

Scheme Overview: 'Jodey Dilon ke Taar' is a reward scheme by KEI that offers the **Electrician** a chance to accumulate and redeem points against purchase of each coil of 90mtr House Wire.

Terms & Conditions:

- 1. Scheme Launch Date:** April, 2018
- 2. Scheme validity:** Until 31st March 2019.
- 3. Eligibility:** All Electricians.
- 4. Products Applicability:** 90-meter House Wires.
- 5. Registration & Participation:** Electricians can register themselves for this Scheme through any one of the following modes:



SMS unique code
to **7290077779**



Download KEI
Jodey Dilon ke
Taar App from
Google Play store



Log on to
www.kei.social

SMS Process: The Electrician should 'scratch' the label pasted on the 90m box and send Unique Code through SMS from his registered mobile phone number to 7290077779. On new registration: You will receive a call back asking information for registering. Please share all details as desired. For multiple codes, separate by (,) while sending SMS.

App based Process: Download the app: KEI Jodey Dilon Ke Taar from Google Play Store. Select Country as India and enter mobile number. You will receive One Time Password (OTP) on your mobile. Enter the OTP. Enter the Secure label code and submit. For multiple codes, separate by (,).

Web based process: Logon on to www.kei.social, then follow the same process as app based.

Helpdesk: For any queries call at **8291373688**

- 6. Bonus Points on registration:** Registered Electricians will be entitled to **25 bonus points** on successful registration. Please give complete information to avoid further queries and become entitled to 25 bonus points.

7. Points Accumulation: After Registration, Electricians will start accumulating points based on their purchase. On receipt of SMS containing a Unique Code, updated Point Status and Category will be communicated to the Electrician through SMS.

8. Redemption: The Electrician will be entitled to 'redeem' the Points accumulated/credited to his Scheme Account. For redeeming the points, Electrician should SMS "RDM" to 7290077779. **First redemption can be requested by Electrician on achieving 100 points.** Redemption will be made in cash through NEFT/Bank transaction.

9. At any given point to check the balance points please sms 'Bal' to 7290077779

Scheme Matrix

	Loyalty Tier	Base Points	Eligibility	Redemption	Quarterly points required to maintain tier status after 31/1/2019
		1 coil (any size) = 1 point	Additional Bonus Points (% of base points)	Points can be redeemed once a minimum accumulation of 100 points is done. Each point is valued at Rs. 2.50.	
	On registration	25	On successful completion of registration as per KEI norms registration points will be credited to electrician account.		
Tier 1	Ubharti Sitara	251 - 500	Once minimum 250 points are accumulated and credited in your account, subsequent accumulation will carry additional 10% bonus points.		60
Tier 2	Badhti Sitara	501-1000	Once minimum 500 points are accumulated and credited in your account, subsequent accumulation will carry additional 20% bonus points.		125
Tier 3	Chamakta Sitara	1001 and above	Once minimum 1000 points are accumulated and credited in your account, subsequent accumulation will carry additional 25% bonus points.	250	

***For active members only.**

10. On registration, Electrician will become a Member of the Scheme. Depending upon his purchase of KEI 90m coils during the scheme period, Electrician will be upgraded to higher levels as shown above.

11. Electrician should inform us of any changes in mobile number, address, bank details, etc. immediately so that the data can be updated.

12. KEI reserves the right to change the Scheme at its sole discretion without notice.

13. Loyalty Tier validity: Irrespective of redemption(s), the electrician can shift from one loyalty tier to another, based on number of points accumulated in his Account.

For example: If an Electrician who has achieved 'Ubharta Sitara' status by accumulating 250 points then irrespective whether he has redeemed such points or any part thereof or not, his 'Ubharta Sitara' status shall not be effected. Accordingly, he shall continue to be entitled to receive Bonus Points as per the slab. However, after completion of one year of the scheme, an Electrician shall be downgraded to next lower tier (no status in this case) if he fails to accrue quarterly points mentioned in the scheme matrix.

14. On achieving **Chamakta Sitara** Status, Electrician shall be entitled for an additional factory visit.

15. After accumulation of 1000 points, subsequent points will get additional 25% bonus.

16. Any change in mobile number, address, bank details, etc. of the electrician shall have to be communicated to KEI immediately, by calling on the Call Centre of KEI at its Toll free number and proving required proof.

17. KEI shall be entitled to terminate the Scheme "Jodey dilon ke taar" at any point of time, even within the scheme period, by issuing three months prior communication in this respect. Each electrician acknowledges that at the end of such notice period, his/her right to avail the benefits of the scheme including the earning and redemption of accumulated points, shall automatically cease.

18. The terms & conditions pertaining to the Scheme may be changed, altered and/or modified by KEI from time to time without any prior notice. The electrician shall be bound to have accepted such altered, changed and/or modified terms.

19. The participants hereby undertake to provide any documents as may be deemed necessary by KEI to effectively carry out his/her obligations under the Scheme.

20. The decision of KEI shall be final in all regards and no communication shall be entertained in this regard. None of the provisions of these terms shall be deemed to constitute a partnership of agency between any participant and KEI and the participant shall not have the authority to bind KEI in any manner whatsoever.

21. Failure to exercise or delay in exercising a right or remedy provided hereunder or by law does not constitute a waiver of the right or remedy or waiver of other rights or remedies on the part of KEI.

22. By entering the Scheme, the participants hereby release from and agree to indemnify KEI and/or any of its respective officers/employees from and against all liability, cost, loss or expense arising out of acceptance of the benefits or participation in the Scheme including but not limited to personal injury and damage to property and whether direct, indirect, consequential, foreseeable, due to some negligent act or omission, or otherwise.

23. The participant(s) shall be solely responsible for any consequences which may arise due to their participation in the Scheme by conducting an illegal act. Participant also undertakes to indemnify KEI and/or its respective officers, directors, employees and agents on the happening of such an event (including without limitation cost of attorney, legal charges etc.) on full indemnity basis for any loss/damage suffered by KEI on account of such act on the part of the participant. Participant hereby agree to indemnify , defend and hold harmless KEI in case of any loss or liability (including but not limited to liabilities, judgments, damages, losses, fines and penalties, claims, costs and expenses such as attorney’s fees and expenses) or any other loss associated with arising out of or incidental to their ineligibility to participate, any untoward, rash or negligent act on their part, or non-compliance or alleged non-compliance with these terms, any other rules, regulations, directives (whether written or verbal) issued by KEI from time to time, during the Scheme