A 50% deposit is required to confirm the booking. The remaining balance is due within 7 days of final image delivery. All delivered files remain the property of Nova Brands upon final payment. Cancellations within 72 hours of the shoot date forfeit the deposit.