



**C.R.I. PUMPS**

Pumping trust. Worldwide.



**Season 10**

**RETAILERS SCHEME**

**April 1, 2022 to September 30, 2022**

# C.R.I. MITRA - Season 10

Dear Retailers,

It is with great pleasure that we welcome you all for the New Financial Year 22-23. Every Moment is a New Beginning! The Beginning of Success embark on when we first believe in it. We are very much grateful for your contribution and support that made the Mitra scheme a grand success as it is being instrumented in strengthening our long-lasting relationship. Mitra is now stepping into Season 10 with great excitement on product offering and scheme benefit for Retailer enrichment, which is being live from 1st April to 30th September 2022.

We wish you all the best to earn more rewards!

## AVAIL MORE BENEFITS BY BECOMING C.R.I. RETAILER



Welcome kit



POP Items



Development  
Training



Name Board



Complimentary  
Items



Service  
Support



Mitra  
Scheme



E-Warranty  
Benefits

## HOW TO ENROLL WITH C.R.I.?



Option 1

Download C.R.I. Retailer app from Play Store & fill the registration form and submit



Option 2

To register yourself, Kindly contact your C.R.I. Dealer / C.R.I. Distributor and submit the registration form



Option 3

Contact the C.R.I. Marketing Personnel

## ELIGIBLE PRODUCTS & REWARDS

₹ **125**  
for each  
pumpset



80mm Lena Series (upto 1.5HP) &  
100mm (upto 10HP) borewell submersible pumpsets

Jet Pump (upto 2HP) / Selyf Series (upto 1HP)  
Openwell Submersible (upto 2HP)



₹ **100**  
for each  
pumpset

₹ **60**  
for each  
pumpset



CJS (Upto 1 HP) / Mini Pump (upto 1.5HP)  
ACM (from 0.5HP to 3HP)

## TERMS & CONDITIONS

- “C.R.I. Mitra” - Season 10 Scheme is valid from April 1, 2022 to September 30, 2022 and it is eligible only for registered C.R.I. Retailers who purchase the below product from the C.R.I. Authorized Dealers/Distributors.
- The applicable products under this scheme being: Self Priming Monoblock, ACM / Virat Series, Selfy Series, Jet Pumps, CJS, CSS / Plano, Lena - 80mm, Genie/Zuno/Steelix -100mm Borewell Submersible pump sets
- Every product purchased by the Retailer will be eligible for “Rewards” as stated in the scheme booklet.
- Upon every purchase the Retailer must make an entry through Mobile app or it can be registered through DMS portal or Dealer Mobile App by the authorized dealer/distributors.
- The redemption can be allowed only to the Retailers who have completed the registration formalities.
- The Retailer participating for “C.R.I. Mitra” - Season 10 Scheme must ensure that all the furnished information is true. In case of any misrepresentation of information is observed, it will result in permanent disqualification of the respective Member from the program and Schemes run by the company.
- Based on the total earned Value, the Members can redeem the eligible reward value. The reward value is inclusive of GST.
- The redemption request of cash reward for each Retailer will be processed with due validation and verification within 15 working days from the date of request. The cash reward will be made through online transfer only.
- All the required details to be uploaded within 5 days from the scheme completion period. Late entries are not entitled.
- Retailer pending order at the end of the scheme period/data uploaded after the due date will not be considered under the “C.R.I. Mitra” - Season 10
- Company reserves the right to disqualify any Retailer from “C.R.I. Mitra” - Season 10 Scheme / any Scheme offered by the company or dealer, on observation or report of any unfair trade practices being carried out by the respective Retailer without assigning any reason/intimation/justification thereof to the aggrieved members or any other person.
- The company reserves the right to terminate, modify or amend the offer at any time if the fairness, integrity, and or proper administration of the offer is jeopardized or for any reason beyond its control, without any prior notice.
- All communications with the Retailer with regard to the offer will be sent by SMS and/or by post using the registration details of the retailer and it is the responsibility of the respective Retailer to inform the company about any change in his details. The company presumes that the contact information, Bank account details provided by the Retailer is correct. The company will not be responsible for any errors in this respect in any manner.
- All communication sent to the contact number/Address so registered, will be deemed to have been duly received by the Retailer and the company bears no responsibility for communication not received on SMS/Mail/Post.

- The company assumes no responsibility for errors which may occur in the transmission of entry during serial number registration through dealer or C.R.I. Retailer mobile app.
- By participating, Retailer grants to the company, subject to applicable laws, the worldwide right to publish, broadcast and use in any media, including the World Wide Web the participants entry, name, picture, and likeness, without limitation, for promotional and advertising purposes without additional compensation.
- Retailer has to submit the shop address proof/cancelled cheque copy for preferring the cash redemption.
- In case of any disputes company's decision will be final.
- This scheme is not applicable for the states West Bengal, Orissa, Assam, Bihar, Jharkhand & North Eastern.
- In Redemption Procedures, - GST number is mandatory for above 30000 points.
- All disputes are subject to Coimbatore jurisdiction only, other courts Jurisdiction excluded.

## PURCHASE REGISTRATION

### METHOD 1



Download the C.R.I. Retailer Mobile app from Play store and register the purchase referring the serial number either by scanning the QR code printed in the packing box or by entering the serial number.



You will receive SMS about the Cash Reward added to your "C.R.I. Mitra" - Season 10 account as consolidated on next working day or you can view the cash balance details in retailer mobile app.

### METHOD 2



Inform dealer to register your purchase through DMS portal based on the serial number

## REDEMPTION PROCEDURE

- The redemption request can be done only through mobile app.
- The redemption can be allowed only to the retailers who have completed the registration formalities.
- In mobile app, the retailer must update the proof of shop address along with cancelled cheque to verify the account number.
- Once the redemption request has been confirmed through C.R.I. Retailer Mobile App, then the same cannot be cancelled/withdrawn/changed.
- Interim redemption will be allowed only if the minimum cash reward balance of Rs.500 exists in the respective retailer account under "C.R.I. Mitra"- Season 10
- The uploaded details will be verified and will be allowed for redemption within 15 working days.
- Cash disbursement to the respective retailer account will be credited on or before 15<sup>th</sup> of the subsequent month.
- Cash redemption is only through bank transferring to the respective retailer account.



# C.R.I. PUMPS

Pumping trust. Worldwide.



- 5 decades of engineering excellence
- Sold in more than 120 countries
- More than 9000 models of pumps and motors
- Over 1500 service centres across India
- Fully equipped R&D wing recognized by Ministry of Science and Technology
- ISO 9001 & 14001 accreditations

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