



# **Price List (RD Channel)**



Model	RD Lift Price (Tk.)	RT Lift Price (Tk.)	February'22 RRP	Promo Price (1 <sup>st</sup> – 28 <sup>th</sup> Feb'22)	EMI Tenure
Guru Music 2	2,280	2,330	2,450		NO EMI
Metro 313	2,570	2,620	2,750		NO EMI
Metro 350	3,310	3,380	3,550		NO EMI
Galaxy M01 Core (1/16 GB)	6,440	6,600	6,999		NO EMI
Galaxy M01 Core (2/32 GB)	7,370	7,550	7,999		NO EMI
Galaxy M02 (2/32 GB)	7,910	8,110	8,599		NO EMI
Galaxy M02 (3/32 GB)	9,200	9,430	9,999		NO EMI
Galaxy M01s (3/32 GB)	11,040	11,320	11,999		NO EMI
Galaxy M02s (4/64 GB)	11,960	12,260	12,999		NO EMI
Galaxy A03s (4/64 GB)	12,420	12,730	13,499		NO EMI
Galaxy M11 (3/32 GB)	13,870	14,220	14,999		NO EMI
Galaxy A12 (4/64 GB)	13,800	14,150	14,999		NO EMI
Galaxy A12 (4/128 GB)	14,720	15,090	15,999		NO EMI
Galaxy M12 (6/128 GB)	17,480	17,920	18,999	17,999	NO EMI
Galaxy F22 (6/128 GB)	18,410	18,870	19,999		NO EMI
Galaxy A22 (6/128 GB)	20,710	21,230	22,499	21,999	NO EMI
Galaxy M32 (6/128 GB)	22,090	22,640	23,999	22,999	NO EMI
Galaxy M31 (6/64 GB)	22,090	22,640	23,999		NO EMI
Galaxy A32 (6/128 GB)	24,850	25,470	26,999		NO EMI
Galaxy A32 (8/128 GB)	25,770	26,410	27,999		NO EMI
Galaxy M31 (8/128 GB)	25,770	26,410	27,999		NO EMI
Galaxy A52 (8/128 GB)	32,210	33,020	34,999		6M
Galaxy A52s (8/128 GB)	42,340	43,400	45,999	42,999	6M
Galaxy A72 (8/256 GB)	43,260	44,340	46,999		6M
Galaxy S21 FE 5G (8/128 GB)	64,430	66,040	69,999		12M
Galaxy Note 20 Ultra	124,250	127,360	134,999		18M
Galaxy S21 Ultra	128,850	132,070	139,999		18M
Galaxy Z Flip 3 (8/256 GB)	103,080	105,660	111,999		12M
Galaxy Z Fold 3 (12/256 GB)	174,870	179,240	189,999		18M
Galaxy Tab A (2019)	13,870	14,220	14,999		NO EMI
Galaxy Tab A7 Lite	17,480	17,920	18,999		NO EMI
Galaxy Tab A 10.1	24,580	25,190	26,699		NO EMI
Galaxy Tab A7 (T505)/32	26,690	27,360	28,999		6M
Galaxy Tab S6 Lite	37,740	38,680	40,999		6M

## **Promo Offer**



Model	RRP	Promo Discount	Promo Price	Duration
M12 (6/128)	18,999	1,000	17,999	1-28 <sup>th</sup> Feb'22
A22 (6/128)	22,499	500	21,999	1-28 <sup>th</sup> Feb'22
M32 (6/128)	23,999	1,000	22,999	1-28 <sup>th</sup> Feb'22
A52s (8/128)	45,999	3,000	42,999	1-28 <sup>th</sup> Feb'22



### Note:

 Maximum two handset activation with one SIM is eligible for Promo claim.

**Duration::** 1st ~ 28th Feb'22

**DMS=MCS=IMEI/FOTA Activation** 

# **Price Drop**





A03s (4/64 GB)

**New RRP** 

13,499



A12 (4/128 GB)

**New RRP** 

15,999

## **EMI Bank List**



































# **EMI Model (0% Interest)**



## **Eligible Models & EMI ::**

Galaxy A52	6 Months
Galaxy A52s	6 Months
Galaxy A72	6 Months
Galaxy S21 FE 5G (8/128GB)	12 Months
Galaxy Note 20 Ultra	18 Months
Galaxy S21 Ultra	18 Months
Galaxy Z Flip 3	12 Months
Galaxy Z Fold 3	18 Months
Galaxy Tab A7 (T505)/32	6 Months
Galaxy Tab S6 Lite	6 Months

### **Conditions ::**

- If found any 0% EMI arrangement except the mentioned handsets, Excel Telecom will not take any responsibility.
   Respective partner need to take the full liability
- Customer can enjoy EMI facility through communicating their respective bank personally with bearing EMI cost
- All partners must need to send their regular EMI form within 7 days of transaction date
- For Bank Asia & Dhaka Bank maximum EMI 12 months though product EMI is up to 18 months
- If any partners unable to send the EMI form within 7 days of transection then the extra charge imposed by bank from customer credit card account will be adjusted from partners ledger. Respective partner need to take the full liability

# **Operator Campaign Summary**



Type	GP grameenphone	রবি oairtel Robi/Airtel	Banglalink
Tagging Offer	Free 9GB [6GB 4G + 3GB Bioscope & Zee5 streaming] Internet, validity 7 days on first time tagging	Offer 1:4 GB for 7 days. Total 12 GB Offer 2:5 GB for 7 days. Total 15 GB	15GB / 12months + 48p Rate Cutter for 1st month (48p RC - 7D/month), Opt- in every month
Purchase Offer	2GB internet at 79TK for 7days, Free 2GB 4G Internet, validity 7days  After valid tagging customer can purchase this 79TK internet offer unlimited times in 3 months	Up to 120GB internet (recharge BDT 1,997 & get bonus 10GB/month for one year) 50% Bonus on ATL packs (Selected)	TK 477 - 12 GB for 1yr (1 GB/month - 12 times)  TK 946 - 36 GB - 1yr (3 GB/month - 12 times)
Duration	19 <sup>th</sup> November'21-20 <sup>th</sup> April'22	Until further notice	Until further notice
Remarks	Campaig	n is model specific from each operator	rs





Model	Customer Offer Details	Internet Offer Activation
Any Samsung 4G Smartphones	<ul> <li>Free 9GB [6GB 4G + 3GB Bioscope &amp; Zee5 streaming] Internet, validity 7 days on first time tagging</li> </ul>	Tagging:  For first time tagging and free internet, restart the handset after inserting the active GP number  Opt-In:  For 79TK internet pack purchase, Dial *121*1240#  Type CHK 1240 and send to 25050 [free of charge] to know how many times offer purchased  To check the customer offer eligibility, Type "IMEI XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX





### **Terms & Conditions ::**

- Keywords are not case sensitive
- Offer is model specific
- All new and existing prepaid and post-paid products are eligible for the campaign
- This offer is not applicable for skitto customers
- Tagging valid for 2 months but if any customer tagged in on 59th days then he/she can avail for purchase offer unlimited times in next 3 months
- Customer will get a confirmation SMS for valid tagging and offer purchase
- To use 4G, customer needs to have a 4G enabled SIM card and a 4G handset under 4G coverage area
- Bonus balance check. Prepaid and post-paid customers can check bonus & purchased internet balance by dialing \*121\*1\*2#.
- After expiration (Volume or Validity) of every internet pack maximum
   PayGo charge will be 6.0875 Taka (inclusive VAT, SD & SC)
- All the terms and conditions of internet packs will also be applicable here
- To Cancel your Internet Offer, dial \*121\*3041#
- In case of inactive SIM Cards or new SIM, please activate the number and then insert the activated number in the newly purchased handset for valid tagging

- For multiple tagging by same user, first valid tagging will be considered, and campaign benefit will be applicable
- Only valid and eligible device IMEI will enjoy the bundle offer
- The offer is only applicable for Device Vendor/Authorized Distributer verified handsets. If any dispute arises regarding the handset authenticity, Device Vendor/Authorized Distributer will be liable entity
- To get the after self-service, customer have to go to the respective device's service centre
- For details customers can visit: www.grameenphone.com

Campaign Duration:: 19th November'21 to 20th April'22



# **Robi- Airtel Campaign**



### **Activation Bonus:**

### **Offer 1:**

### Offer 2:

Data Offer	Validity	Total in 3	Model Price
(Monthly)		Month	Range
<b>4 GB</b> (4G data)	7 days	12 GB	8K-20K

Data Offer (Monthly)	Validity	Total in 3 Month	Model Price Range
<b>5 GB</b> (4G data)	7 days	15 GB	20K Above

50% Bonus on ATL packs for Samsung Customers only

Price	ATL Offer	50% 4G Data Bonus on ATL Offer for Device Campaign Customers	Validity
148	7 GB (6 GB + 1 GB 4G)	3.5 GB	7 Days
749	15 GB + 650 Min	7.5 GB	30 Days

### Paid pack ::

*Internet Pack/Month 4G Only	Cost	Validity (days)	Total Internet for one Year	USSD
10 GB	BDT 1997	30	120 GB	*123*084#
5 GB	BDT 1497	30	60 GB	*123*084#
3 GB	BDT 996	30	36 GB	*123*084#
1 GB	BDT 502	30	12 GB	*123*084#

Note: After getting activation bonus, need to wait 30 min before dialing the USSD



# त्रवि oirtel Robi- Airtel Campaign



### **Terms & Conditions ::**

- All Existing & New Robi/Airtel Pre-paid Mass & SME (Except PCO & easy load) subscribers are eligible for this offer
- After purchasing specific handset, customer will generate a successful charged voice call to any valid Mobile No to register for eligibility checking. The customer must have minimum balance in the main account to make a valid call
- Bonus will be disbursed within 48hrs from tagging
- If any subscriber in-active for more than 180 days will get the offer after 24 Hrs from 1st tagging. To get the bonus subscriber have to make another call after 24 hrs from activation tagging with the handset
- We will consider the Mobile no and IMEI upon first tagging
- Multiple Mobile no & IMEI tagging will not be considered
- To check internet: \*8444\*88# or \*3#

#### **Notes:**

- Unused bonus data will not carry forward
- Package wise all other tariffs/benefits will remain unchanged.
- Robi, Airtel & Samsung reserve the right to finalize the eligibility
- Bonus packs can be used only in newly purchased Samsung smartphone.





Model	Tagging Offer	Pack Purchase Bundle Offer
All SMP & Tab	15GB / 12months + 48p Rate Cutter for 1 <sup>st</sup> month (48p RC - 7D/month), Optin every month  First month: 4GB-7D/month (3GB generic + 1GB_ <i>Toffee</i> ) + 48p RC for 7D  Second month onwards: 1GB-7d / month (0.5GB generic + 0.5GB_ <i>Toffee</i> )	1) TK 477 - 12 GB for 1yr (1 B/month - 12 times)  2) TK 946 - 36 GB - 1yr (3 GB/month - 12 times)  * Upon as per mentioned amount recharge offer will activate





### **Terms & Conditions:**

- Bonus offers are applicable for All prepaid and CnC subscribers.
- For the eligible handset, Banglalink SIM needs to be in SIM slot 1, and to avail the free internet offer, dial \*5000\*521#. This will activate 4GB-7D/month (3GB generic + 1GB\_Toffee) + 48p RC for 7D for first month.
- For availing rest 11 months offer, subscribers need to dial \*5000\*523# each of the months with the same handset and MSISDN. This will activate 1GB-7d / month (0.5GB generic + 0.5GB\_Toffee) for 2nd to 11th month.
- Based on eligibility, bonus will be activated within maximum 48 hours.
- If the subscriber is currently in any device campaign and wants to go to a new campaign, Subscriber has to wait until the previous campaign gets expired.
- To check remaining pack balance, dial \*5000\*500#.
- These handsets can be used with another operator's SIM.
- Subscribers need to be within 4G coverage areas to enjoy the 4G speed, and 3G coverage areas to enjoy the 3G speed.
- If a customer is out of 4G/3G Coverage, he/she will be able to enjoy 2G speed.
- After consuming pack volume or expiry, user will be charged at Pay-As-You-Go rate of TK.1(+Tax)/MB [10KB pulse].
   After using of Tk. 6.09 (equivalent to 5MB), Pay-As-You-Go internet usage will be blocked until new pack purchased.



### FAQ's:

- a. When customer will get 15 GB free data & 48 paisa per min and what will be the validity?
  - Customer will get 15 GB data in 12 months. 4 GB (3GB+1GB Toffee with 48 paisa per min) in first month and rest 11 GB in next 11 months (each month 512mb + 512mb Toffee) with 7 days' validity.
- b. How will customer activate the offer?
  - Customer has to dial #5000\*521# from eligible 4G Handset.
- c. What offer customer will get along with 15GB data offer?
  - Customer will get 48 paisa/min call rate in first month for first 7 days in all operators along with yearlong 15 GB data.
- d. Which short code needs to dial from handset to get the free data?
  - Customers need to dial \*5000\*521# for offer activation and \*5000\*523# each time for next 11 months.
- e. How many times customer needs to dial short code to get the free data?
  - Customers need to dial short code 12 times in 12 months to get the data.
- f. After activating offer if customer forgets to dial \*5000\*523# in 2nd month, then which month free data will customer get after dialing \*5000\*523# again?
  - Customer will get free data of respecting calendar days (month is calculated from offer activation date)





- g. Can customer avail new device offer (if customer purchase another new device) in same SIM before ending pervious device offer?
  - Before ending previous device offer in existing SIM, customer will not eligible for next device offer.
- h. How many times device offer can be availed in a 4G handset?
  - One 4G handset can avail device offer only for once.
- i. Can customer avail 477 & 946 bundle offer in one month together?
  - Yes, in that case 477 tk. Benefits will be forfeited with 946 (vice versa)
- j. How many times customer can avail 477 & 946 bundle offer in 12 months?
  - Unlimited time but every time re-purchase will be considered & earlier pack benefit to be forfeited.
- k. If customer changes handset, can avail 477 & 946 bundle offer?
  - Yes, but will not be eligible for free internet offer.
- I. Is postpaid eligible for device offer?
  - No postpaid is not eligible. Only prepaid & C&C is eligible for this offer.
- m. Can customer avail 477 & 946 bundle offer without dialing \*5000\*521#?
  - No, Customer needs to dial first \*5000\*521# and after getting device offer then s/he can avail 477 & 946 bundle offer.
- n. Do customers have to dial any code every month for getting rest of the 11 months benefit for purchase pack 477 & 946 taka?
  - No. No need to dial the code.

# **Exchange Campaign**



### **Modality** ::

Customer can exchange his/her old phone (selected Models & Brand) from selected Samsung Retails and will purchase Samsung hand set.

- Eligible Brand and Model for Purchase :: All Samsung Galaxy Smartphones
- Channel :: Selected Samsung Retails

### **Condition ::**

- Customers should have valid proof of being the owner of the phone.
- Phones should not be broken or damaged or with existing internal issue
- Phones should not be repaired.
- Customer can exchange a phone with such valuation which not be higher than the phone purchased.
- Customer should provide NID copy and follow instruction to provide all details in purchase form.
- Payable amount for the purchased handset will be equal or more than 20,000/- for availing EMI facilities.
- EMI tenure will be applicable as per model wise EMI tenure.
- If not found Exchanged product is good condition and as per evaluation then Exchanged Product will be returned to Retail and no Exchanged value amount will pay by Excel to Retailer.

# এক্সচেঞ্জ করলেই লাইফ চেঞ্জ

যেকোনো ব্র্যান্ডের হ্যান্ডসেট এক্সচেঞ্জ করে নাও নতুন স্যামসাং স্মর্টফোন



# **Exchange Campaign**

ND



### **Handset Checking ::**

- SEC have to submit exchange confirmation when exchange is done in the mentioned format.
- SEC have to announce exchange confirmation in the given format on the day of exchange & Samsung office will record the information.
- If SEC doesn't provide the exchange confirmation on the same day then SEC will be liable for that handset & Samsung will not take liability for the exchanged device

### **Documentation:**

- Exchange Product (With Proper Documents) should receive in Excel head office within 7 days of Product exchange
- If Any particular retail fail to send product within 7 days, then Excel telecom will not take any responsibility

# **Successful Exchange info format**

Date	:
Old phone IMEI	:
Old phone model	
Available accessories	: Box, Earphone, Data Cable, Adapter
New Phone IMEI	:
New Phone model	:
Given Discount	:
Total Discount	:
Livewire evaluator	:
IMSL SEC ID	:
IMSL SEC Name	:
DMS CODE	:
RT Name	:

# **Exchange Campaign**



# **Top Sheet**

DMS Code:	SAMSUNG
Sell ID:	SAMSUNG swap
Photo	Date:/
I	Date:/
am Mr/Mrs	
	Address:
athers Name:	Address:
Telephone No:	Mobile No:
Exchange Info (Old Phone)	Exchange Info (New Phone) Brand:
orona.	Branu.
Model:	Model:
Old Phone IMEI:	New Phone IMEI:
Siven Discount:	
	ng Offer: = Grand Total: Taka
Exchange Price: + Samsu	
	-
	-
**Enclosure: Photocopy of ID Card  Retailer Seal & Signature	Customer Finger Print / Customer Signature
*Enclosure: Photocopy of ID Card	Customer Finger Print / Customer Signature
*Enclosure: Photocopy of ID Card	Customer Finger Print / Customer Signature
*Enclosure: Photocopy of ID Card	Customer Finger Print / Customer Signature
*Enclosure: Photocopy of ID Card	Customer Finger Print / Customer Signature
*Enclosure: Photocopy of ID Card	Customer Finger Print / Customer Signature
*Enclosure: Photocopy of ID Card  Retailer Seal & Signature  SWAP Seal & Signature	
*Enclosure: Photocopy of ID Card  Retailer Seal & Signature  SWAP Seal & Signature  N.B.: If SWAP face any legal problems or	n provided sold old mobile set (s) then seller be sole responsible
*Enclosure: Photocopy of ID Card  Retailer Seal & Signature  SWAP Seal & Signature  N.B.: If SWAP face any legal problems or	

## **Handset Condition Detection**

Handset Name:	Handset Cor	ndition Declaratio		CIVEWIRE
Handset IMEI:				
Checkpoints	Checkpoir	at Status	Rema	aba.
1 Screen	Ok	Not Ok	Kema	
2 Touch	Ok	Not Ok		
3 Camera	Ok	Not Ok		
4 Charging	Ok	Not Ok		<del></del> i
5 Battery	Ok	Not Ok		
6 Sound	Ok	Not Ok		
7 Vibration	Ok	Not Ok		
8 Earplece	Ok	Not Ok		
9 Moutholece	H <sub>Ok</sub>	Not Ok		
10 Network	Hok	Not Ok		
	H <sub>ok</sub>			
11 ID remove (If logged In)		Not Ok		
12 Flash light	Ok	Not Ok		
13 Sensor	Ok	Not Ok		
14 Rotation	Ok	Not Ok		
15 Wiff connection	Ok	Not Ok		
16 Overall phone condition (outloo	k) Ok	Not Ok		
17 Dent in Phone	Yes	No		
18 Scratch in Phone	Yes	No		
Declaration: I hereby declaring that, I he stated information is wrong & the exch Samsung will not take any liability & no	anged handset fails in	QC parameter than I wi	Il be liable for the exchanged Device	
Signed By:				G
SEC Name & Signature		SEC ID		Foxit Reader PDF Document
Retail Name & Retailer Sign		DMS Code		

# **Exchange Campaign**



# **Tracking Sheet**

Retail	Name:
Retail	DMS Code:
Retail	Address:
Retail	Contact:

					Exchanged Device (Old Device)				Samsug Device (New Device)		
SI. No.	Date	SEC ID	SEC Contact	Brand & Model	Old Phone IMEI	Discount (LiveWire)	Add. Discount (SAMSUNG /ND)	Total Discount	Model	New Phone IMEI	Price
1.											
2											
3											
4											
5											
- 6											
7											
8											
9											
10											
11											
12	•										
13									-		
14	·							·			
15											

Signed By:		PDF
SEC Name & Sign	Retailer Name & Sign	Foxit Reader PDF Document
FOE/FOM Name & Sign	TM Name & Sign	

# **Exchange Campaign (Process)**











SEC do the handset checking & contact with exchange vendor for price confirmation



After checking Handset images SEC; Exchange Vendor provides Price



& necessary conversation with



Customer Agrees with the price, Exchange & upgrade to new Samsung Phone



Customer provides the necessary information, documents & change the handset



After satisfactory QC check ND disburse the claim amount to Retail



Livewire checks the handset in front of ND PIC & accept/reject the handset & settle the claim



ND Ships the exchanged handset to livewire with claim document



ND PIC will check the handset condition & necessary docs before sending to Exchange Vendor



Retailer Ships the exchanged handset to ND office with claim document



Livewire rejects the handset if QC failed & send back to ND. ND send back the handset to Retail/SEC



ND PIC rejects the handset & send back to retail or SEC if QC failed



# **SWAP**



**Handset Exchange Through SWAP** 



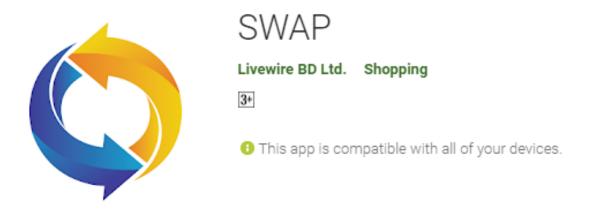
**SWAP** ::



SWAP is a used handset resale price evaluation platform.

A Customer can evaluate any handset price by giving accurate information of the device.

□ Any Customer can exchange his/her old phone (selected Models & Brand ) from selected Samsung Retails and will purchase Samsung handset.



**For Customer Evaluation** 



For Retail/SEC Evaluation

## **SWAP**



☐ Customer (SWAP) Journey:





Product Ev

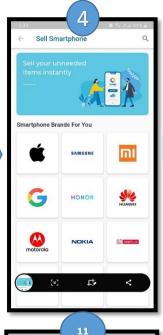
Not Applicable

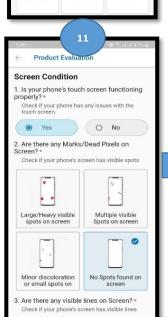
Multiple/heavy

visible body dents

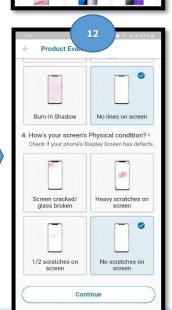
No dents





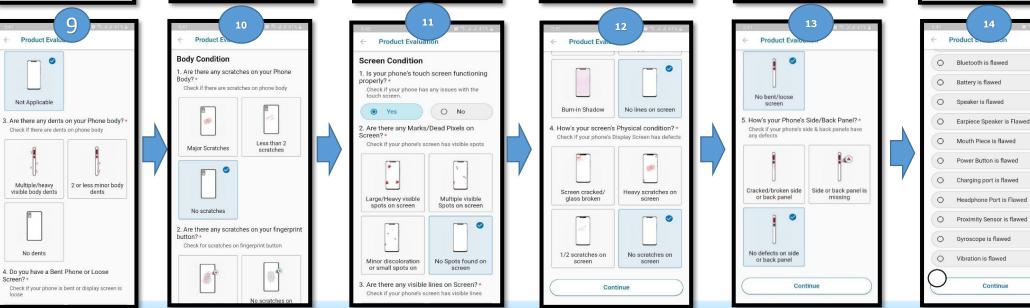


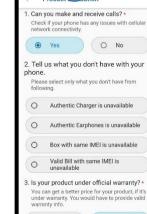










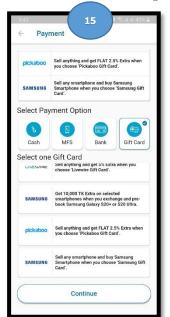


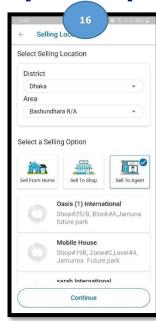
O Yes

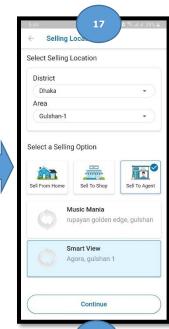
## **SWAP**



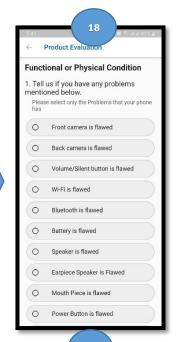
### □ Customer (SWAP) Journey:



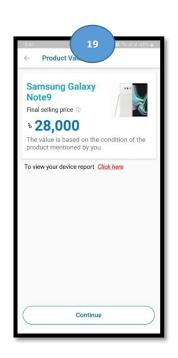


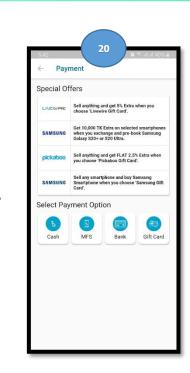














https://youtu.be/qShtTNZJi0E





□ SEC (SWAP Manager) Journey:



2. Are there any scratches on your fingerprint

3. Are there any dents on your Phone body? \*

Check if there are dents on phone body

No scratches on

2 or less minor body

Check for scratches on fingerprint button

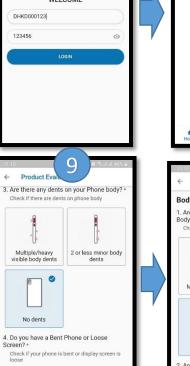
Scratches on button

Not Applicable

Multiple/heavy

visible body dents





Screen is loose from

phone body

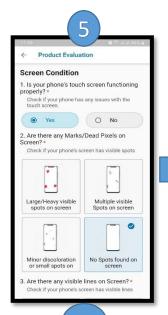
Bent/Curved Panel

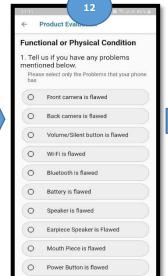


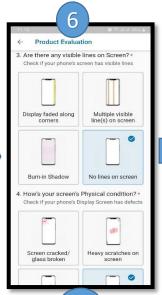


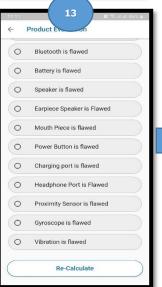
















## **SWAP**



### For training & understanding please go through the below link:

### **Customer (SWAP) Journey:**

https://youtu.be/qShtTNZJi0E

**SEC (SWAP Manager) Journey:** (How to close Sales)

https://youtu.be/vBjHkmVpcNw

### **SWAP links:**

Web link <a href="http://bit.ly/swap\_bd">http://bit.ly/swap\_bd</a> (For customer evaluation)
App link in play store <a href="http://bit.ly/swap\_app">http://bit.ly/swap\_app</a> (For customer evaluation)

### **SWAP Manager App link:**

http://bit.ly/swap manager (SEC/Agent/Partner must download for closing sales)

### **SWAP Manager ID & Password:**

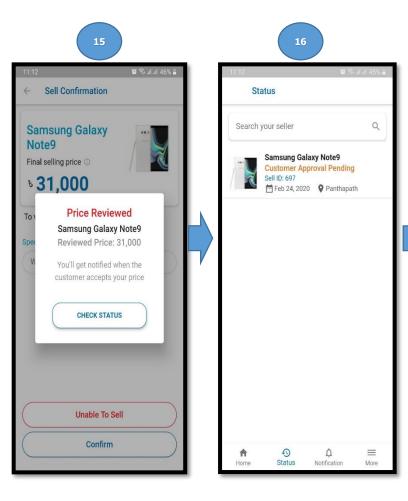
ID: Retail DMS code Password: 123456

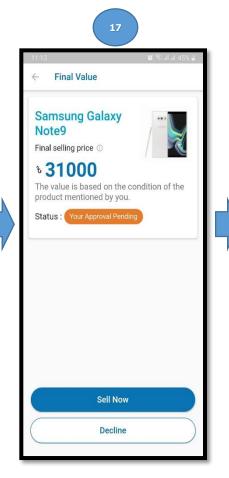


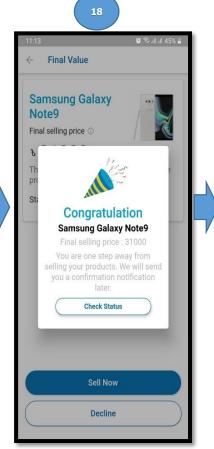


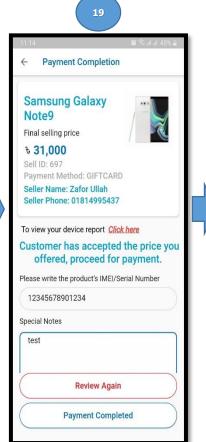


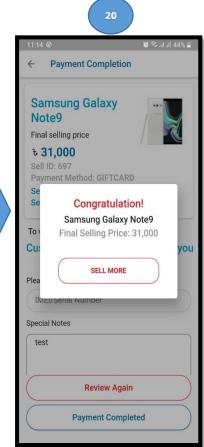
### □ SEC (SWAP Manager) Journey:













# **Sure Shot Incentive-RD Channel (SEC RT)**



## **RD Billing Channel (SEC RT)-Sure Shot Incentive Modality**

Sure Shot Incentive					
Model	Incentive (BDT) Per Unit Sell Out	Eligibility	Conditions		
A03s	250		<ul><li>RD Billing SEC Retail Partners</li></ul>		
A12 (4/64)	250	Min 2 PCS Combined Sell Out of Eligible Models	channel infiltration guideline will be discarded from the campaign		
A12 (4/128)	250		<ul> <li>Samsung has rights to change/revise/stop the campaign</li> </ul>		

**Duration :: 1st ~ 28th Feb'22** 

# **SAMSUNG** Sure Shot Incentive-RD Channel (Non SEC RT)



## **RD Billing Channel (Non SEC RT)-Sure Shot Incentive Modality**

	Sure Shot Incentive						
Model	Incentive (BDT) Per Unit Sell In	Incentive (BDT) Per Unit Sell Out	Conditions				
A03s	100	150	<ul> <li>RD Billing Non SEC Retail Partners</li> <li>In case of any product's sell in done in previous months and Sellout Done in Feb '22, Partner will get the incentive amount for Sellout only</li> <li>Closing Stock Jan 31st/ Opening Stock Feb 1st '22 Will be considered during campaign calculation</li> </ul>				
A12 (4/64)	100	150	<ul> <li>If any DMS return found from eligible RT after campaign period any point of time, then it will adjust from that partner</li> <li>S/O Checking and Calculation Parameter: DMS-MCS-FOTA/IMEI Activation</li> </ul>				
A12 (4/128)	100	150	<ul> <li>Any partner violating the price hygiene or channel infiltration guideline will be discarded from the campaign</li> <li>Samsung has rights to change/revise/stop the campaign</li> </ul>				

**Duration :: 1st ~ 28th Feb'22** 

## **Incentive for RD Channel**



## **RD Billing Channel (All RD RT)-Extra Margin Modality**

		dality		
Slab	SMP S/O (Pcs)	Extra Margin**	Eligibility Criteria	Conditions
Platinum	80 & +	1%		<ul> <li>All RD Billing Retails</li> <li>For RT's with 0/1 Pcs TGT, 2 Pcs will be considered as TGT in individual model</li> <li>Slab will be decided based on total SMP S/O</li> </ul>
Gold	50-79	0.75%	100% Vol Monthly S/O TGT Ach of A03s & A12 (both) individually	<ul> <li>Lifting price of total SMP Sold Out</li> <li>S/O Checking and Calculation Parameter: DMS-MCS-FOTA/IMEI Activation</li> </ul>
Silver	15-49	0.50%		<ul> <li>Any partner violating the price hygiene or channel infiltration guideline will be discarded from the campaign</li> <li>Samsung has rights to change/revise/stop the campaign</li> </ul>

**Duration :: 1**st ~ 28th Feb'22

## **Incentive for Sales Officer**



## **Sales Officer Incentive Modality**

Model	Incentive	Eligibility Criteria	Conditions
A03s	1500 Per Sales Officer	100% RD S/O TGT Ach of A03s	<ul> <li>Only Sales Officers are eligible for this campaign</li> </ul>
A12 (4/64)		100% RD S/O TGT Ach of A12 (4/64),	<ul> <li>S/O Checking and Calculation Parameter: DMS-MCS-FOTA/IMEI Activation</li> <li>Any member violating the price hygiene or channel infiltration guideline will be discarded from the campaign</li> <li>Sameung has rights to change/revise/step the</li> </ul>
A12 (4/128)	1500 Per Sales Officer	A12 (4/128)	<ul> <li>Samsung has rights to change/revise/stop the campaign</li> </ul>

Duration :: 1st ~ 28th Feb'22



# **Partner Margin :: RD Channel**



FACTS	MARGIN %	CRITERIA/CONDITION
Cash Biz Margin	1% [on Lifting value]	<ul> <li>Bar Phones, M11, M01, Tab A (2019) Cash Margin are not eligible</li> <li>Primary Target must be achieved min 80%</li> <li>Eligibility as per pro-rata basis on Ach. percentage (Max 100%)</li> </ul>

FACTS		MARGIN		CONDITION
		100% ACH	120% ACH	CONDITION
	Sell-IN Target ACH		0.75% [on Lifting value]	<ul> <li>Sell In &amp; Sell Out KPI will be Trigger upon 80% ACH &amp; Pro-rata basis (Max 100%)</li> <li>M11 M01 &amp; Tab A (2010) Margin are not cligible but ACH will</li> </ul>
Sell-Out Target ACH		0.15% [on Lifting value]	0.25% [on Lifting value]	<ul> <li>M11, M01 &amp; Tab A (2019) Margin are not eligible but ACH will be counted</li> <li>Bar Phone Margin is eligible</li> <li>120% Margin Criteria is "Hit or Miss"</li> </ul>
Back Margin	A03s, A12 (Both) Placement Target ACH	0.10% [on Lifting value]	N/A	<ul> <li>Credit needs to be "zero" by 28<sup>th</sup> Feb;22</li> <li>A03s &amp; A12 (Both Variant) volume Sell In TGT 100% achievement by 28<sup>th</sup> Feb'22</li> </ul>
	Adjustable	0.25% [on Lifting value]		<ul> <li>Non Conditional</li> </ul>

Duration :: 1<sup>st</sup> ~ 28<sup>th</sup> Feb′22



