


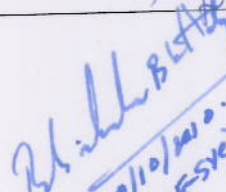
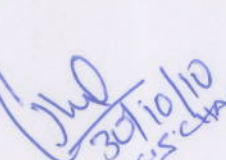


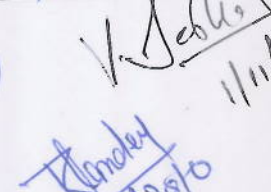
# AMC Policy – Nov10


Applicable for CE , HA , AC, SHA products

AGM –Service (Service Admin)	GM - Service	CFO
 (GURPREET) 26/10/10	 26/10/10 (MR GIRISH SHAH)	 (MR SK JAIN)

  
30/10/10  
R.S.B. (ESV)

  
30/10/10  
(C.S. CHAUDHARY)

  
19/11/2010  
(J.D. PANDEY)

  
01/11/2010  
(MR UMMEED BHURIA)

Attach Simulation

## AMC Prices – Nov10

S.No	Category	Product	Tenure	AMC Price	Plan Name
			In Yrs	Price(Rs)	Price(Rs)
1	Colour Television	CTV-14" (Conventional model & Ultraslim only)	1	600	HCP1
2		CTV-15" (Flat only)	1	650	HCP36
3		CTV-20" (Conventional)	1	700	HCP2
4		CTV-21" (Flat and Ultra Slim)	1	750	HCP37
5		CTV-29" (TFT only)	1	1200	HCP4
6	Washing Machine Washer(2 to 5 yrs)	SAWM	1	750	HCP6
7		FAWM (Top Load)	1	1200	HCP7
8		FLWM (Front Load) - Other than Careen Plus	1	2000	HCP34
9		FLWM (Front Load) - Careen Plus	1	3000	HCP35
10		SAWM	1	1400	HCP8
11	Refrigerator Within 5 Yrs	DC(Upto 200L)	1	750	HCP9
12		FF(Upto 300L)	1	950	HCP10
13		FF >300L to 400L	1	1700	HCP11
14		FF >400L to 500L	1	2600	HCP12
15		> 5 to 7 Yrs DC	1	1400	HCP13
16		FF	1	1800	HCP14
17		FF >300L to 400L	1	2100	HCP15
18		Window Air conditioner	1	2000	HCP16
19		Split Air conditioner	1	2750	HCP17
20		Window Air conditioner (Only Videocon)	1	3500	HCP18
21		Split Air conditioner (Only Videocon)	1	4200	HCP19
22	Within 3 Yrs	Cassette Air conditioner (upto 2 tr)	1	5000	HCP20
23		Tower Air conditioner (upto 2 tr)	1	4500	HCP21
24	Microwave Within 2 Yrs	Convection Microwave	1	1600	HCP22
25		Grill Microwave	1	1250	HCP23
26		Solo Microwave	1	1100	HCP24

### Conditions

- All Prices are Exclusive of all taxes.
- Service tax will be charged as per the rates applicable, decided by the Govt. of India.
- The ASC will have to get himself registered with Service tax department as per the governing laws.

### Brand and Product Categories not applicable for AMC

- Akai, Electrolux, Hyundai, Next brand products & Private Label
- CTV - 21 Inch Conventional and Slim
- CTV - All models 25 inch and above except 29 inch TFT
- SAWM - 200 T, 400 T, SA63, SA 60RF, KSA 64DX, KSA69, KSA78, KSA80, VNA series
- FAWM - Konzerv, FA61, FA65, FA71, VNA series
- FLWM - K5001, LF2008, LF2008E, LF0210, 50HFE / HFD
- FF Ref - DFF37 / 40 / 44, ETB3400
- FPD - 20 inch & 18.5 inch LCD, All Plasma



## AMC Prices – Nov10

S.No	Category	Product	Tenure In Yrs	AMC Price Price(Rs)	Plan Name Price(Rs)
27	LCD TV Within 2 Yrs	Applicable Models LCD TV 19" ~ 22"(Models launched 2009 and after)	1	2500	HCP25
28		LCD TV 24" (Models launched 2010 and after)	1	2800	HCP38
29		LCD TV 26"(Models launched 2009 and after)	1	3000	HCP26
30		LCD TV 32"(Models launched 2009 and after)	1	3500	HCP27
31		LCD TV 40" & 42"(Models launched 2009 and after)	1	4800	HCP28
32	Cooler Within 4 Yrs	All cooler models except Vibrant(9924)	1	850	HCP29
33	Water Purifier Within 3 Yrs	Model - Le-Pure	1	1100	HCP30
34		Non electric	1	900	HCP31
35	Refrigerator Within 5 Yrs DC	DC(> 200L)	1	1000	HCP32
36	> 5 to 7 Yrs	DC(> 200L)	1	1800	HCP33
37	LED TV Within 2 Yrs	Applicable Models LED TV 32"(Models launched 2010 and after)	1	4000	HCP39
38		LED TV 42"(Models launched 2010 and after)	1	5200	HCP40
39	Inverter Within 2 Yrs	Applicable Models HUPS - 800 VA & 600 VA	1	1000	HCP41
40		HUPS - 1400 VA	1	1400	HCP42

### Coverage

- Where not mentioned The AMC prices are applicable only for the products which are **purchased within 5 years** from the date of entering into AMC contract. The age of product **should not exceed 6 years** while under the AMC contract.
- For products AMC >5yrs to 7 years from DOP the age of product should not exceed 8 from date of manufacturing while under AMC contract
- LCD & LED AMC is only applicable models from year of production only

### AMC Scheme for ASC engineers

- Below is AMC scheme for ASC engineers to increase AMC conversion rate
- AMC incentive for ASC engineers is over the ASC owners incentive
- This incentive will be directly paid by Tekcare Branch Account to ASC engineer and record will be maintained at branch level
- BSI and Tekcare to check engineer wise AMC authenticity from Webcms ,SAP and incentive amount to be disbursed after AMC money has been submitted to Tekcare

S.No.	AMC Sold by Engineer booked in SAP (Rs K)	Incentive on AMC(Rs) amount deposited
1	Upto 5K	10%
2	>5K -10K	11%
3	>10K -15K	12%
4	>15K -20K	13%
5	>20K -25K	14%
6	>25K -30K	15%
7	>30K -35K	16%
8	>35K	17%

### AMC Scheme for ASC CCO

S.No.	AMC lead taken by CCO & amount booked in SAP (Rs K)	Incentive on AMC(Rs) amount deposited
1	Upto 20K	5%
2	> 20K -40K	6%
3	> 40 K	8%



**VIDEOCON**  
Experience Change



## AMC Incentive & Discounts for ASC – Applicable from Nov 2010

### Incentive Slab from Nov 2010

Metro	
AMC Sold by ASC booked in SAP (Rs K)	Incentive on AMC(Rs) amount deposited
Upto 20 K	7%
20 K to 50 K	10%
50 K to 75 K	12%
75 K to 100 K	16%
100 K to 150 K	18%
150 K to 200 K	20%
> 200 K	22%
Non Metro	
AMC Sold by ASC booked in SAP (Rs K)	Incentive on AMC(Rs) amount deposited
Upto 10 K	7%
10 K to 25 K	10%
25 K to 40 K	12%
40 K to 50 K	16%
50 K to 75 K	18%
75 K to 100 K	20%
> 100 K	22%

### Discounts For Customer

No. of Products	Discount
2 Nos.	10%
>= 3 Nos.	15%
Period	
2 Yrs	10%
3 Yrs	15%

Products can be same or in combination  
ie CTV,AC,WM , REF ,SHA

- Incentive payment should be paid on monthly basis and to be paid latest by 10<sup>th</sup> day of month for the previous month.
- Incentives are applicable for all products.
- Metro cities are DEL,MUM, THA, KOL,CHE,BAN,HYD,PUN & AHM
- Incentive applicable on Net AMC amount deposited to TIPL exclusive of all discounts, schemes , taxes on monthly basis
- Discount will be applicable either of No. of Products or Period whichever is higher. Combination of discounts is not allowed  
  
e.g. If customer has taken AMC of two products for 3 years period then 15% discount will be applicable
- ASC incentive distribution should be ensured by BSI
- 10% discount is offered to customer, if AMC taken one month from purchase
- If customer takes AMC in combination of multiple years or multiple products then maximum discount offered is 15%

## Incentive & Discounts for AMC through outbound process AMC – Applicable from Nov 2010

Incentive Slab from Nov 2010	
AMC Sold by Outbound process ASC booked in SAP (Rs K)	Incentive on AMC(Rs) amount deposited
Upto 100 K	20%
100 K to 150 K	25%
150 K to 200 K	30%
> 200 K	35%

- No incentive sharing with ASC, ASC Engineer or ASC CCO
- All cost related to telecom, outbound agents, inspection of sets and collection of amount from customer will be borne by Outbound ASC
- In case of wrong AMC taken by Outbound AMC then repair cost will be debited by branch to outbound AMC



## Process :Incentive Scheme Implementation – ASC engineer

S.No.	Process Steps	By when	Responsibility
1	ASC wise Engineers qualified for AMC incentive to be finalized from webcms by 5th of next month for the prior month	5th of month	Branch Service Incharge
2	BSM to provide Qualified engineers Bank account details to Branch accountant along with No. of AMC converted and Incentive amount	5th of month	Branch Service Incharge
3	In the exceptional cases, if engineer not having bank account, then it is responsibility of BSI that engineer opens Bank account & details are given to branch accountant by 10th of next month	10th of month	Branch Service Incharge
4	Branch accountant to check in SAP that qualified engineers AMC amount has been entered in SAP and money has been deposited in Tekcare by ASC. In case of any discrepancy incentive amount will not be transferred in this month and same will be done in next month	12th of month	Branch Accountant
5	Electronic transfer of incentive amount to each engineer's bank account	15th of month	Branch Accountant

## Process :Incentive Scheme Implementation – CCO

S.No.	Process Steps	By when	Responsibility
1	BSM to provide list for AMC leads generated by CCO and amount submitted in SAP customer wise. CCO to make daily report of Leads generated and allocated to ASC engineers <i>CCO to register Amc leads in webcms and data for Amc conversion to be calculated on the basis of webcms Report.</i>	5th of month	Branch Service Incharge
2	BSM to provide Qualified CCO Bank account details to Branch accountant along with No. of AMC converted and Incentive amount	5th of month	Branch Service Incharge
3	In the exceptional cases, if CCO not having bank account, then it is responsibility of BSM that CCO opens Bank account & details are given to branch accountant by 10th of next month	10th of month	Branch Service Incharge
4	Branch accountant to check in SAP that AMC amount has been entered in SAP as per list provided by BSM and money has been deposited in Tekcare by ASC. In case of any discrepancy incentive amount will not be transferred in this month and same will be done in next month	12th of month	Branch Accountant
5	Electronic transfer of incentive amount to each CCO 's bank account	15th of month	Branch Accountant



### Cooler AMC - Term and Conditions

- No Visit charges for break down call.
- One Free SVC Free during 1 year.(Include cleaning, oiling of parts, wood wool Pad set replacement).
- Honney com pads i.e. Model 9924 Vibrant is not included in warranty.
- Part Covered :- Fan motor, Pump, Swing motor (Electrical parts) cover under warranty.
- Part not covered :- All plastic / rubber parts.
- Product ageing should not be more then 3 yrs from D.O.P of the cooler.

### Water Purifier AMC - Term and Conditions

- No Visit charges for break down call.
- 02 No.'s SVC Free i.e. 2 times carbon & 01 time Candle replacement during AMC .
- Part Covered:- PCB,UV lamp, Transformer.
- Parts not covered :- All plastic & aesthetical parts .
- Product ageing should not be more then 5 yrs from D.O.P of the water purifier.
- If 2nd Candle / filter need to be replaced due to poor water quality, the same will be done on chargeable basis.
- In case of Non electric 2 Free Service Visits and one time Purification filter covered

## AMC for AC - Sales & Service Dealers

- SSD will collect the AMC on behalf of TIPL & will deposit 100% amount of AMC to TIPL.

TIPL will reimburse 75% of AMC amount (excluding TAX) back to SSD on monthly basis as AMC incentive

- Any breakdown call of such AMC collected by SSD will be attended by the respective SSD (including breakdown calls, Dry SVC, WET SVC & Gas Charging depending upon the nature or contract.

- SSD has to give 2 Dry SVC & 1 Wet SVC mandatory to customer.



## **AMC Flow**

<b>Call Generation</b>	The customer will register the service call with Call Centre
<b>Execution</b>	<ol style="list-style-type: none"><li>1. ASC/SSD shall attend to all the breakdown calls &amp; preventive maintenance as per policy.</li><li>2. In every AMC, per year, one free service maintenance visits are mandatory except for the Air-conditioners where there will be three free service maintenance service( 2 dry and 1 wet) to be provided to the customer.</li><li>3. During preventive maintenance visit, ASC engineer will check the product, clean the product (External &amp; Internal both), clean condenser (Ref), and will also explain product usage tips.</li></ol>
<b>Up dation</b>	<ol style="list-style-type: none"><li>1. The ASC / ASP shall update the call attended in the system under the category meant for AMC in Webcms which will eventually go to SAP</li><li>2. The AMC papers are to be sent to the branch office where the AMC shall be invoiced and updated in the system</li></ol>
<b>Spare Parts</b>	<ol style="list-style-type: none"><li>1. Parts replacements to ASC / ASP for AMC complaints will be done as per the warranty claim procedure.</li><li>2. Parts to SSD will be given on chargeable basis except compressor which are under 5(five) &amp; 3(three) year warranty.</li></ol>
<b>Remuneration</b>	<ol style="list-style-type: none"><li>1. The ASC shall be remunerated for the Service/Preventive Maintenance calls as per the procedure defined for the ASC &amp; TIPL for the AMC collected &amp; executed by ASC</li><li>2. SSD shall be reimbursed 75% of the AMC amount collected &amp; executed by SSD</li><li>3. Payment to be made by TIPL only when AMC paper &amp; payment has been received</li></ol>

## AMC Policy

1. AC AMC are entitled for Two dry services & One wet service as a part of PM visits
2. During preventive maintenance visit, ASC engineer will check the product, clean the product (external & internal both), clean condenser, drip tray (Ref), and will also give product usage tips
3. The following benefits will be given to the customers covered under AMC
  - No visit charges for breakdown calls only
  - Preventive Maintenance visits
4. The AMC will cover the following parts under the AMC contract.  
**HA Products:** Compressor, Thermostat, Relay, OLP, Fan Motors, Timers, PCB, Heaters, Air dampers, Ice maker, temperature sensors, Evaporators, Condensers, Refrigerant charging, Driers, Capillary, Blowers, Fan Blade, Control box, Magnetron, Electrical switches, transformers (internal), Diodes, Capacitors, Wire harness, Wash & Spin motors, Gear box, Clutch Assy., Drum, Inner tub, Bellows, bearing & lip seal, Drain motor, Pump, Electrical valves, Buzzer, Suspension, Key Membrane, Remote PCB  
  
**CE Products:** Chassis, PCB, Tuner, Picture tube, LCD module, Electrical switches, PDP module, SMPS, FBT, Guns, Speakers, Capacitors, Diodes, Transformer, Transistors, IC, Remote PCB

## Air Conditioner

- Proposed rates are valid upto 5 years from the date of purchase of air conditioner. During this period compressor is under warranty in case of WAC (Window) , SAC (Spilt)
- AMC of Cassette & Tower AC to be taken till 3 years from the date of purchase
- Age of product should not be more than 7 yrs from the date of purchase while taking AMC for WAC & SAC
- Units sold under DGS&D carries 1 yr. Warranty only including compressor



## Terms and Conditions

1. This contract is offered to the customers who are residing within the municipal limits of the city/ town of company's authorized service centers. However customers residing outside the municipal limits of the city / town of our service centre can also opt for this contract, but in this case service will be undertaken only at the service centre and the customer will have to bring the set at his own expense to the service centre.
2. In case the service contract is to be entered into after the expiry of warranty period or of previous contract, the contract will be accepted subject to checking of the equipment by the company's representative and verifying that it is in working condition. In case set is found defective and any repair needs to be done, then it will be repaired first and then taken into contract and the cost ( labor and parts) shall be borne by the customer.
3. All payments are to be made in advance along with the contract.
4. The contract shall be valid for a period as mentioned in the contract form, or the TIPL Invoice, duly signed by TIPL representative.
5. Acceptance / Renewal of contract after expiry of the contract shall be at the discretion of the company.
6. The customer shall register the complaint at TIPL call centers only. Any change of address must be notified by the customer in advance.
7. The company shall be under no obligation to provide repair / service because of improper use, unauthorized alteration, modification or substitution of any part or Sr. No. of the machine is altered ,defaced or removed, abnormal voltage fluctuation, rat bite, neglect, acts of god like floods, lightening, earthquakes etc.. or causes other than ordinary use. If our services are required as a result of the causes stated above, such services shall be at extra charge.
8. All defective components shall be replaced with compatible working parts and defective parts shall be company's property.
9. While every effort shall be made to give preferential attention to emergency breakdown of the equipment, the company shall not be held responsible for any loss arising.
10. In case the customer wants to cancel the contract before the completion of the contract period, there shall be no refund of the charges for unexpired period.
11. The contract is not transferable in event of resale / gift to any other person and no refund shall be given.
12. The equipment brought to the service center will remain there at customer risk and the company will not be responsible for any damages caused due to the factors beyond its control.
13. Transportation for taking appliance to the Authorized Service Center for repairs shall be borne by the customer as per the applicable rates.
14. Damage to the product or any parts due to Transportation / Shifting is not covered under the AMC contract

## Terms and Conditions

15. The AMC shall cover the following parts under the AMC contract.
16. **HA Products:** Compressor, Thermostat, Relay, OLP, Fan Motors, Timers, PCB, Heaters, Air dampers, Ice maker, temperature sensors, Evaporators, Condensers, Refrigerant charging, Driers, Capillary, Blowers, Fan Blade, Control box, Magnetron, Electrical switches, transformers (internal), Diodes, Capacitors, Wire harness, Wash & Spin motors, Gear box, Clutch Assy., Drum, Inner tub, Bellows, bearing & lip seal, Drain motor, Pump, Electrical valves, Buzzer, Suspension, Key Membrane, Remote PCB
17. **CE Products:** Chassis, PCB, Tuner, Picture tube, LCD module, Electrical switches, PDP module, SMPS, FBT, Guns, Speakers, Capacitors, Diodes, Transformer, Transistors, IC, Remote PCB
18. Main liner crack, Doors, Bulbs, rubber pads, remote, stabilizers, consumables, and any damage to the aesthetical components shall not be covered under this contract.
19. This contract does not include any kind of software support or installations. TIPL shall not be responsible for damage to, or loss of, any programs, data or removable storage media including any consequential loss or damage.
20. TIPL will repair / replace any defective parts and correct any problems resulting from workmanship free of charge. TIPL reserves the right to use reconditioned parts with performance parameters equal to those of new parts in connection with any services performed under TIPL's limited warranty. Defective parts needs to be submitted to TIPL or Authorized Service Center and becomes property of TIPL
21. All disputes are subject to Aurangabad Jurisdiction
22. All the disputes and / or differences arising between the parties will be referred to the sole Arbitrator to be appointed by TIPL. The Arbitrator shall be conducted subject to Arbitration and conciliation act 1996. The place of Arbitration shall be Aurangabad (MS)