

Memo for Discount Offers Approval

To: Director / CEO

From: Sales and Marketing Manager

Subject: Proposed Discount Offers for All Programs – Financial Year March 2025 to March 2026

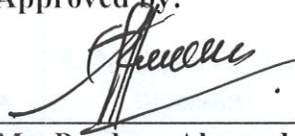
We have updated our discount structure for the new financial year 2025–2026. The offers are categorized into six types, with clearly defined discount values and terms to ensure fairness and transparency. Attached the detailed breakdown of the proposed discounts:

Common Terms and Conditions for All Discount Categories

1. Discounts are not issued as cash or cheque payments. They are deducted from the current program fee or the fee for a new program only.
2. Approval must be obtained from the Head of Marketing and Finance departments, and finally from the Director/CEO.
3. All discounts are subject to 100% payment collection or installment payments based on a collection basis. Discounts for one-time payments are applied at the time of full payment, while installment payment discounts are based on collection progress.
4. The terms and conditions specific to each discount category also apply.
5. Discounts cannot be combined with other discounts. Each student is eligible for only one discount option per program.
6. All discounts are applicable for CSBM program fees only and do not include registration payments or affiliated fees.

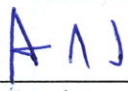
We believe this structured approach will support student recruitment and engagement, while aligning with our financial goals. Kindly review and approve this proposal.

Approved by:

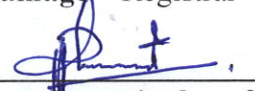


Mr. Pradeep Alexander
Director/CEO

Acknowledged by:



K. Gamage – Registrar



Chamod Harshana Ranasinghe – Sales and Marketing Manager

Sandali Perera – Assistant Accountant

Discount Categories and Details			
Category	Program Price	Discount Details	Terms and Conditions
1. Referral Discount			- Discounts are deducted from the referring student's course fee only. - No cash or cheque payments. - Cannot be combined with other offers.
	150,000 LKR	7,500	
	120,000 LKR	6,000	
	100,000 LKR	5,000	
	90,000 LKR	4,500	
	50,000 LKR	2,500	
	Workshops	500	
2. Family Discount	150,000 LKR	7,500	Available to immediate family members (spouse, parents, siblings). - Proof of relationship required. - No cash or cheque payments.
	120,000 LKR	6,000	
	100,000 LKR	5,000	
	90,000 LKR	4,500	
	50,000 LKR	2,500	
	Workshops	500	
3. Existing Student Discount	150,000 LKR	7,500	For CSBM-registered students only (proof of registration number required). - One-time discount request. - No cash or cheque payments.
	120,000 LKR	6,000	
	100,000 LKR	5,000	
	90,000 LKR	4,500	
	50,000 LKR	2,500	
	Workshops	500	
4. One-Time Payment Discount	OTHM Programs	15% off	Students must pay the full amount within one month. - Applicable to both OTHM and CSBM programs. - No discount for workshops.
	CSBM Programs	15% off	
5. Two-Time Payment Discount			- Students must pay the full amount within two months. - Applicable to both OTHM and CSBM programs. - No discount for workshops.
	OTHM Programs	10% off	
	CSBM Programs	10% off	

6. Social Media & Google Review Discount			- Student must: 1. Like and follow our Facebook, Instagram, and TikTok pages 2. Share our Facebook page 3. Post a review on Facebook 4. Submit a Google Review - Minimum two social media activities + Google review required.
	OTHM/CSBM Programs	1,000	
	Workshops	500	
7. Special Day Discount		Based on announced special days (e.g. anniversaries, festivals, etc.)	Discount values to be communicated at the time. - Requires approval by Director/ CEO through a memo.

AND