**Product: SUPER+**

**Loyalty Program for Channel Partners**

SUPER+ channel partners are to be categorized basis their SUPER+ purchase behavior and then rewarded accordingly.

**Internal Tier calculation**

How to earn tier points:

* Number of months in the last 6 months when SUPER+ was purchased
  + Each month gives 6 tier points
* Average tonnage of SUPER+ for the months purchased in the last 6 months
  + Each Metric Tonne (MT) gives 1 tier point

Criteria for tiering:

1. SUPERstar: 60 tier points or more (minimum 2 months of purchasing needed in last 6 months, else will fall in Gold tier)
2. Gold: 40 tier points or more
3. Silver: 25 points or more

Review of tier will be done monthly.

**External points accumulation**

1. SUPERstar: 200 points per MT
2. Gold: 100 points per MT
3. Silver: 50 points per MT

**Points redemption**

* Every 100 point will yield Rs 100 (Rs 200 per MT for SUPERstar members, Rs 125 for Gold members and Rs 50 for Silver members).
* Points accumulated can be redeemed from the catalogue of gift options.
* After redemption, balance points will be shown in the ledger of the Channel Partner.