



# Chai Point Partner Rewards Program

*India runs on chai*



EVERY  
WHERE



## Empowering Channel Partners to Pursue Unlimited Growth!!



World's Largest Chai-Led Beverage Platform

# CHANNEL PARTNER INVESTMENT MODEL

Each new Channel Partner will have to make an initial investment of **₹1.5 lakhs + GST**, which includes:

- ₹ 1.25 lakh + GST – L2C Machine cost. *Actual cost of the machine is ₹1.5 lakhs*
- ₹ 10,000 + GST – Installation and setup (1-year free maintenance for the sold demo machine and ₹12,000 annually for maintenance post 1 year)
- ₹15,000 + GST – Initial inventory for sampling and demos.

If the partner also opts for a B2C machine - ₹ 1lakh + GST would be added(Optional). *Actual cost of the B2C is ₹1.5 lakhs*

## TOTAL INVESTMENT FOR BOTH L2C & B2C -> ₹ 2.5 lakhs + GST

### SUPPORT FROM CHAI POINT TEAM

- 1 BD aligned for sales closures
- Sales training & leads support
- Marketing activities & deal closure support
- Co-marketing promotion with Newsletters
- Promotion of partner on Chai Point website

# REVENUE BASED INCENTIVES - YEARLY

Channel Partners can avail revenue-based incentives in terms of foreign trip or cash. Eligibility for this would be based on 100% target achievement throughout the year

| VALUE            | INCENTIVE % * |
|------------------|---------------|
| > = INR 2 Cr     | 0.75%         |
| > = INR 1 Cr     | 0.50%         |
| > = INR 75 Lakhs | 0.25%         |



*\*Incentive % of the actual revenue achieved for the full year*

**Payout: Yearly**

# DEPLOYMENT BASED INCENTIVES - QUARTERLY

Deployment incentives on achieving the installation targets set for each quarter

| INCENTIVE AMOUNT<br>/MACHINE | QUARTERLY TARGETS |                  |                 |                 |
|------------------------------|-------------------|------------------|-----------------|-----------------|
|                              | Q1<br>(Apr-Jun)   | Q2<br>(July-Sep) | Q3<br>(Oct-Dec) | Q4<br>(Jan-Mar) |
| Rs. 3000                     | 6                 | 6                | 6               | 6               |
| Rs. 3500                     | 9                 | 9                | 9               | 9               |
| Rs. 4000                     | 12                | 12               | 12              | 12              |
| Rs. 4500                     | 15                | 15               | 15              | 15              |

Payout: Quarterly

# DEPLOYMENT BASED INCENTIVES - YEARLY

Deployment incentives on achieving the installation targets set for the Year

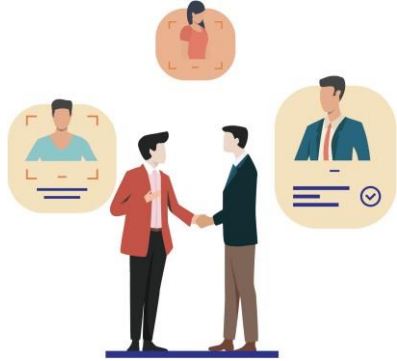
| INCENTIVE AMOUNT<br>/MACHINE | Yearly Target<br>(Apr '25 - Mar '26) |
|------------------------------|--------------------------------------|
| Rs. 3000                     | 24                                   |
| Rs. 3500                     | 36                                   |
| Rs. 4000                     | 48                                   |
| Rs. 4500                     | 60                                   |

## T&C for Deployment Incentive:

- Incentive applicable only for Fresh Brew, Leaf to Cup, Bean to Cup & Personal Brewing bot deployments
- For V1, V2 & B2C, deployments done through leads provided will only be considered.
- For L2C & MCP, deployment should be considered for incentive if Sampling is done by Distributor (even if lead is not given by Distributor)
- Sampling should be done by the distributor through their own demo machine (only for L2C & MCP).
- The deployment should be active for at least 6 months.

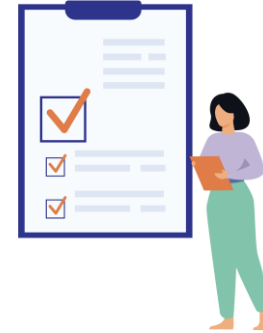
**Payout: Yearly**

# DIGITAL RECOGNITION



## Distributor Newsletter

Monthly newsletter highlighting the overall achievements of Chai Point from the Distributor channel and the top-performing Distributors



## Interviews with top Performing Distributors on YouTube

15 min interviews with the top-performing Distributors to be published on the official Chai Point YouTube channel

# DIGITAL LIFECYCLE OF CHAI POINT

Channel partner to use for managing Sales and Operations.

## a. Leadsquared – Tracking Leads

## b. KCI (Keep Customer Informed)

- I. Automated emailers when a lead is added
- II. Automated emailers when sampling is scheduled
- III. Automated emailer with employee feedback for sampling
- IV. Automated emailer for Deployment

## c. VOC (Voice of the Customer) for customer feedback and NPS

## d. Sigma6 – Ticketing and Field force management tool

## e. C-Kart – Integrated ordering and consumption tracking tool

## f. Incentive tool



# DISCLAIMER

- By using or accessing the brochure, you agree with the disclaimer without any qualification or limitation.
- The Company/ Firm reserves the right to terminate, revoke, modify, alter, add and delete any one or more of the terms and conditions outlined in the brochure. The Company/ Firm shall be under no obligation to notify the user of the amendment to the terms and conditions and the user shall be bound by such amended terms and conditions.
- Computer generated images, walkthroughs and render images used on this brochure are the artist's impression and are an indicative of the actual designs. The imagery used on the brochure may not represent actuals or may be indicative of style only.
- The information on this brochure is presented as general information and no representation or warranty is expressly or impliedly given as to its accuracy, completeness or correctness. It does not constitute part of a legal offer or contract. This brochure may unintentionally include inaccuracies or errors with respect to the description of a plot/ flat size, site plan, floor plan, a rendering, a photo, elevation, prices, taxes, adjacent properties, amenities, design guidelines, completion dates, features, zoning, buyer incentives etc. Further the actual design / construction may vary in fit and finish from the one displayed in the information and material displayed on this brochure.
- The user must verify all the details and specifications, including but not limited to the area, amenities, specifications, services, terms of sales, payments and all other relevant terms independently with our sales/ marketing team prior to concluding any decision for buying any unit in any of our projects/developments.
- Notwithstanding anything, in no event shall the Company/ Firm, their promoters, partners/ directors, employees and agents be liable to the visitor/ user for any or all damages, losses and causes of action (including but not limited to negligence), errors, injury, whether direct, indirect, consequential or incidental, suffered or incurred by any person/s or due to any use and/or inability to use this brochure or information, action taken or abstained through this brochure. While enough care is taken by the Company/ Firm to ensure that information in the brochures is up to date, accurate and correct, the readers/ users are requested to make their independent enquiry before relying upon the same.

## For more information visit



[vaas@chaipoint.com](mailto:vaas@chaipoint.com)



+91 96207 93291



[brewingbots.chaipoint.com](http://brewingbots.chaipoint.com)

**BOOK A DEMO**



**Thank You!**

