

Dear ANANT Retailer,

Greetings from GJEPC!

In our endeavor to create adequate visibility & drive sales of diamond jewellery further, 'ANANT' is pleased to announce '*Akshaya Trithiya*' promotion offer exclusively for **ANANT Retailers**.

To capitalize on Akshaya Trithiya, an auspicious occasion for gold, diamond and jewellery purchase across India, an activation program to push diamond jewellery sales under 'ANANT' Diamond Jewellery, has been designed for this festival.

THE OFFER

ANANT Retailer to place an ANANT-Akshaya Trithiya advertisement provided by Council in Print Media (Sample attached). Gold coins worth 50% of the value of Ad spent by you will be given by ANANT to the Retailer, for e.g 50 gold coins worth 1 gm each to be given for ads worth Rs.2 lakhs spend by you.

- *A retailer is entitled to receive Gold Coins worth 50% of the value of Ad Spent.*
- *Each retailer can advertise up to a limit of 50% of the fees paid to the Council*
 - *For e.g Retailer X has paid Rs. 4 lakhs as Anant Participation Fee, he can receive Gold Coins worth Rs. 1 lakh for the ANANT Akshay Trithiya advertising up to Rs. 2 Lakhs ; thus a retailer paying Rs.10,00,000/- can advertise up to Rs.5,00,00/- and receive gold coins worth Rs.2,50,000/-, and so on and so forth.*
- *In case of additional Advertising undertaken at your end beyond individual limits, you can still avail the ANANT Gold Coins for your valued customers by procuring the same from GJEPC, by way of purchase.*
- *The Ad Release Period : April 26th to May 16th, 2010*
- *The Retailer has an option of placing his own jewellery picture in the advertisement.*
- *Minimum Ad Size : 50 cc OR 200sqcm*
- *Retailer accepting the above offer needs to pay a cheque worth 50% of the amount of Ad spend, i.e value of Gold Coins received by the Retailer. The same will not be encashed by the Council and will be returned post adequate advertising by the Retailer.*

On the Consumer front, each consumer will receive **1 Gm gold coin** on purchase of diamond jewellery worth Rs. 25,000 /- bought from your retail outlet. The validity of the offer to the consumers is at the discretion of the Retailer.

We trust this consumer hook will help increase footfalls in your store and drive diamond jewellery sales for Akshay Trithiya. We appreciate your participation in the program.

Once again thank you for your valued association with 'ANANT'.

Kind Regards,

Sanjay Kothari

Convener-PMBD

P.S. This offer is valid to ANANT retailers only, with no outstanding dues to GJEPC