

## Mailer 1 – sent to all the influencers

Dear Valued Solar Champion,

Thank you for associating with Tata Power in the endeavour to combat climate change. Your unique Solar Champion referral code is <>. Please save this in your records as you would be asked to provide it every time you want to recommend a client for solar.

To recommend a client, you may reach out to us via either of the following:

- Fill up TATA Power Solar Champion Client Recommendation Form at <https://sforce.co/3iVXZSZ>
- Call our Toll Free number at 1800 419 8777
- Contact your TATA Power Authorized Dealer / Channel Partner

To help you discuss about solar effectively with clients, we are enclosing an introductory deck covering about Solar Rooftop product and about Tata Power solutions & credentials. You can keep a copy of these materials in your laptop / mobile for easy access whenever needed.

Mentioned below are the details of Rewards & Recognition for Tata Power Solar Champions, upon achievement of the milestones mentioned below.

Milestone Achieved	Reward / Recognition	Cumulative Capacity Category at Achievement of Milestone			
Purchase by 1 <sup>st</sup> client	Recognition	← Tata Power Solar Partner Certificate →			
Purchase by 2 <sup>nd</sup> client	Cumulative capacity of 2 orders (kW) →	10-30kW	30-100kW	100-200kW	200+ kW
	Reward (Rs)	Rs 3,000	Rs 6,000	Rs 15,000	Rs 25,000
Purchase by 5 <sup>th</sup> client	Cumulative capacity of 5 orders (kW) →	25-75kW	75-250kW	250-500kW	500+kW
	Reward (Rs)	Rs 6,000	Rs 12,000	Rs 30,000	Rs 50,000
	Recognition	← Personalized Letter from Tata Power Senior Mgmt →			
Purchase by 10 <sup>th</sup> client	Cumulative capacity of 10 orders (kW) →	50-150kW	150-500kW	500-1,000kW	1,000+kW
	Reward (Rs)	Rs 15,000	Rs 30,000	Rs 75,000	Rs 1,00,000
	Recognition	← Invitation to Tata Power Channel Partner Meets →			
At each 5 <sup>th</sup> purchase after first 10 clients	Cumulative capacity of 5 orders (kW) →	50-150kW	150-500kW	500-1,000kW	1,000+kW
	Reward (Rs)	Rs 15,000	Rs 30,000	Rs 75,000	Rs 1,00,000

What's more, you can choose your rewards from amongst the following options:



Take the next step with us and help build a cleaner & greener planet!

Warm Regards  
Team Tata Power

## Mailer 2 – Launch of Influencer Program – 3<sup>rd</sup> October 2020

Dear Valued Channel Partner,

Pursuant to launching to you the Solar Ambassador (Customer Referrals) program, we would like to now present to you the **Tata Power Solar Champion (Influencers) Program**.

### Objective:

- To help you develop an **engaged and active ecosystem / network** which can **help you generate business on a consistent basis**

### Who is a Solar Champion / Influencer:

- A Solar Champion / Influencer refers to **any professional / person who has credibility with his / her client regarding installation of solar rooftop**, and **choice of Tata Power** as partner to go solar
- Some examples of such professionals are Architects, Electrical Contractors, Chartered Accountants etc

In this context, please see enclosed:

1. A deck explaining about the **program rewards, eligibility, & process** to be followed for:  
(*filename: Solar Champion Program (Influencers) - Deck for Channel Partners - Oct 2020*)
  - Step 1 – Registering Influencers in the Tata Power Solar Champion program at link: <https://sforce.co/3mGaaph>
  - Step 2 – Recording leads from Influencers of their clients / customers
    - Option 1: Shared directly with Channel Partner and recorded by Channel Partner in Salesforce
    - Option 2: Shared by Solar Champion directly with Tata Power, either at link: <https://sforce.co/3iVXZSZ> or by calling Tata Power call center at 1800 419 8777
2. The process is also summarized in the form of an easy to understand infographic – *filename: Solar Champion Program (Influencers) Process – Oct 2020.jpg*
3. **Marketing materials:**
  - JPEG version of Solar Champion Program brochure. You may use this to circulate in your network, invite professionals from all fields to associate with us
    - *Filename: Solar Champion Program (Influencers) Brochure - Oct 2020*
  - In next week, we will also be sharing an interactive video message to help you spread the message about the program, add more Influencers to your network
4. Salient features of the program: When Influencers / Solar Champions register in the program using the registration link mentioned above, they will receive:
  - Auto generated email & SMS with a **unique Solar Champion code**
  - Email will also contain **educational materials about solar rooftop & Tata Power Rooftop** value proposition, credentials, to help them discuss about solar rooftop with their clients
    - Sample mail format attached for your information – *filename: Welcome to Tata Power Solar Champion Program*

For any queries, please feel free to contact your respective Sales Manager.

Wishing you all the best to take your business to greater heights with this new program.

**Thanks and Regards,**

**TPS Channel Management Team**

Website: [www.tatapowersolar.com](http://www.tatapowersolar.com)

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**NOTE: Please do not reply to this email**