

**TERMS AND CONDITIONS GOVERNING THE  
RETAILER PROGRAM**

**A. INTRODUCTION**

THIS \_\_\_\_\_ **PROGRAM** (HEREINAFTER “**PROGRAM**”) IS OPTIONAL FOR THE RETAILERS OF **VODAFONE IDEA LIMITED** (HEREINAFTER REFERRED TO AS “**VODAFONE IDEA/VIL**”) WHO OPERATES THROUGH THEIR SMART CONNECT RETAILER APP. THE RETAILERS PARTICIPATING IN THE PROGRAM SHALL BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT PARTICIPATE IN THE PROGRAM.

**B. DEFINITIONS**

“**Badges**” shall mean a digital badge that the Retailer will be entitled on crossing the KPIs mentioned in the table below.

~~“**Digital Certificate**” shall mean~~

“**Leader Board**” shall mean the ranking of retailers basis runs accumulated by them during the program period. Leader board will be categorized basis the ranking of each retailer at a Distributor, Circle and National level

“**Retailer/You**” shall mean shop / store which is authorized to do mobile activation of VIL. This will be identified basis the Retailer demo number issued by Vi

“**Retailer Rank**” shall mean the position of the retailer when compared with other retailers basis the runs accumulated during the program period

“**Reward Card**” shall mean a digital reward card in lieu of runs scored by the retailer during the program period.

“**Runs**” for this Program shall mean the points accumulated by the Retailer on successful activation, which can entitle the Retailer for a reward card of a particular denomination basis the runs accumulated ~~free Etopup of certain value.~~

“**Smart Connect Retail App**” shall mean the app used by the Retailer for doing VIL recharges and activation.

**C. PROGRAM DETAILS**

i) **PROGRAM Period:** \_\_\_\_\_. VIL reserves the right to extend or shorten the period, as it deems fit. This program is valid for two months from the date of activation.

ii) **Program Description, Activation and Redemption of Runs:**

**Activity:** The Retailer can do activation through the Smart Connect Retail App only. For every successful activation, the Retailer will be get runs.

**Method and Rules of activating to this Program and accumulating runs:**

Retailers to participate in this Program must necessarily follow the below:

- Retailer has to enroll in the program through their Smart Connect Retail App during the Program Period. When Retailer clicks on Enroll & Play now, shown in the App, they will have to accept T&C by clicking in the box, only then retailer can participate. ~~are accepting the T&C by default.~~
- Retailer can enroll only form valid Retailer demo number and will not be eligible from any mapped sub-agent numbers.

- For every successful activation, completed by Retailer and their mapped subagent will be eligible for Runs – For new/normal activation- 4Runs & for MNP activation - 6Runs.
- Valid Activation / Successful Activation for a new SIM card is when the customer verifies positively with tele-verification helpline no - 59059 along with valid FRC denomination.
- Successful Port-in MNP activation is, when the customer verifies positively with tele-verification helpline no - 59059.
- All Runs will be credited to the Retailer on valid activation as defined above only.
- Runs can be redeemed on completion of the Program validity or after reaching the first milestone of 20 Runs.
- Retailer will be able to track their current runs and the next milestone that will make them eligible for a redemption within the app ~~communicated by way of digital popup about the target Runs to be completed.~~
- There will be a Leader board indicating Retailer rank within the distributor area, at the circle and national level.
- In addition to the Reward Cards, the Retailer can also collect Badges, which will get automatically unlocked (digitally released) on accumulating the target Runs as mentioned in the table below.

KPIs	Actual number of Runs	No. of Badges
KPI for Normal Activation	20	1
	50	1
	100	1
KPI for MNP Activation	20	1
	50	1
	100	1
Overall KPI (Normal Activation + MNP Activation)	20	1
	50	1
	100	1
	500	1
	1000	1
1500	1	
<b>TOTAL</b>		<b>12 Badges</b>

~~Post completion of Program the eligible Retailer will be given Digital Certificates.~~

#### Redemption of Runs:

- The Leaderboard for this Program will only be visible from the Retailer demo number.
- There are three types of Reward Card (20|50|100) with underlying ETopup value as per VIL discretion. The Retailer can choose to redeem the Runs against any of the above Reward Cards. However, the Retailer cannot choose the Reward Card of each of 20/50/100 more than 2 times.
- Minimum of 20 Runs is required for redemption button to be enabled to collect Reward Cards.
- Rewards card will be issued only in digital format.
- Runs will be reduced when any Reward Card is redeemed equal to the value of Reward Card.
- Maximum of 2 Reward Cards will be issued under each category of 20Runs | 50Runs | 100Runs.
- The Rewards will be given only for the maximum Runs of 340. If the Retailer has accumulated more than 340 Runs, he will only be eligible for Badges.
- Retailer will not have the option to choose value of Reward Cards to be redeemed, system will automatically choose and issue the Reward Card with the highest possible run with a capping of 2 Reward Cards in each runs slab (20|50|100).
- After redemption of Reward Card Retailer should scratch reward card. Upon scratching of the Reward card, Etopup (at no cost) will be credited into retailer demo. No cash will be given to any VIL Retailer. The Retailer will come to know the value after scratching the Reward Card.
- Every reward card comes with defined validity.
- Reward card not redeemed within validity period will be expired.

- Expired Reward Card will not be eligible for any Etopup.
- Every reward card will entitle Etopup, which will be as per VIL discretion.
- Each denomination of reward card can be with different/same value on different dates.
- Assured Etopup of certain value as determined by VIL will be credited to the Retailer.
- All the Runs collected that day, will be calculated and credited at 00:00 Hrs of next day ~~will be credited at 00:00 Hrs.~~ and will reflect in retailer app
- Badges cannot be converted or has no monetary value attached to it.
- If Retailer does not redeem the runs, VIL will redeem and issue equivalent reward cards after crossing 340 Runs
- Retailer having multiple demo numbers cannot be clubbed with one demo number for this gamification, each demo number will be considered as unique number under this program, each runs scored on demo will be eligible as per program. ~~but only one demo number will be eligible for the prizes.~~
- For further clarity about this Program, kindly refer to the “FAQs” at the bottom of this T&C.
- Once the gamification program ends, you will not be able to convert runs to cards. However, you can scratch existing reward cards to earn money. So request you to convert runs to cards timely to avoid any opportunity loss
- The run calculation will start from the day you enrol or start the program whichever is later. We sincerely request you to enrol on time, so that you not lose time in accumulating runs.
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**D. OTHER CONDITIONS:**

- a. The Retailer agrees to participate in all promotional activity relating to the Program and further consents to VIL in using his/her name, likeness, photo, image, and/or voice to picture, tape or portray him/her as a winner in any or all media.
- b. All incidental costs/taxes/levies related to the gratification(s)/Reward, if any, shall be exclusively borne by the Retailer.
- c. The gratification/Reward cannot be assigned or transferred.
- d. This Program and gratification therein is subject to force majeure circumstances i.e. act of God or any circumstance beyond the reasonable control of VIL or due to any legal or regulatory requirement, instructions from any judicial or a quasi-judicial body.
- e. The Program gratification/Reward cannot be used in conjunction with any alternative Program or promotion.
- f. VIL shall not be responsible for any claims arising out of technical failures before, during or after the completion of the Program including but not limited to any technical failures in the mobile connectivity, internet connectivity. Further, VIL shall not be responsible for any claims arising out of any failure(s) which is beyond the reasonable control of VIL.
- g. The Retailer hereby agrees and undertakes not to hold VIL and/or any of their group entities or affiliates, their respective directors, officers, employees, agents, vendors, responsible for or liable for, any actions, claims, demands, losses, damages, costs, charges and expenses, either direct or remote that you may/might have suffered, sustained or incurred, or claim to suffer, sustain or incur, by way of and /or on account of this Program.
- h. VIL reserve the right to extend, cancel, discontinue, prematurely withdraw, change, alter or modify this Program or any part thereof including the eligibility criteria, other terms & conditions and gratification(s)/Reward at their sole discretion at any time during its validity. You are therefore advised to check Website-regularly for any update(s) or amendment(s) made to these terms and conditions.
- i. These Terms and Conditions are subject to laws of VIL. Any disputes or any matter arising here from will be referred to a Sole Arbitrator to be appointed by VIL whose decision shall be final and binding on the parties in accordance with arbitration proceeding under the Arbitration and Conciliation Act, 1996. The place of Arbitration shall be at Mumbai. The language of Arbitration Proceeding shall be English.

## **FAQ's**

### **Q1. What is this “Vi game of boundaries” program all about?**

The underlying principle of this game is:

“Do more business with Vi” -> Score more runs -> Earn more money

### **Q2. Why should I participate in this game?**

This is an exciting opportunity for you to earn more commission. So don't miss this golden chance to earn more.

### **Q3. When is this game going to start and end?**

You will be intimated about start date and end date of this game in advance. Please keep your App updated and be in constant touch with your DSE/distributor.

### **Q4. What should I do to participate in this game?**

The first thing you need to do is to enrol for Vi game of boundaries. You will be intimated about when the enrolment starts. Keep your App updated and also be in touch with your DSE/distributor for latest updates.

### **Q5. Who all are eligible to enrol for Vi game of boundaries?**

Only Vi main retailers/agents using Smart-Connect App only. If you are a sub-agent/staff, request your main retailer/agent to enrol for this program first.

### **Q6. I am using 2 demos in my shop. Do I enrol from both the demo nos. for this game?**

Yes, you are eligible for enrolment from both the demo nos. It's purely your choice whether you want to participate from both or one.

### **Q7. I am a sub-agent/staff, can I enrol for this game separately?**

No, the enrolment is open only for Vi main retailers/agents. Enrolment by agent automatically ensures that the business done by sub-agent/staff will also get rolled up to agent level.

### **Q8. I am a sub-agent/staff. My main retailer/agent has enrolled for this program. Still I don't see any game screen on Smart-Connect App? Why so?**

The entire experience of game on Smart-Connect will be visible only if you login from main retailer/agent demo no. only and not sub-agent/staff demo no. Please check with your retailer/agent in case you want to check something.

**Q9. How can I score runs in the game?**

For scoring runs, you just have to do Activation (Normal, MNP or Choice activation) from Smart-Connect App ONLY.

- For MNP : you will earn 6 runs
- For normal/choice activations : you will earn 4 runs.

**Q10. Will I get runs immediately when I do an activation?**

- **For MNP activation:** the runs will be awarded the moment customer completes TV successfully on 59059.
- **For Normal and Choice activations:** the runs will be given once customer completes TV on 59059 and First Recharge (FR) is active on customer's no.

**Q11. I did 10 activations today. Still my total score is the same?**

Please remember that total score is refreshed once a day at mid-night 00 hrs. So, at any given day let's say D day, your score will be till D date, 00 hrs only. Don't worry.

**Q12. My total score is 110 runs and I chose to redeem 100 runs? Still my total score is showing as 110 runs only and not 10 runs.**

Please remember that even if you choose to redeem your runs doesn't mean your total runs will decrease by that level. We understand that total runs is your property earned by your hard work, team work and sincerity. Your runs available for redemption is something which will always decrease in case you redeem your runs. This will be more understandable to you once you experience this entire thing on Smart-Connect App on screen.

**Q13. If Activation is done by retailer/agent A and FR is done by retailer/agent B later on. Who will get the runs?**

The agent who originally did the activation will get the runs. In this case, retailer/agent A will get runs whenever FR gets active on customer's no. We advise you to do FR within Activation journey only (and not Skip it) to save time and get runs fast.

**Q14. How do I redeem my runs?**

Remember, redeeming runs to money is a 2 step process. First you need to convert runs to reward cards. Then, you have to scratch the reward card to get money in your demo balance.

You are eligible for redeeming your runs on crossing 20 runs. You can convert runs to cards only during the tenure of this program whenever you want. However, please remember that you can get max. 2 cards each of 20 runs, 50 runs and 100 runs. 100 runs card has more priority than 50 runs and 50 runs has more priority than 20 runs card. Also, higher runs card has higher value.

Once the gamification program ends, you will not be able to convert runs to cards. However, you can scratch existing reward cards to earn money. So request you to convert runs to cards timely to avoid any opportunity loss.

**Q15. What is the value of each card?**

<b>Runs</b>	<b>20 runs</b>	<b>50 runs</b>	<b>100 runs</b>
Value/card	At Time of redemption as per VIL process		
Max limit	2	2	2

**Q16. How much money I can earn at each run level?**

For the sake of clarity and transparency, we are sharing the the number of cards you will get for redemption at each level of runs. The system will automatically decide how many cards of each denomination you get at each level of runs. It will not be your choice. You can't do partial redemption also. So, please make a judicious and informed decision when do you want to redeem your runs.

*For e.g. If you are at 170 runs, you will get 1 card each of 100 runs, 50 runs and 20 runs. You will not have choice to redeem only 100 runs here. You have to mandatorily redeem all the 170 runs.*

<b>Runs</b>	<b>No of cards of 20 runs</b>	<b>No of cards of 50 runs</b>	<b>No of cards of 100 runs</b>
10	0	0	0
20	1	0	0

30	1	0	0
40	2	0	0
50	0	1	0
60	0	1	0
70	1	1	0
80	1	1	0
90	2	1	0
100	0	0	1
110	0	0	1
120	1	0	1
130	1	0	1
140	2	0	1
150	0	1	1
160	0	1	1
<b>170</b>	<b>1</b>	<b>1</b>	<b>1</b>
180	1	1	1
190	2	1	1
200	0	0	2
210	0	0	2
220	1	0	2
230	1	0	2
240	2	0	2
250	2	0	2
260	0	1	2
270	1	1	2
280	1	1	2

290	2	1	2
300	0	2	2
310	0	2	2
320	1	2	2
330	1	2	2
340	2	2	2
350 and above	2	2	2

**Q17. How do I earn badges?**

The badges would be automatically issued to you once you cross 20/50/100 runs on overall score and also on crossing 20/50/100 runs on individual KPIs i.e. Normal Activation (including FR) and MNP activation. So total badges you can earn is 3 (Total runs) + 3 (Activation with FR) + 3 (MNP) + 3 (on crossing milestone of 500/1000/1500 runs) = 12. For more clarity, kindly refer to the table in the T&C page above.

**Q18. What all I can see on Smart-Connect App?**

You will have full visibility on your runs, score, rewards, badges, rank etc. on App. Don't worry about that. Do ensure that your App is updated to latest version.

**Q19. Let's say I enrol 10 days after game starts? Will I still get runs for 10 days which have elapsed?**

No, the runs calculation will start getting accumulated from the day you enrol or start of the program whichever is later. So, in this case you will lose runs for 10 days. We sincerely request you to enrol on time.

**Q20. I scored 490 runs in the entire program. I could redeem only 340 runs automatically. What happens to my balance 150 runs? Will it get lapsed?**

No, the runs will never get lapsed. It's earned by you and the hard work of your team. It will always remain in your account and will get carried forward in subsequent programs.



**Q21. Is there a validity for the scratch card? In how many days am I supposed to scratch and redeem?**

Yes, scratch card will have fixed days validity from the date of issue of card. The days to expiry is clearly shown on the scratch card. Hence, request you to kindly scratch the card on time to avoid any potential loss.

**Q22. What will the leader board tell me?**

On leader board, you will get clear visibility of your rank distributor/circle and national level along with top 3 ranks under each category.

a. At distributor level

You see your rank +/- 5 ranks

b. At circle level

You see in which bracket you fall (top 5%, top 10%, top 20%, top 50%, bottom 50%)

c. At national level

You see in which bracket you fall (top 5%, top 10%, top 20%, top 50%, bottom 50%)

**Q23. Will I get some reward if I am amongst the top 3 Retailers under the Distributor / circle / national?**

No, the rewards and badges are purely based on runs scored by you and not by rank.

**Q24. Let's say I got scratch card on 1<sup>st</sup> May 2021 of 20 Runs having value of Rs X. I scratched the card on let's say 15<sup>th</sup> May on which the value of 20 runs is Rx.Y. Will I get Rs X or Rs Y now?**

The value of scratch card will be as per VIL process on the day of issue of card. So, in this case, you will get Rs X and not Rs Y.