



RETAIL PENETRATION PLAN



In New Avtar





CELIN

COMMUNITY





In New Avtar

OFFER VALID BETWEEN
RS 2000-RS .10000 ORDER ONLY.





CASHBACK OFFER TERMS AND CONDITIONS

To summarize the cash back eligibility and legacy contribution rules based on your input:

Cashback Eligibility:

- a) Minimum Order Value: ₹2000 is the minimum order value eligible for cashback. Orders less than ₹2000 are not included in the cashback offer.
- b) Maximum Order Value: ₹10000 is the maximum order value eligible for cashback. Orders exceeding ₹10000 only 10000 counts for cashback consideration.





CASHBACK OFFER TERMS AND CONDITIONS

Legacy Contribution:

- a) Legacy product & KCH products is must in each invoice to be eligible for Cashback including 1.a point in above clause.
- b) Maximum Contribution: Legacy products can make up a maximum of 30% of the overall order value.
- c) Exceeding the Limit: If the legacy contribution exceeds 30% of the order value, the system at the "K Office" should issue a notification, and the excess contribution will not be considered.



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Claim Invoice:

- a) When submitting an invoice for cashback, either the BM (Business Manager) or the Retailer can edit the invoice value if the quantity doesn't match with Order copy submitted in K-office. (If any changes in order need to be update in k office app over the same order)
- b) Post submitting the final value of Invoice the Retailer can claim the Cash Back by spinning the wheel.
- c) Within 48 hrs the cash back amount will get credited on the mentioned UPI id or UPI Number.



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Example 1:

For a total order value of ₹5000:

Legacy product value: ₹2000

- *(Current order contains 40% of legacy product but as per Cash back policy only 30% is permitted thus value of Legacy Range will be considered only 1500 which is 30%)*

KCH product value: ₹3000 (60% of the order).

The total eligible value for cashback is ₹4500 (₹ 1500 Legacy + ₹ 3000 KCH) after applying the 30% cap on Legacy products.



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Example 2:

For a total order value of ₹11000:

Legacy product value: ₹3000 (Within eligible criteria).

KCH product value: ₹8000 (73% of the order, capped at ₹7000 for cashback).

The total eligible value for cashback is ₹10000, as it is capped.

* Minimum pob value (without Gst) is 2000/- if less not eligible for cash back.

* Maximum pob value (without Gst) is 10000/- if greater upto 10k is.



CELINCLUB COMMUNITY



ENROLL Today
and Get Assured **CASHBACK**

User ID: _____

Password: _____



THANK YOU