

## Proposal for Channel Partners

Concepts InfoMedia Pvt. Ltd., a leading name in the world of Information Technology, brings to you a unique opportunity to witness the era of SMS based communications.

In order to efficiently serve the customers, we are looking forward to create a network of customer centric and sales oriented channel partners. The Channel Partner Program (C.P.P.) helps our customers to avail quality services without hassles and at the same time a good earning potential to the channel partners.

The C.P.P. is designed to provide you with the best returns. The more you wish to earn the more you can opt for. Only limiting factor here is your zeal to earn more!!

Please go through the details below to find out how lucrative the C.P.P. could be:

### Qualification:

The applicant should be at least 18 Years old Indian resident. Proprietor firms / Partnership firms / Pvt. Ltd. firms / Ltd. firms could also apply.

### Investment and Infrastructure required:

Sl.	Partner Level	Investment	Infrastructure
1.	Retail Outlet	Rs. 10,000/-	A retail outlet / shop at a good location, preferably an existing telecom retail outlet (Mobile recharge Outlets).
2.	Stockist	Rs. 50,000/-	Office space, preferably with a computer system, printer, operator and Internet facility. Space for conducting training sessions for retailers.
3.	Distributors	Rs. 1,00,000/-	Office space with a computer system, printer, operator and Internet facility. Space for conducting Stockist meetings.

### Roles:

Sl.	Partner Level	Role(s)
1.	Retail Outlet	<ol style="list-style-type: none"> <li>1. Retail various recharge vouchers and starter packs to customers.</li> <li>2. Providing information related to various options and promotions to customers.</li> <li>3. Collection of various requests and forms from customers.</li> </ol>
2.	Stockist	<ol style="list-style-type: none"> <li>1. Creating and maintaining the retail outlets in respective areas.</li> <li>2. Providing Stock to retail outlets in the area concerned.</li> <li>3. Educating and motivating the retailers for various promotions and offers.</li> </ol>
3.	Distributors	<ol style="list-style-type: none"> <li>1. Creating and maintaining the Stockist points in respective areas.</li> <li>2. Providing Stock to Stockists in the area concerned.</li> <li>3. Educating and updating the Stockists with technicalities and product promotion</li> </ol>

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### Initial package contents:

Sl.	Partner Level	Contents*
1.	Retail Outlet	3 x SMS Management Software + API Pack 3 x 250/-, 4 x 300/-, 4 x 500/- and 3 x 1000/- Recharge Coupons Information manuals and promotion material
2.	Stockist	5 x SMS Management Software + API Pack 11 x 250/-, 12 x 300/-, 10 x 500/-, 9 x 1000/-, 2 x 7400/-, 2 x 8000/- Recharge Coupons Information manuals and promotion material
3.	Distributors	10 x SMS Management Software + API Pack 15 x 250/-, 15 x 300/-, 16 x 500/-, 12 x 1000/-, 2 x 7400/-, 2 x 8000/-, 1 x 18500/-, 1 x 30000/- Recharge Coupons Information manuals and promotion material

### Sales Incentives:

Sl.	Partner Level	Incentive
1.	Retail Outlet	Retail Sales: Rs. 249/- per SMS Management Software + API Pack  10% commission on SMSI250, SMSI300, SMSI500 & SMSI1000 Recharges  7% commission on SMSC7400, SMSC8000, SMSC18500, SMSC30000, SMSC125000, SMSM16000, SMSM28000, SMSM25000, SMSSP5000, SMSSP11000, SMSSP20000 Recharges
2.	Stockist	Retail Sales: Rs. 399/- per SMS Management Software + API Pack  16% commission on SMSI250, SMSI300, SMSI500 & SMSI1000 Recharges  11% commission on SMSC7400, SMSC8000, SMSC18500, SMSC30000, SMSC125000, SMSM16000, SMSM28000, SMSM25000, SMSSP5000, SMSSP11000, SMSSP20000 Recharges  Incentives on Supplies to retailers: Rs. 150/- per SMS Management Software + API Pack  6% commission on SMSI250, SMSI300, SMSI500 & SMSI1000 Recharges  4% commission on SMSC7400, SMSC8000, SMSC18500, SMSC30000, SMSC125000, SMSM16000, SMSM28000, SMSM25000, SMSSP5000, SMSSP11000, SMSSP20000 Recharges

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3. Distributors
- Retail Sales:  
Rs. 500/- per SMS Management Software + API Pack
- 20% commission on SMSI250, SMSI300, SMSI500 & SMSI1000 Recharges
- 15% commission on SMSC7400, SMSC8000, SMSC18500, SMSC30000, SMSC125000, SMSM16000, SMSM28000, SMSM25000, SMSSP5000, SMSSP11000, SMSSP20000 Recharges
- Incentives on Supplies to retailers:  
Rs. 251/- per SMS Management Software + API Pack
- 14% commission on SMSI250, SMSI300, SMSI500 & SMSI1000 Recharges
- 11% commission on SMSC7400, SMSC8000, SMSC18500, SMSC30000, SMSC125000, SMSM16000, SMSM28000, SMSM25000, SMSSP5000, SMSSP11000, SMSSP20000 Recharges
- Incentives on Supplies to suppliers:  
Rs. 100/- per SMS Management Software + API Pack
- 4% commission on SMSI250, SMSI300, SMSI500 & SMSI1000 Recharges
- 4% commission on SMSC7400, SMSC8000, SMSC18500, SMSC30000, SMSC125000, SMSM16000, SMSM28000, SMSM25000, SMSSP5000, SMSSP11000, SMSSP20000 Recharges

### Expected Initial Earnings:

Considering a low and easily approachable target, a channel partner could earn considerable earnings.

The retailer being the key point of distribution, plays an important role and is awarded with better incentives compared to the existing products for example a mobile recharge retailer earns 2-3.5% profit on various recharge cards however incentives offered on SMSEcstasy recharges is 3-4 times higher!!

The stockist and distributor partners are benefitted with the sales made at the Retailer outlet and hence earn good returns. They don't necessarily need to focus on retailing and could multiply their earning potential by providing proper services, training and motivation to the Retailers.

### Suggested initial targets for Retailers:\*

- 4 x New Software Packs Activation =  $249 \times 4 = 996/-$
- 10 to 15 Individual Messaging voucher (Rs. 250/- to Rs. 1,000/-) @ 10% = 1,500/-
- 2 - 5 Corporate Messaging vouchers (Rs. 7,400/- to Rs. 30,000/-) @ 7% = 4,500/-
- Total initial earnings: Rs. 7,000/- (Rupees Seven Thousand) per month.

### Suggested initial targets for Stockists:\*

- Supplies to 10 retailers with above targets =  $4200 \times 10 = \text{Rs. } 42,000/-$
- Additional income on retails from own counter at similar pastern: = 11,200/-
- Total initial earnings: Rs. 53,200/- (Rupees Fifty Three Thousand Two Hundred) per month.

### Suggested initial targets for Distributors:\*

- Supplies to 5 stockists with above targets =  $28040 \times 10 = \text{Rs. } 2,80,400/-$
- Additional income on retails from own counter at similar pastern: = 14,004/-
- Total initial earnings: Rs. 2,94,404/- (Rupees Two Lac Ninety Four Thousand Four Hundred Four) per month.

\*Initial suggested sales pattern, actual earnings would vary per performance.