

PATANJALI CSC AAROGYA KENDRA

A TRIO OF
RETAIL SALES+ MEMBERSHIP SCHEME +INSURANCE PLAN



PATANJALI OFFERINGS

PATANJALI PRODUCTS

- RETAIL PRODUCTS WITH 5%-20% MARGIN
- DOORSTEP DELIVERY
- **NO MINIMUM ORDER QUANTITY**
- **MINIMUM ORDER VALUE OF Rs.10000**



**SWADESHI
SAMRIDHI
YOJANA**



MEMBERSHIP CARDS

- 5%-7% CASH BACK ON EVERY CARD TOP-UP
- RS.40 EARNING PER CARD SALE FOR THE VLE
- CARD MEMBERSHIP FOR RS.100 ONLY.



INSURANCE

- 2.5 Lacs disability & 5 Lacs accidental death benefit to the card holder





GET YOUR PATANJALI SWADESHI SAMRIDHI CARD

SCHEME DETAILS

WHAT IS SWADESHI SAMRIDHI CARD SCHEME?

Collaboration of Patanjali Ayurveda & CSC-SPV

What is the SSCS?

- It's a close ended membership scheme of patanjali, where sale of PATANJALI products will happen through CSC's.
- It is a card with multiple benefits for the customers. Members of this scheme will be eligible for special benefits at **csc-patanjali stores**, patanjali chikitsalaya and patanjali arogya kendra.
- Card can be sold to the customer for Rs.100

This is a RETAILER MODEL

- CSC-VLE can become patanjali retailers with a minimum investment of Rs.10000
- CSC-VLE to sale membership card through which the sale of patanjali products to happen to member customers.
- **CSC-VLE will get margin on both card sales & Product sales**
- Product delivery will be CSC center.



SWADESHI SAMRIDHI YOJNA

NOW

Delivery @ CSC Center

Retailer Model

Membership Program & Benefits

Insurance coverage to card holders up to 5 Lacks

Discount to card holder

Minimum order Rs. 10,000

THEN

Delivery @ CSC VLE Society

Distributor Model

No Membership Program or Benefits

No Insurance

No Discount to card holder

No Terms & Conditions

5-10% discount

Special incentive for outstanding VLEs

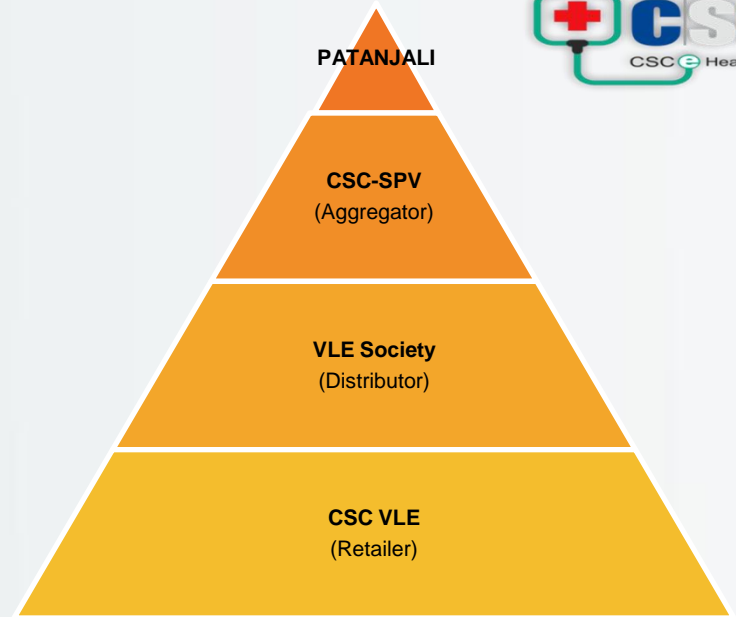


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BEFORE

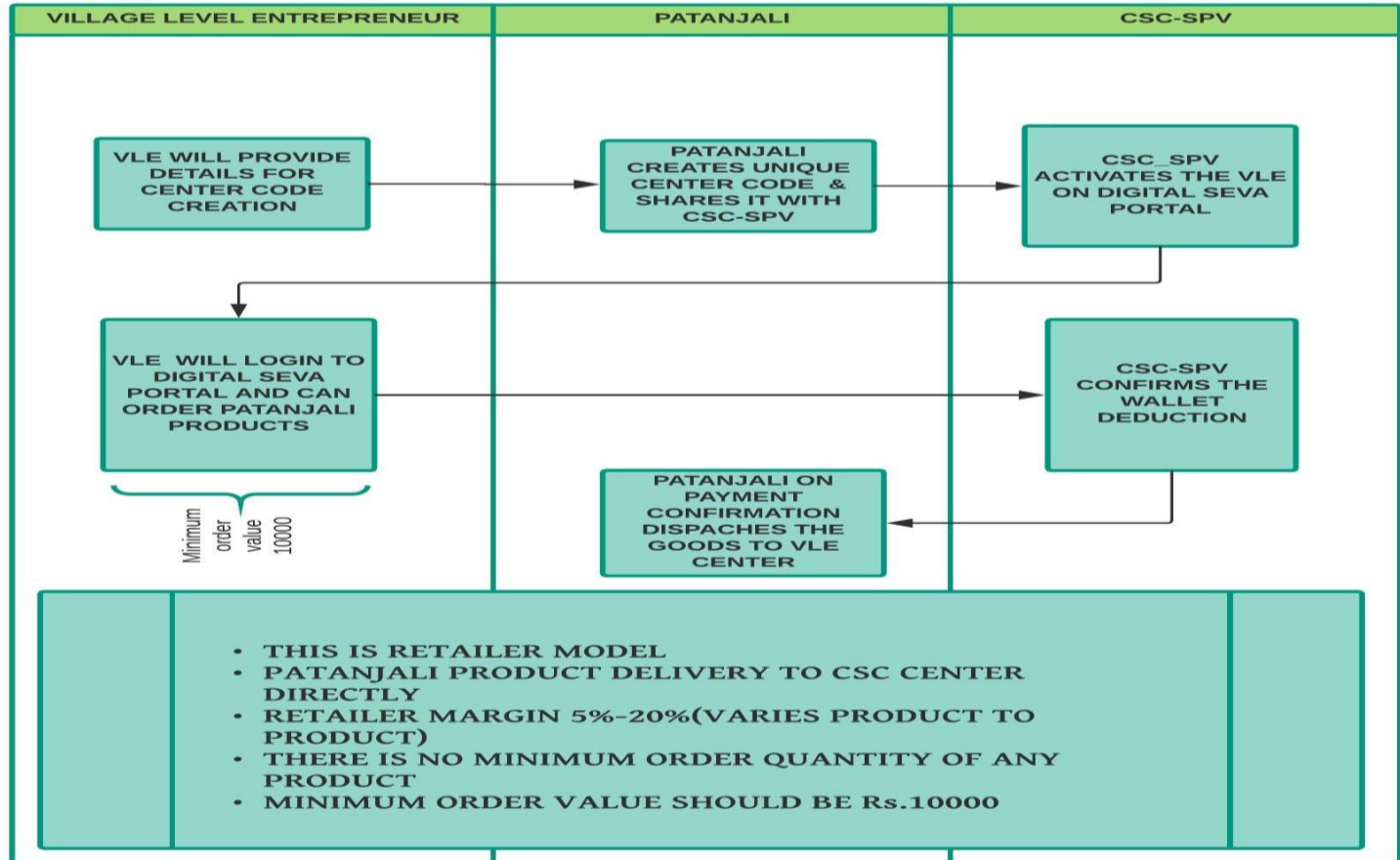


NOW

- VLEs (Retailers) can directly place an order to Patanjali using digital seva portal
- Sale of the order will be through Rs. 100 card
- Minimum order should be of **Rs. 10000**
- Order will be delivered directly to the VLE.

5%-20%
Product
Margin

Rs.40
Per card
sale





GET YOUR PATANJALI SWADESHI SAMRIDHI CARD

BENEFIT TO THE CUSTOMER

- Cash back of 5% on the ordered value to the customer each time.
- The Card holder or card holder's nominee will get upto Rs. 5.00 Lacs in case of death or upto Rs 2.50 Lacs in case of permanent disability due to accident subject to terms and conditions.
- This financial assistance will be provided only if the member/ Card holder has purchased minimum of Rs 6000/- in last 180 days from the date of accident.

DETAILS OF CARD

Sr. No.	Particular	Amount in Rs.	
1.	Membership Fee (For Card & other Arrangements)	Rs 100/- (including Taxes)	
2.	First Top up	Rs 500 or above	
3.	(Minimum Balance at any Point of Time)	Rs 100	
4.	"Swadeshi Nistha" provided by Patanjali on the Amount Deposited.	Top Up Amount	Swadeshi Nistha Rashi
		Upto Rs. 4000/- Rs 4001 and above	5% 7%*
5.	Maximum Limit of Daily Purchase.	9,999	
6.	Upper Limit of Balance in Card at any Point of Time.	50,000	
7.	Monthly limit for maximum cashback	1,000	

*In addition to above, for a single bill of Rs. 5001/- or above, the store owners will provide 3% extra discount. Thus the total discount available to the card holders for single purchase above Rs. 5001/- can go upto 10% but, Yoga Teachers will be eligible for this additional 3% discount on every purchase.



CLICK & REGISTER

<http://patanjali.cscspv-mh.in/EventEntry.aspx>



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