**Note of Approval**

|  |  |  |  |
| --- | --- | --- | --- |
| **The Executive Management** |  | Distribution | |
|  |  | Name | : Commercial |
| Ext. No | : 231 |
| Location | : Corporate Office |
| E-mail | :tanjim@litetel.com |
| Reference | : LiteTel/Dis/2020/Campaign/01 |
| Date | : 14/01/2020 |

**This is for your (Please give √ on appropriate Box): √ □ Pre-approval □ Post Facto Approval**

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**Sub:** Seeking your approval on “**Instant Cash”** offer for Dealer on **C1, A3, A5, and B31**

Dear Sir,

We are looking for your kind approval on the subject matter for dealer “**Instant Cash**” Offer for the product of **C1, A3, A5, and B31**

**Campaign Objective:**

* To adapt with market dynamics.

**Campaign eligibility:**

Company (CWH) as of 19th January 2020.

**Campaign modality:**

* Dealer will get his campaign amount instantly with MR
* Dealer will get the adjustment of lifting from January 01, 2020.
* No Back margin will be given to the Dealer.

**Campaign modality with necessary maximum budget requirement for Dealer channel is as follow:**

|  |  |  |
| --- | --- | --- |
| **Model Name** | **CWH Stock As of 1st January 2020** | **Proposed DP** |
| C1 | 14,500 | 881 |
| A3 | 7,765 | 615 |
| A5 | 27,315 | 620 |
| B31 | 11,488 | 782 |
| **Total** | **61,068** |  |  |  |

**Campaign Duration: 16th January 2020 to 28th February 2020.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Approval** | **Name** | **Signature** | **Date** |
| **Recommended By** | Mukbulur Rahman Mustazir, Head Of Dealer Sales |  |  |
| Amitave Chandra Das, Head of Retail Sales |  |  |
| Md Ferdaus-Ul-Alam, Finance |  |  |
| Mohammad Atikur Rahman, Commercial |  |  |
| M.A Hanif, Asst. Director, Channel Sales |  |  |
| **Executive Management** | Jakaria Shahid, Managing Director |  |  |
| Md. Aminur Rashid, Chairman |  |  |