

Vinttron

CHANNEL
HANDBOOK

“LET’S GROW TOGETHER!!”

What the Dist/Partners want to know?

- What kind of promotional activity/branding activity will the company do?
How much will they spend? (**MDF/MANPOWER SHARING POLICY**)
- How much inventory will they need to carry? How much investment will they have to make to become a disty? (**MINIMUM TARGETS**)
- What about the slow moving stock and stuck inventory? (**STOCK ROTATION POLICY**)
- How will they get technical assistance and after sales support? (**VSP POLICY**)
- What is the warranty on the products? (**Service Center Policy**)
- How will I get the claims against sales promotion scheme? (**Accrual Claim Process**)
- Who to call for help? (**ESCLATION MATRIX**)

MARKET DEVELOPMENT FUNDS (MDF)

Development Funds are for Distributors which is 1% of total quarterly turnover subject to maximum reimbursement of 50% of total actual expenses. For example if the turnover of a particular disti is Rs 30 lacs in a quarter, Vintron will spend Rs 30,000 on promotional activities given that the disti also spends Rs 30,000.

- Ideas to utilize your MDF Fund
- Yellow Pages
- SI Billboards
- Local Trade Show
- Dealers Get together and Technical Seminars
- Promotional merchandise like t-shirts etc.

Contact - Laxman Bhardwaj

Escalation-Vikas Kumar

MANPOWER SHARING POLICY (CDF)

Distributor can hire his manpower for increasing secondary sales or we can provide manpower on the request of the distributor.

- Minimum targets are met for the month.
- DSR and DAR is being sent by the manpower on regular basis to the concerned PSM.
- Maximum Rs 6,000 for sales of INR 3, 00,000 in a month.
- Maximum Rs 8,000 for sales of more than INR 4, 00,000 in a month.
- Manpower will work only for Vintron.
- Vintron will guide the manpower wherever needed.
- If minimum monthly sales target are not met for a quarter CDF will be withdrawn.

Contact- Vikas Kumar

MINIMUM INVESTMENT NEEDED TO BECOME A DITSY/AUTHORIZED RESELLER

	DISTRIBUTOR	SYSTEM INTEGRATOR
Expected Annual Volumes (List in Annexure)	<p>Metro-Rs 6,00,000</p> <p>Class B-Rs 4,00,000</p> <p>Class C- Rs 250,000</p>	MUTUALLY AGREED DEPENDS UPON SEGMENT AND TERRITORY
Where you Sell	Non Registered Partners/End users/Registered Partners	End Users
Access To ERP	Yes	Yes
Access To CRM	Yes	Yes
Channel Development Funds?	Yes	NO
Market Development Funds?	Yes	YES

STOCK ROTATION POLICY

Any Vintron Branded product bought by primary partner (direct buying from Vintron) can be returned back to the company under following conditions-

- Stock should be new and unpacked/ open stock cant be rotated.
- Flat 15% will be penalized against the value of the stock returned on account of Freight/LST/CST/Duty loss.
- Material will be taken back on current pricelist and Discounts.
- Freight of sending the material back has to be borne by the partner.

How to send the material back?

- Send a mail to info@vintroninformatics.com with complete details in the prescribed format. (In Annexure)
- Get approval in written from the concerned person.

Contact- Vikas Kumar

VINTRON SERVICE PARTNER (VSP)

When you become our VSP you will be entitled to receive hardware level support and spare parts as per policy, and give immediate repairing/replacement solution to the End Customer or SI.

- Vintron will bill you spare parts like CCD boards, IR Led Boards, DVR boards, Chassis etc at a nominal price. (BOM in the Annexure)
- Once these spares are used up, send the rejected parts to our service center, where fresh parts will be sent to you FOC.
- If needed Free of Cost training can be provided to the VSP on how to do basic level RMA.

It is an initiative, to give prompt after sales service and support to the Dealers and resellers.

SERVICE CENTER POLICY

Vintron provides following warranty for the respective products-

PRODUCT CATEGORY		WARRANTY PERIOD (PARTS AND LABOR)
DVRs / NVRs		24 Months
Hybrid DVR's		24 Months
Cameras	PTZ	24 Months
	Analogue	24 Months
	IP	24 Months

Power supply And Accessories		24 months

- Fill the RMA form (in Annexure) and send it along with the defective material. In case the RMA form is not received with the defective products, Vintron can return the product in the same condition.
- Customer needs to pay inbound freight of the product sent for repairing. Vintron will pay the outbound freight.

ADVANCE REPLACEMENT POLICY

- In unlikely case product failing within 3 months of installation Vintron will make the best effort to give you advance replacement of the product. A new PO will be needed for the model, it will be billed and sent to you.
- Within 30 days if the defective material is not received in case of advance replacement the customer will need to pay the full charges of the model.

BURNT/DAMAGED CASES

- Estimated charges, will be sent to the customer.
- After receiving the approval and full payment, the material will be repaired or replaced and sent back to the customer.
- In case there is no update from the customer for a period of 30 days the material will be sent back to the customer in the same condition, the outbound freight would have to be borne by the customer.

Contact Person- Mr. Atul

Escalation- Mr. Vikas Kumar & Mr. Devender Joshi

FUND ACCRUAL CLAIM PROCESS

- All the claims must be submitted in writing at the end of each Qtr.
- Claims should have prior approval of area PSM and GM in writing.
- All the supp
- Printing documents should be provided along with the claim. In case supporting document is missing and there is reasonable doubt then the claim can be forfeited.
- Claim for secondary channel will be only applicable on sales data recorded through CRM. Invoice and copy of VAT return has to be provided on demand.
- Unused MDF and CDF funds cannot be rolled over from Qtr to Qtr.
- Reimbursement will be done on quarterly basis through FOC material or credit notes on quarterly basis. For example, claim for JFM quarter will be embursed at the end AMJ quarter.
- Any violation / forgery found will attract suitable action which may lead to absolute cease of the Dealership & scheme for that channel partner.

DISTRIBUTOR SALES PROMOTION TOOLS

- CRM Access
- ERP Access
- Vintron generated sales leads
- Assigned Secondary and Primary Sales Manager
- Product guide, literature and POP material
- Technical updates and seminars
- After sales technical and RMA support

ESCLATION MATRIX

Head Office:

F-90/1A, Okhla Industrial Area, Phase-I
New Delhi - 110020
Contact : +91-11-43740011 / 12
Email : info@vintroninformatics.com

Sales Support:

Contact : +91-11-43740011 / 12
Email : info@vintroninformatics.com
North-East: Abhishek #9350914610
South : Ankur Pandey # 9350914613
West : Kaushalendra # 9320080488 / 8582859062

Technical Support:

Contact : +91-11-43740015 / 16
Hand Phone : +91-9310252622 / 9310014641
Email : info@vintroninformatics.com
Escalation : Manager Tech Support
Devendra Joshi : +91-9310004688
Email : devendra_joshi@vintroninformatics.com

Service Center:

Contact : +91-11-43740243
Email : servicecenter@vintroninformatics.com
Hand Phone : +91-9310252613
Escalation : Devendra Joshi / Vikas Kumar

Dispatch & Logistics:

Contact : +91-11-43740023/8595378267
Email : mahesh@vintroninformatics.com
Escalation : Head Logistic
Babu Kurian : 8800176361

Operation Support:

Contact : +91-11-43740013
Email : vikas@vintroninformatics.com
Escalation : Manager Support
Vikas Kumar : +91-9311004622
Management : Varun Gupta
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