



RUPA & COMPANY LIMITED

FASHIONING INDIA SINCE 1968

W.E.F. 01.05.2025



## Message from the Chairman's Desk

Dear Business Partners,

Thank you for being an integral part of our journey so far. We truly appreciate your wholehearted support towards the growth of our company.

As a progressive organization, focused on continuous growth, we have created a unique REWARDS & RECOGNITION program exclusively for you.

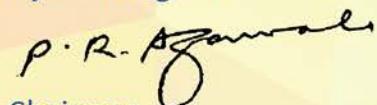
Introducing PRAGATI – growth at every step, a program whose very essence and spirit lies in Progress, Improvement, Advancement and Growth.

PRAGATI rewards and recognises your loyalty, unflagging support, and commitment to Rupa and Company Limited. With standout features like lifetime validity of Reward Points, it provides you with the opportunity to earn your Dream Rewards.

We encourage you to DREAM BIG, EARN BIG, WIN BIG!

Let's re-write history together.

My Best Regards



P.R. Agarwal  
Chairman



Growth at every step...

## A LOYALTY PROGRAM FOR RETAILERS



### EARN POINTS

ON RUPA PRODUCTS

### REDEEM

GIFT / TRIP  
OF YOUR CHOICE

### REWARD

FOR LONG TERM LOYALTY



#### BASE POINTS

are credited for purchase of every product of Rupa.



#### MULTIPLIERS

Multiply your basic points earned in the month by

- Volume & range multiplier
- Consistency multiplier



#### BONUS

Dil maange more! Being a pragati member has its own privileges... **COMING SOON...**

Growth at every step...

## FEATURES:

**01**  
FEATURE

Easy Procedure of Point accumulation and redemption

**02**  
FEATURE

The program have no lock-in period.

**03**  
FEATURE

Earned points will NEVER expire.

**04**  
FEATURE

Retailer can redeem points whenever they wish.

**05**  
FEATURE

Retailer can multiply the Points through Volume & Range Multiplier and Consistency Multiplier.

**06**  
FEATURE

Retailer will earn points on every RUPA product purchased.

**07**  
FEATURE

There are a variety of gifts offered under Pragati, Retailer can also opt for their DREAM GIFT.



**pragati**



# Reward Points

RUPA BRANDS & CATEGORIES

PER PC POINTS

**FRONTLINE\***

18

**MACROMAN  
ORIGINAL**

18



**EURO**

ADULTS

14

KIDS

7

THERMAL

18

**Bumchums**

ADULTS

30

KIDS

15

ADULTS

80

KIDS

40

COTTON BRA

18

Butterfly BRA

18

FANCY BRA - 1PC

18

LEGGINGS

150

PANTIES

18

CAMISOLE

18

**FOOTLINE**

18

**THERMOCOT**

18

**TORRIDO**

18

\*EXCEPT COLORS, JON OUTERWEAR & FRONTLINE BOXERS.



## MULTIPLIERS

| Consistency Multiplier    |     |
|---------------------------|-----|
| Current Month             | 10% |
| Current Month + 1         | 20% |
| Current Month + 2 onwards | 30% |

Billing every month will ensure Consistency Multiplier

| Volume & Range Multiplier |            |
|---------------------------|------------|
| Points Earned             | Multiplier |
| 3000 to 6999              | 10%        |
| 7000 to 10999             | 20%        |
| 11000 and above           | 30%        |

Larger the quantity & range you buy in the month, greater will be the Multiplier.

## EXAMPLE

| Month               | Billing | Base Points earned in the month | Volume and Range Multiplier | Volume and Range Multiplier Points | Consistency Multiplier | Consistency Multiplier Points | Total Points |
|---------------------|---------|---------------------------------|-----------------------------|------------------------------------|------------------------|-------------------------------|--------------|
| Month 1             | Yes     | 3000                            | 10%                         | 300                                | 10%                    | 300                           | 3600         |
| Month 2             | Yes     | 3000                            | 10%                         | 300                                | 20%                    | 600                           | 3900         |
| Month 3             | Yes     | 7000                            | 20%                         | 1400                               | 30%                    | 2100                          | 10500        |
| Month 4             | Yes     | 11000                           | 30%                         | 3300                               | 30%                    | 3300                          | 17600        |
| Month 5             | No      | 0                               | 0%                          | 0                                  | 0%                     | 0                             | 0            |
| Month 6             | Yes     | 11000                           | 30%                         | 3300                               | 10%                    | 1100                          | 15400        |
| Month 7             | Yes     | 3000                            | 10%                         | 300                                | 20%                    | 600                           | 3900         |
| <b>Total Points</b> |         | <b>38000</b>                    |                             | <b>8900</b>                        |                        | <b>8000</b>                   | <b>54900</b> |



**pragati**

**RUPA®**

# **Gift Catalogue**

## **DRY IRON**

[ USHA | CROMPTON | BAJAJ ]

1



**4,500 PTS**

## **DUFFLE BAG**

[ SAFARI ]

2



**7,500 PTS**

## **STEAM IRON**

[ USHA | CROMPTON | BAJAJ ]

3



**9,000 PTS**

## **AIR DOPES**

[ BOAT | BOULT ]

4



**11,000 PTS**

## **TRIMMER**

[ BRANDED ]

5



**14,000 PTS**

## **NON STICK SET**

**3 PCS.**

[ CELLO | KUTCHINA | PIGEON ]

6



**16,000 PTS**

## **SMART WATCH**

[ BOAT | BOULT | FASTRACK ]

7



**18,000 PTS**

## **VIP / AT MEDIUM LUGGAGE**

8



**21,000 PTS**

## **MIXER GRINDER**

**3 JARS**

[ BRANDED ]

9



**22,000 PTS**

**pragati**

**RUPA®**

# **Gift Catalogue**

## **CEILING FAN**

[ USHA | CROMPTON | BAJAJ ]

10



**24,000 PTS**

## **INDUCTION COOK TOP 200W**

[ USHA | CROMPTON | BAJAJ ]

11



**25,000 PTS**

## **PEDESTAL FAN**

[ USHA | CROMPTON | BAJAJ ]

12



**28,000 PTS**

## **4 BURNER COOK TOP**

[ USHA | PIGEON | KUTCHINA ]

13



**43,000 PTS**

## **AIR COOLER - 25 LTR.**

[ SYMPHONY | CROMPTON | BAJAJ ]

14



**53,000 PTS**

## **GEYSER - 15 LTR.**

[ BRANDED ]

15



**61,000 PTS**

## **AIR FRIER** [ BRANDED ]

16



**70,000 PTS**

## **WATER DISPENSER FLOOR STAND** [ BRANDED ]

17



**80,000 PTS**

## **SEMI AUTO WASHING MACHINE - 7 KG** [ PANASONIC | GODREJ WHIRLPOOL | HAIER ]

18



**1,00,000 PTS**

# **Gift Catalogue**

**SINGLE DOOR FRIDGE****184 LTR.**[ PANASONIC | GODREJ  
WHIRLPOOL | HAIER ]**19****1,10,000 PTS****32 INCHES  
LED TV**

[ PANASONIC | HAIER ]

**20****1,30,000 PTS****SMART PHONE - 5G**

[ SAMSUNG | VIVO ]

**21****1,50,000 PTS****FULLY AUTO  
WASHING MACHINE TOP LOAD**[ PANASONIC | GODREJ  
WHIRLPOOL | HAIER ]**22****1,60,000 PTS****REFRIGERATOR - 240 LTR.**[ PANASONIC | GODREJ  
WHIRLPOOL | HAIER ]**23****2,30,000 PTS****42 INCHES  
SMART LED**

[ PANASONIC | HAIER ]

**24****2,50,000 PTS****FRONT LOAD  
WASHING MACHINE - 7 KG**[ PANASONIC | GODREJ  
WHIRLPOOL | HAIER ]**25****3,10,000 PTS****LAPTOP  
CORE I3**

[ DELL | HP | LENOVO ]

**26****3,30,000 PTS****1.5 TON 3 STAR  
SPLIT AC**

[ PANASONIC | HAIER | GODREJ ]

**27****3,30,000 PTS**

**pragati**

**RUPA®**

# **Gift Catalogue**

**GOLD VOUCHER  
₹50,000/-  
[ TANISHQ ]**

**28**



**5,00,000 PTS**

**LAPTOP  
CORE I5  
[ DELL | HP | LENOVO ]**

**29**



**5,20,000 PTS**

**SIDE BY SIDE  
REFRIGERATOR - 682 LTR.  
[ PANASONIC | GODREJ  
WHIRLPOOL | HAIER ]**

**30**



**7,00,000 PTS**

**HONDA 2 WHEELER  
VOUCHER ₹75,000/-**

**31**



**7,50,000 PTS**

**HONDA 2 WHEELER  
VOUCHER ₹1,00,000/-**

**32**



**10,00,000 PTS**

**GOLD VOUCHER  
₹1,25,000/-  
[ TANISHQ ]**

**33**



**12,50,000 PTS**

**HONDA 2 WHEELER  
VOUCHER ₹1,50,000/-**

**34**



**15,00,000 PTS**

**EUROPE TOUR  
5 NIGHT 6 DAYS**

**35**



**20,00,000 PTS**

**MARUTI WAGNOR  
\*(EX-SHOWROOM)**

**36**



**56,00,000 PTS**

**MARUTI BAILENO  
\*(EX-SHOWROOM)**

**37**



**67,00,000 PTS**

Bonus add-ons under  
**pragati Retailer**



# Redemption Process

## OPTION-01



## OPTION-02



## OPTION-03



**pragati**

**RUPA®**

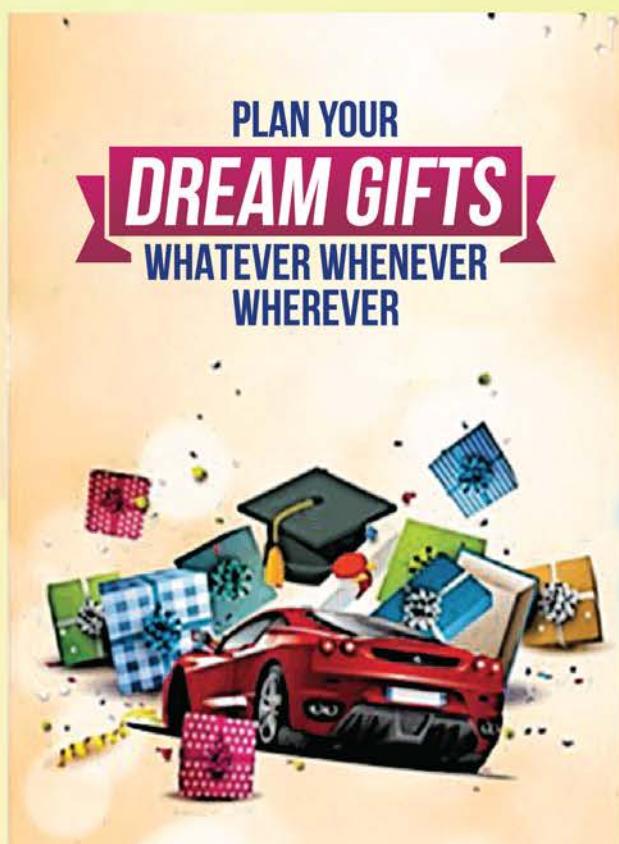
# *What rewards can you redeem with your points?*

YOU CAN REDEEM YOUR POINTS  
AGAINST GIFT FROM OUR CATALOGUE.....!!!

YOU CAN PLAN AND REDEEM  
YOUR DREAM GIFT.....!!!

**OR**

YOU CAN REDEEM A  
FOREIGN TRIP OF YOUR CHOICE....!!!



Select your  
Dream trips



\*To plan your dream gift or know more, please contact our retailer customer care or contact our sales representative.

\*The travel trip shall be offered to the customers according to accumulation of points in PRAGATI Retailer program

\*Please refer terms and conditions in details for further query

# Terms & Conditions

- The Programme is effective from July 2023 and will remain in force till it is withdrawn or cancelled by the Company.
- For enrolment in this Programme, submission of enrolment form with supporting documents through the Company Personnel is mandatory and will be deemed as acceptance of all terms and conditions.
- The Reward Points accumulation shall start after successful verification by Rupa & Company Limited.
- There is no upper limit on the accumulation of the Reward Points and the accumulation is currently correlated to the purchase of products pertaining to Rupa & Company Limited only.
- The Retailer will not be eligible for Reward Points for the products ordered, but not billed by the Distributor due to non-availability of stock or any other reason.
- The Retailer will be entitled to reward points on the products billed and not on cancelled or returned at a later point of time.
- The redemption can be done either by submitting the physical form to the RUPA representative or through retailer application or through a phone call at Call Centre Support.
- The Company will provide periodic updates on points earned by the Retailers enrolled in the Programme.
- For redeeming the Reward Points, the Retailer will have to furnish the 'No Dues Certificate' from the Distributor in respect of the purchases against which the said Reward Points have been earned. Alternatively, the company may check with the Distributor for NO DUES Clearance before allowing the redemption.
- Benefits under this Programme are non-transferable and cannot be exchanged with credit note or cash.
- Rupa & Company Limited will not be responsible for any guarantee/warranty of the gift items.
- Rewards Points accrued under the Programme are not transferable, whether by law or otherwise, to any other retailer / person / entity.
- The Company may, at its sole discretion, change, amend, alter or withdraw the programme without showing any reason or prior notice. Provided, in the event of withdrawal of the Programme by the Company, the Retailers will have to mandatorily redeem the accumulated Reward Points within a period of 30 days from the date of withdrawal of the Programme and opt for the gift from the eligible gift options and avail special appreciation benefit, if eligible in accordance with the accumulated milestone of Reward Points as on the date of withdrawal.
- Rupa & Company Limited in no way, will be liable for the efficient functioning of the gifts and no such request/ complaints will be entertained.
- The Company will not be liable for any loss or damage, whether direct or indirect, caused to Retailers due to withdrawal or change in the program.
- In the event of unavailability of any Gift or otherwise, the Company reserves the right to substitute the same with some other gift of equivalent value, at its sole discretion.
- Images of Gifts shown in the Programme document are only for representation purpose and the actual item may vary. The Company's decision in this regard shall be final and binding on the Retailers and no dispute will be entertained. Colours, features and specifications are at the sole discretion of the company and availability.
- Taxes and statutory levies, if any, on the Programme benefits shall be borne by the Retailer.
- TDS will be applicable as per section 194R, beneficiary's PAN should be linked with AADHAAR.
- The gift(s) will be delivered within 30 working days after receiving no dues certificate from dealers. However, the Company will not be responsible for delay in delivery of gift due to non-availability of stock or for any reason beyond its control. In case of any conflict, the Company's decision will be final and binding.
- The Retailer is giving consent to enrol under this Programme and hereby give their consent to be approached by Rupa & Company Limited and/or its representatives on their provided mobile numbers or any contact numbers.
- Rupa & Company Limited reserves its right to close this Programme and also change the terms and conditions as mentioned herein at any time at its own discretion.
- Any dispute arising out of or in connection with this Programme shall be subject to the exclusive jurisdiction of the honourable courts of Kolkata, irrespective of whether courts/tribunals in other areas have concurrent or similar jurisdiction.
- Terms & Conditions Apply.\*

# Enrolment Form

NAME OF THE RETAILER: \_\_\_\_\_

RETAILER CODE: \_\_\_\_\_

FIRST NAME: \_\_\_\_\_ SURNAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

DISTRICT: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ PIN CODE: \_\_\_\_\_

REGISTERED MOBILE NO: \_\_\_\_\_

ALTERNATE MOBILE NO: \_\_\_\_\_

GSTIN: \_\_\_\_\_ PAN CARD COPY/PHOTO:  YES  NO

ADDRESS PROOF:  AADHAAR CARD  DRIVING LICENSE  VOTER ID CARD

BY SIGNING THIS DOCUMENT, I ACKNOWLEDGE THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THE RETAILER BONDING PROGRAM OF NAMED AS PRAGATI RETAILER PROGRAM AND UPDATED MYSELF/OURSELVES WITH ANY CHANGES THERE IN. I/WE GIVE OUR CONSENT TO ENROL FOR THIS PROGRAM AND UNDERTAKE THAT I/WE WILL ABIDE BY THE TERMS AND CONDITIONS OF THIS PROGRAM.



SEAL

SIGNATURE OF THE RETAILER



## RUPA & COMPANY LIMITED

Metro Tower, 1, Ho Chi Minh Sarani, Kolkata - 700071. India.

Toll Free number.: 1800 1235 001 | Consumer Helpline No.: +91-33 4057 3100

Email: info@rupa.co.in | SMS "RUPA" to 53456.

Website: [www.rupa.co.in](http://www.rupa.co.in) | Shop Online: [www.rupaonlinestore.com](http://www.rupaonlinestore.com)

AN ISO 9001 : 2015; 14001 : 2015; 45001 : 2018 CERTIFIED COMPANY

Follow Us: