

RETAILER BONDING PROGRAM – VERSION 2.0 (“RBP 2.0”):

RBP is now more REWARDING

Get rewarded for being a Retailer of Bajaj Electricals Limited (“**Company**”) products as listed out in Annexure 1 of this Program terms.

The company has rewards Program to give the retailers of the products (“**Retailers**”) the freedom to select from the specified gift products/rewards or to go on a foreign trip on accumulation & redemption of reward points (“**Reward Points**”) and an opportunity to get additional Reward Points through ‘Consistent Retailer Offer’ as described hereinafter.

This program is applicable for all the retailers covered under the company’s ‘Range and Reach Expansion Program’ (“**RREP**”) within the selected geographical limits of India.

The Retailers shall be entitled to earn Reward Points on purchase of specified product categories (detailed in Annexure 1) of the Company directly from the authorized distributors (“**Distributors**”) of the Company.

The Reward Points to be earned varies from product to product, as more specifically mentioned in the RBP Bajaj Parivar App or portal and the said Reward Points shall increase based on the range of the products (SKUs) purchased and the billing frequency.

By participating in this Program (and by signing the enrolment form), the Retailer at its sole discretion chooses to accept these Program terms. Retailer agrees that participation in this Program and the chance of availing the Rewards under this Program are purely voluntary and optional for the Retailer and that in the event the Retailer disagrees with any of the terms of the Program, his/her sole remedy will be to not participate in this Program.

MULTIPLIERS:

For multipliers Calendar month is considered as a Month.

The range, billing frequency & bonus multiplier factors applicable for products are as under:

RANGE MULTIPLIER FACTOR:

SKU RANGE	MULTIPLIER FACTOR
1 to 5	0%
6 to 10	10%
11to15	15%
16to20	25%
21to30	35%
31 to 50	45%
51+ SKU	55%

BILLING FREQUENCY	MULTIPLIER FACTOR
Once in a month	0%
Twice in a month	5%
Thrice in a month	10%
Four Times in a month	15%

Note:- the multiplier factor percentage as mentioned under the above tables are over and above the basic points applicable to the SKU.

FREQUENCY:

Multiple billing in a week will be considered as one billing for that week.

- ✓ **Week 1** – 1st of every month to 7th of every month
- ✓ **Week 2** – 8th of every month to 14th of every month
- ✓ **Week 3** – 15th of every month to 21st of every month
- ✓ **Week 4** – 22nd of every month to Last date of the month

CONSISTENT RETAILER OFFER:

The Retailers shall now have an opportunity to get additional Reward Points if they meet the following criteria / conditions (“Consistent Retailer Offer”):

1. Should have billed the Products through purchase made from the Distributor in at least 03 weeks in each month commencing from 1st date of each month
2. Should have billed for 21 or more unique SKUs of Bajaj Products / Morphy Richards products.
3. Accessories, spares, FTL, CFL, Consumer Luminaries, Room Heaters, Room Coolers, Nirlep, NEKA, Pressure Cooker & Gas Stove products will not be considered for the benefits under this “Consistent Retailer Offer”.
4. Must have made a minimum sale of Products worth INR. 50,000/- (Indian Rupees fifty thousand only) without taxes of the categories included under Annexure-1 of the Program terms in the 3 months of the quarter period to be considered under the Program.
5. Must have achieved the above targets for each quarter starting from 01st April 2022. The Retailers have to fulfill the consistency parameters for all the individual 03 months of the quarter.
6. Retailer fulfilling the above conditions will be entitled to “**Consistent Retailer Offer**” and “**Multiplier**” towards Reward Points is based on following table.

Table: -

CONSISTENT RETAILER – 21SKU & 3 WEEK PER MONTH	
Value Slab for 3 months of the quarter	% Bonus
0 to 49999	0%
50000 to 74999	20%
75000 to 99999	25%
100000 to 149999	30%
150000 to 299999	35%
300000 to 499999	40%
500000 and Above	50%

Consistent Reward Points will be based upon the total points accumulated i.e. **total of Base Points + Range and Frequent multiplier bonus points** made in a particular quarter.

REWARD:

Different gifts/rewards are available through point redemption at different point brackets (“**Rewards**”). Kindly refer to the Reward catalogue to view the latest gift options, that may change from time to time.

The Retailers can choose any one reward from the options available in the eligible points slab as available on Reward Catalogue or can opt for multiple rewards available from the lower points slabs. The Reward Points can be redeemed in full or in part.

Latest Reward catalogue is available with Sales team of the Company or can also be viewed under RBP Application.

ONE TIME SPECIAL APPRECIATION BENEFIT:

In addition to the rewards available as per the points slab, the Retailers shall be eligible for “One Time Special Appreciation Benefit” on achieving the specific milestones of cumulative Reward Points as under:

On Achievement of Reward Points	Appreciation
1,50,000	Tour for one person to Bangkok & Pattaya for 5 days and 4 nights
3,00,000	Tour for a couple to Dubai for 5 days and 4 nights
5,50,000	Tour for one person to Egypt for 5 days and 4 nights, OR a tour for a couple to Dubai for 5 days and 4 nights
11,00,000	Tour for one person to USA for 6 days and 5 nights, OR a tour for a couple to Bali for 5 days and 4 nights

REDEMPTION RULES

100% redemption of the Reward Points accumulated in any financial year should be redeemed by 31st December of the prospective financial year, failing which, such accumulated unredeemed Reward Points shall stand automatically lapsed i.e. for example: Reward Points earned till 31st March 2022 will have to be voluntarily and mandatorily redeemed on or before 31st Dec 2022 failing which such accumulated unredeemed Reward Points shall stand automatically lapsed.

Similarly, 100% redemption of the Reward Points accumulated between 01st April 2022 to 31st Mar 2023 is voluntarily and mandatorily required to be done by the Retailer on or before 31st December 2023, failing which, such accumulated unredeemed Reward Points shall stand automatically lapsed.

Annexure-1: List of applicable product categories

Bajaj KAP	Bajaj FAN	Bajaj LIGHTING	DAP	Morphy Richards
Toasters	Air Circulator	D-Lite	Water Heaters	ALL Product Categories
Mixers	Dom Ex Fan	LED	Dry Irons	
OTG	Economy CF	Electrical Accessories	Steam Irons	
Kettles	Ind Ex Fan			
Cookers	Premium CF			
Microwave Oven	Sub-Economy CF			
Induction Cookers	TPW			
JMG				
Wet Grinders				
Food Processors				
Juice Extractors				
Chopper & HBS				

* Basic Reward Points will be uploaded under the RBP portal.
No Loyalty Bonus points will be applicable for Points w.e.f. 01st Apr 2022.

RBP GIFT CATALOGUE –

Gift Name	Points
Amazon India E-Gift Voucher Rs.800	1000
TITAN e Gift Voucher Rs.800	1000
Flipkart E-Gift Voucher Rs.800	1000
Amazon India E-Gift Voucher Rs.1600	2000
TITAN e Gift Voucher Rs.1600	2000
Flipkart E-Gift Voucher Rs.1600	2000
Amazon India E-Gift Voucher Rs.4000	5000
TITAN e Gift Voucher Rs.4000	5000
Flipkart E-Gift Voucher Rs.4000	5000
Amazon India E-Gift Voucher Rs.8250	10000
TITAN e Gift Voucher Rs.8250	10000
Flipkart E-Gift Voucher Rs.8250	10000
Honda Activa 6G,std	92000
Maruti Celerio,LXI(Petrol)	580000
Tata Tiago XE, Petrol, Base Model	620000
Hyundai i10 Nios magna 1.2 Kappa VTVT.	775000
Maruti Suzuki Ertiga- LXI	950000
Ford EcoSport Trend, Petrol, Base model	1125000
Renault Duster RXS, Petrol, Base Model	1250000
Honda City V MT, Petrol, Base Model	1425000
Mercedes C200 Prime, Petrol, Base Model	5500000

CHATBOT CRM INTEGRATION:

We may soon Go Live **CHATBOT CRM INTEGRATION.**

Such integration will aid in real time updates wherein you can-

- ✓ Know the details of the programme
- ✓ Know the details of the gifts you can redeem
- ✓ View RBP Points
- ✓ Redeem Points
- ✓ Place order to distributors
- ✓ Know about our New Launches
- ✓ Access product videos

And much more....

HELP-LINE

In case of any issues related to gifts, deliveries, timelines, damaged gifts etc. pls get in touch with the agency applicable for your area –

States	Agency Name	Toll Free No	Email ID
Maharashtra, Gujarat, Goa, Raipur, Daman & Diu, Tamil Nadu, Andhra Pradesh, Kerala and Karnataka	Nexus Innovative Solutions Pvt Ltd	18005729497	bajajsupport@nexusi.in
Delhi, Punjab, Haryana, Jammu & Kashmir, Madhya Pradesh, Rajasthan, Himachal Pradesh, Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, West Bengal, North East and West Bengal	Accentiv (India) Pvt. Ltd.	1800 267 8015	accentivsupport.bajaj@bajajelectricals.com

FREQUENTLY ASKED QUESTIONS

1. What exactly is RBP 2.0?

RBP 2.0 is a Retailer loyalty programme is more exciting and more engaging.

The multipliers have been upgraded, Consistent structure revamped in lines with your requirement – IT IS JUST SIMPLER and EASIER.

2. Who is eligible to participate in RBP 2.0?

All Retailers under the RREP set up of Bajaj Electrical Ltd having a valid RBP code, comply with the terms of this Program are eligible for this Program.

3. Will my current RBP points be carried over to RBP 2.0?

Yes, your current points will be carried over to RBP 2.0 subject to the terms of this Program

4. Is the redemption process the same as it was with RBP 1.0? You have more gift options to choose from and the collection, redemption of these points are subject to the terms of this Program.

5. What are the new features of RBP 2.0?

In RBP 2.0, we use the calendar month rather than the 28-day cycle. Consistent offer period has been reduced from 13 cycles to three months.

6. What if I redeem and haven't received my prize within 15 days?

Please check with your distributor to see if he has started the redemption process. If he has already initiated and has not received a response, please contact the agency helpline numbers mentioned above

7. What if I got the issues related to damage gifts or not delivered or partly missing?

Please find the below chart for gift related issues and timelines

Issue	Timeline
With respect to short content, accessories missing	2 days
white goods damage	2 days
In case of a damaged item	3 days
In case of a defective product,	3 days
In case of "Delivered" but Not Received,	7 days

8. Why are my points not showing? What should I do?

Please check the cart in the redemption section to see if there are any gifts in there. If you cancel or remove, your points will be restored.

9. What if I redeemed the gifts and changed my mind later?

Please contact your distributor to cancel the gift, as it cannot be cancelled if the distributor has already initiated the redemption.

10. How do I redeem my gifts?

1. In the RBP Parivar app go to gift redemption section
2. Choose the gift for the points you have
3. Add the gift to cart
4. Go to cart and press redeem button
5. You are done; Your Gift request is being processed

11. How do I redeem my Electronic Gift Voucher (EGV) ?

A simple illustration is shown below, just follow these steps to redeem your EGV

Step 1	Customer will receive SMS From Sender Id Acentiv', which will content Link and Pin
Step 2	SMS Format Example: Dear Sheela, you have received Amazon Pay eGift Card Rs.800/- against RBP points redemption from Bajaj. your E-Voucher click on link is https://txp2.in/v/AeRaKG792/ enter Pin: 4576. In case of any query please do call us at 1800 267 8015 regards Accentiv team
Step 3	Retailer need to click on Link and enter the four-digit pin share in SMS
Step 4	After entering the details customer will be able to see the Brand Voucher Code

12. Is the redemption process of Amazon Gift Voucher the same?

Please note the process to redeem Amazon Gift Vouchers

1. In order to use your Gift Card, log into your Amazon account.
 2. To redeem your Gift Card, visit www.amazon.in/addgiftcard
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3. At the top bar, select Amazon Pay and then click on the option to add Gift Card 3. Enter the Gift Card code at Add Gift Card / Voucher Code to Amazon-Pay balance 4. Click Add to your balance button and the amount would be ready to be used at the time of checkout.

13. Can I allow the company to retain the points as long as I want?

No; Points will lapse if you don't redeem them before December of every year. Example ie; Points accumulated upto 31/3/2022 must be redeemed before 31/12/2022 or else they will lapse automatically & will not be accumulated. Similarly all points accrued from 1.4.2022 till 31.3.2023 will have to be redeemed before 31/12/2023 or they will lapse automatically. Company will not compensate or give any retrospective benefit for all those points that lapse by December.

TERMS & CONDITIONS:

1) The Program is effective from 01st April 2022 and will remain in force unless withdrawn/cancelled by the Company. This Program is applicable to retailers in the territories covered under the Company's 'Range and Reach Expansion Program' ("RREP"). The Retailers have agreed to accept these Program terms out of her/his free will and there is no compulsion or coercion, or undue influence exerted upon the Retailer to participate in this Program and/or agree these Program terms. The Retailers are authorizing BEL to share their personal and other data for effective implementation of this Program with any third parties, subject to and as required under applicable laws.

2) Old Reward Points accumulated till 31st March 2022 towards sale of Products as included under Annexure 1 will remain same. However, redeeming of such accumulated Reward Points need to be done in accordance with terms as mentioned under this Program.

3) RREP distributor's self owned retail outlet(s) or any retail outlets in which the Distributors is a financially interested party shall not be eligible for this Program.

4) The Retailer should be selling the Products only through physical retail stores in India, which are marketed and serviced by the Company. There is no upper limit on the accumulation of the Reward Points provided that the purchase of specified Product are made directly from Distributors.

5) Retailer will not have a right to claim Reward Points for the Products ordered but not billed by the Distributor due any other reason. For any queries pertaining to the Program, the Retailers are required to reach out to their respective Distributor.

6) Retailer should not be presently an employee, director, vendor of the company or any related company. Company will not be responsible for any non-availability / shortage of material/goods.

7) Payment for Products should be as per payment terms policy as agreed between the Distributor and the Retailer.

8) Retailers purchase and reward points earned thereon will be made and shared as monthly updates by the Distributor for first 03 months from program launch and post that the same will be available through Bajaj application (i.e. to be shared later on).

9) For redeeming the Reward Points, the Retailer must ensure that the Distributor from whom the purchases have been made uploads a 'No Dues Certificate' on the website <https://www.bajajelectricals.com/partners/> or Bajaj Parivaar App, stating that there are no pending dues of the Retailer regarding the purchases.

10) For redeeming the Reward Points, the Retailer must ensure that the Distributor from whom the purchases have been made gives a 'No Dues Certificate'.

11) The Retailer will be entitled to redeem the Reward Points only once during the duration of the Program, any one of the Special Appreciation Benefit (as included above under the "Rewards" section) available to the specific milestone of Reward Points achieved and cannot avail it twice under any circumstances. The Special Appreciation Benefit shall consist of Air Tickets of Economy Class (from the International Airport at Mumbai/Delhi/Chennai/Kolkata to the foreign destination and return) and lodging & boarding in 3-star hotel. All costs, expenses related to other pre-formalities for availing the Special Appreciation Benefits will be borne by the Retailers and the Company shall not be liable for such costs or non-compliance of required compliance under applicable laws/any terms stands instructed by the Distributor/ Company by the Retailers to avail the benefit.

12) Rewards and/or Special Appreciation Benefit under this Program are non-transferable and cannot be exchanged with credit note, cash or in kind. Rewards will be awarded on "AS IS" basis and WITHOUT WARRANTY OF ANY KIND, either express or implied, and all such warranties, including, but without limitation, the implied warranties of merchantability or fitness for a particular purpose.

13) The Company may, at its sole discretion, change, amend, extend, cancel, discontinue, alter or withdraw the Program at any time, without giving any reason or prior notice. In the event of withdrawal/cancellation of the Program. The Company will not be liable for any loss or damage (direct or indirect), caused to Retailers due to withdrawal or change in the Program.

14) All ancillary and related costs of the Rewards, including but not limited to insurance of the Rewards, maintenance charges, taxes, statutory levies shall be borne by the Retailer and will not be the liability of the Company. For Rewards in the form of vehicles, the Company shall bear only the cost of registration and road tax.

15) The Company will not be liable to perform any of its obligations under the Program and/or reimburse the Retailers for failure to perform their obligations where they are unable to do so because of circumstances beyond their control, i.e. on the happening of any force majeure events such as act of God.

16) Images of any Rewards shown in the Program document are only for representation purpose and the actual Reward may vary. In the event of unavailability of any particular Reward or otherwise, the Company reserves the right to substitute it with some other Rewards. The Company's decision shall be final and binding on the Retailers and no dispute will be entertained in this regard.

17) The Reward(s) will be delivered within thirty (30) working days from the date of the claim through the reputed courier, at the address provided by the Retailer after the process of registration and verification is complete. The delivery will be done as per the directives and guidelines of the Government/authorities (if applicable). The Company will not be responsible for delay in delivery of Reward due to any reason beyond its control. If a particular Reward is unable to be delivered through courier, the Retailers will be required to collect such Rewards from the nearest authorized dealership, at their own expense.

18) The Retailer shall be required to check the Rewards at the time of delivery/collection for any external and functional damages and report the same to the Company within 2 (two) days of the receipt of the Rewards.

19) The Retailers undertake to indemnify and hold harmless the Distributor and the Company, its directors, officers, employees, agents, affiliates, and suppliers from and against any and all liability, loss, claim and expense (including reasonable legal fees) whatsoever arising directly or indirectly from breach of these Terms.

20) These Terms shall be governed by the laws of India and the courts of Mumbai shall have exclusive jurisdiction. Any and all disputes arising out of or connected with this Program shall be referred to the arbitration as per the applicable laws and venue shall be Mumbai.

21) In the event, the Program is termed as void due to introduction of any new legislation or by amendment of existing legislation or by judicial orders, the Company shall not be liable to distribute any incentives or any compensation in lieu thereof to the Retailers.

22) In the event any part of these Terms is declared unlawful/unenforceable, the remainder of the Terms shall continue to be in effect. In case of any conflict in these Terms, the Company's decision will be final and binding. No relaxation, forbearance, or inaction by the Company at any time regarding any of the Terms once shall constitute a waiver thereof or prejudice the right of the Company to subsequently require/enforce performance of those Terms.

23) Any costs incidental to the Program (including any statutory levies, taxes etc) shall be the responsibility of Retailer and Company shall not be responsible for any such costs, expense, or other liability whatsoever in relation to, arising from or connected with Retailer participating in this Program.

24) Under no circumstance, shall the Company and/or its parent, subsidiaries, associates, affiliates and group entities, and their respective directors, employees, officers, agents, or representatives be liable for any loss in profits or lost opportunities, indirect, special, consequential, incidental, or punitive damages whatsoever.

25) As a pre-condition to and in consideration of participation in the Program, the Retailer permits the Company to use the personally identifiable details (including complete name, photographs, contact details, other documents uploaded for registration etc.) for execution of this Program, the promotion of the Program, promotion of the brands of the Company.

26) For any queries pertaining to the Program, the Retailers are required to reach out to their respective Distributor.
