

' HP MONSOON CHILL' CAMPAIGN BY DELHI REGION

Delhi Retail RO launched a Month-long campaign in partnership with SAMMS Juke box across 76 retail outlets of Delhi at Autocare Centre Niti Marg on August 1st, 2015 . The campaign is aimed



at the upwardly mobile segment of customers in the national capital with a targeted growth of 5% in MS sales. An assured Prize of Himalaya Face Wash is being given on Fuelling of Petrol worth Rs 500 in 2 Wheeler & of Rs 2000 in 4 Wheeler.

Apart from the Free assured gift, every customer who falls in the above category, is

also eligible for the Bumper Lucky Draw by sending an SMS . After the end of campaign, the lucky draw will be declared. In the segment of Mega prizes, 41 Microwave ovens & 4 Split AC's will be available for lucky winners. All the 76 participating outlets of Delhi have been divided into 3 slabs and the assured gift has been distributed as per the slab..

The launch function planned at T&E Niti Marg was attended by 25 participating dealers & entire Delhi Region Team. The function saw a motivating response from all the dealers with a promise of training the FSM's for the success of this campaign.



Shri K Srinivas Zonal Head- NZ along with Shri PP Ganguly Chief Manager & Shri Kapil Dhruw CRM- Delhi declared the campaign open by unveiling the Bumper Prizes .Also, to mark the launch of campaign, Red & Blue balloons were set free in the air by Dealers along with Zonal Head.