



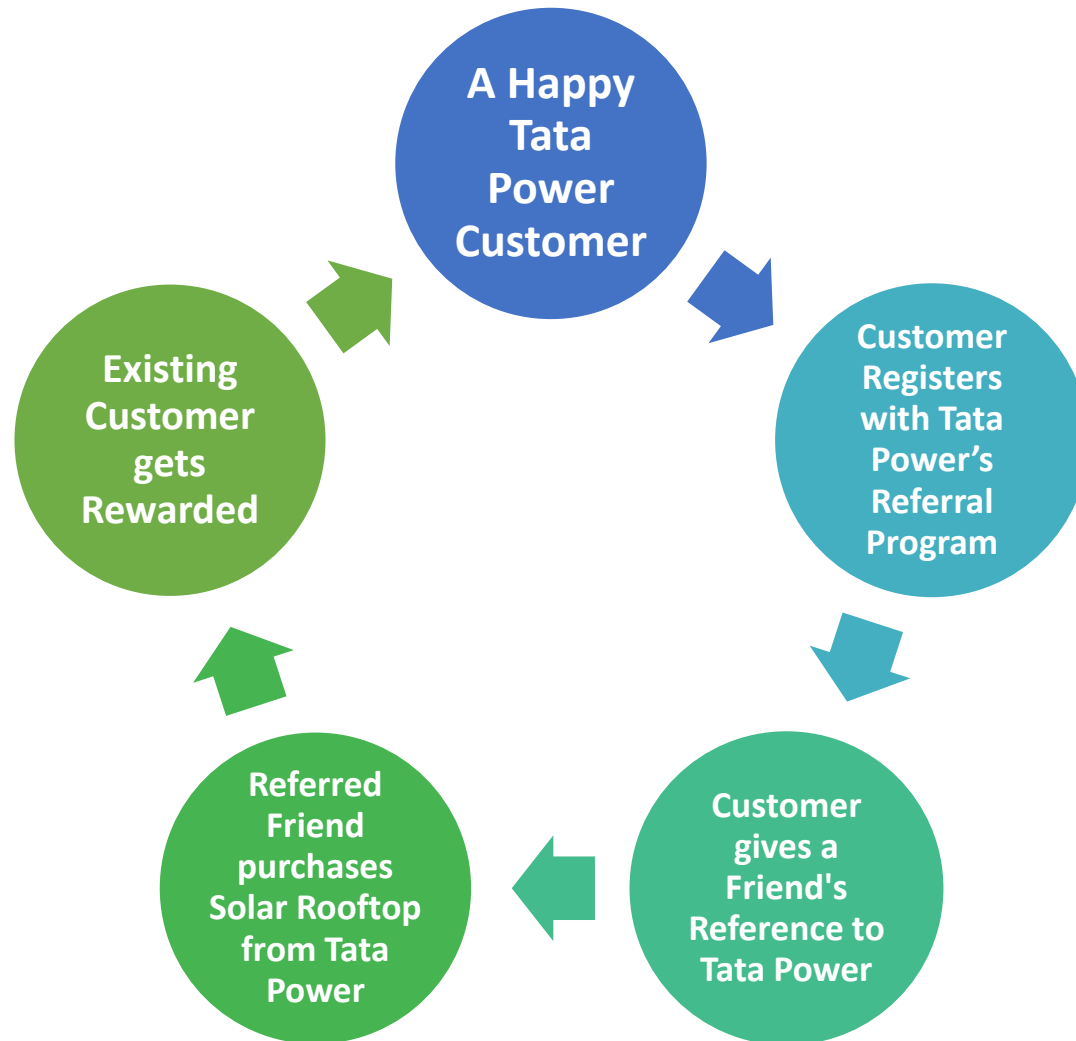
Solar Ambassador Program

Referral Program Presentation for Tata Power Channel Partners

August 2020



HOW DO CUSTOMER REFERRALS WORK



ADVANTAGES OF REFERRALS

- 1 Grow Exponentially instead of sequentially
One Satisfied Customer can provide multiple references
- 2 Warm Leads and Faster Conversion
- 3 Ability To Reach The Customer First
- 4 A Referred Customer Is More Likely To Provide References, Snowball Effect
- 5 Low Cost Leads Source

INTRODUCING TO YOU THE TATA POWER SOLAR AMBASSADOR PROGRAM

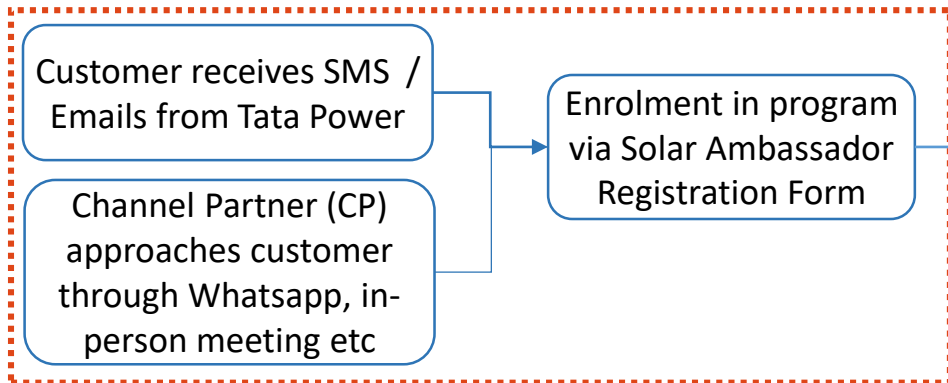
Rewards for existing Tata Power Rooftop Customers when references provided by them install Tata Power Rooftop solutions

Referred friend rating band (kW)	0-10 kW	11-50 kW	51-100 kW	101+ kW
Reward to referrer (Rs) <i>Referrer is customer providing reference</i>	3,000	7,000	12,000	20,000
Tata Power share (Rs): (2/3rd share)	2,000	4,500	8,000	13,000
Channel Partner share (Rs)	1,000	2,500	4,000	7,000

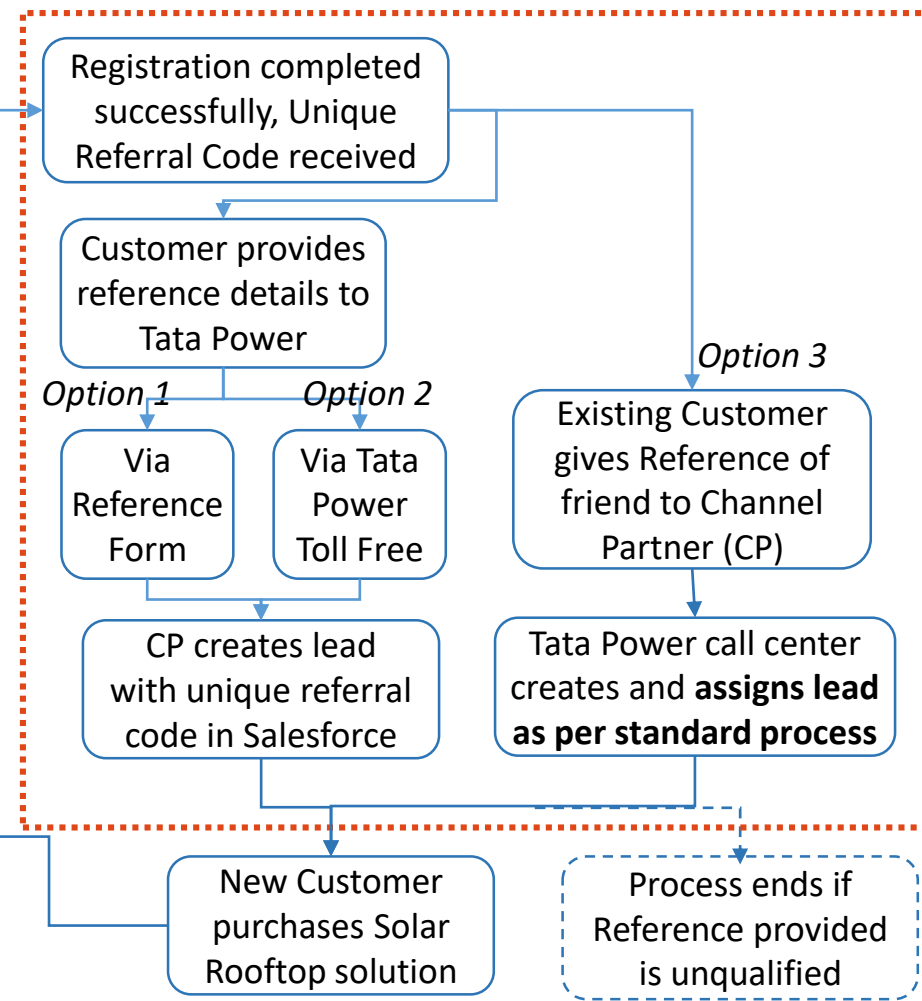


Solar Ambassador Program Process - Overview

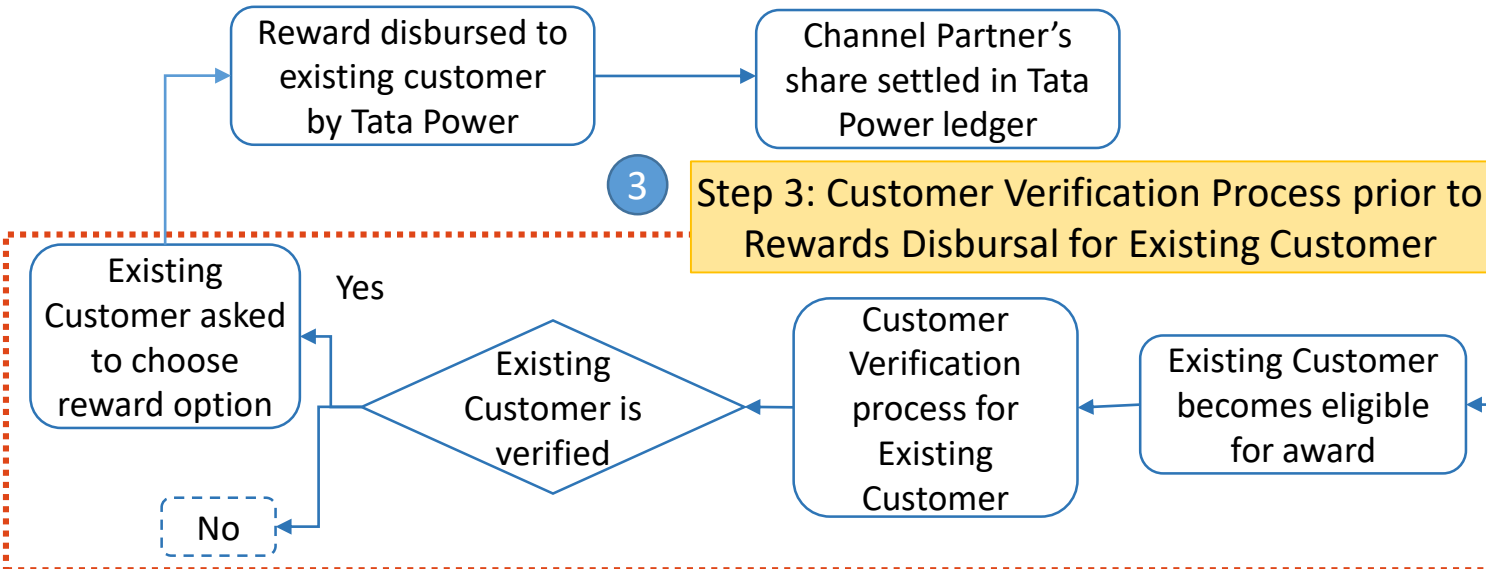
1 Step 1: Registration of Existing Customers in Solar Ambassador Program



2 Step 2: Recording References from Existing Customers of their friends / colleagues



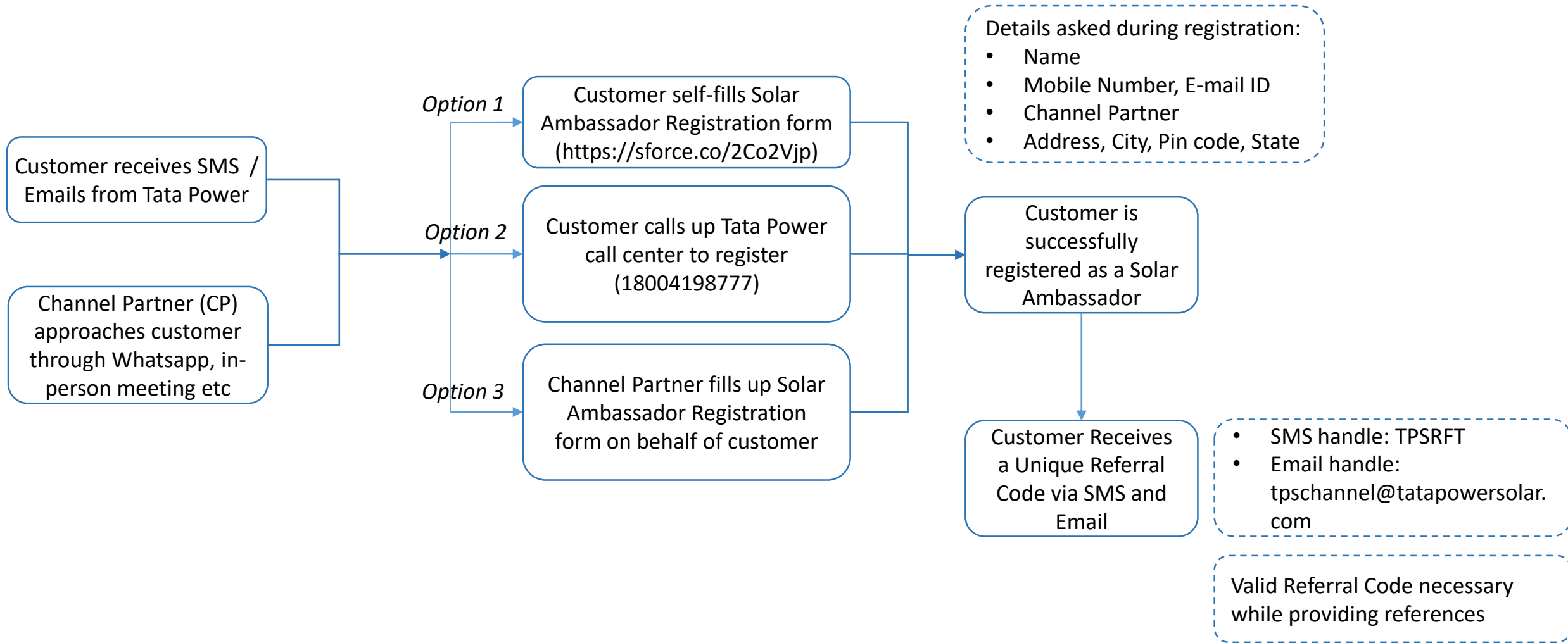
3 Step 3: Customer Verification Process prior to Rewards Disbursal for Existing Customer



Process Steps 1 and 2 explained in more detail in next pages



1 Solar Ambassador Registration Process





Step 1a: Registration Initiated



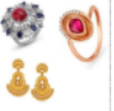


TATA POWER SOLAR AMBASSADOR REGISTRATION FORM

Thank you for taking the first step in registering yourself as a Tata Power Solar Ambassador & contributing to a greener tomorrow.

Before we start, we want to make sure you are up to date with the amazing rewards you can earn.

Referred friend rating band (kW)	0-10 kW	11-50 kW	51-100 kW	101+ kW
Reward to referrer (Rs) <i>Referrer is the existing customer providing the reference</i>	3,000	7,000	12,000	20,000

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

Click on NEXT to proceed.

Next

Welcome Page: Registration Form

Step 1b: Details provided in Registration Form

***Name**

Please provide your complete name

***Mobile Number**

***E-mail ID**

Name of Authorized Tata Power Dealer / Channel Partner from whom you purchased Tata Power Rooftop solution

***Address**

Please specify detail address (House Number, Street, Landmark, etc)

Fill Details: Registration Form

Step 1c : Unique referral code received

AD-TPSRFT

7:11 PM

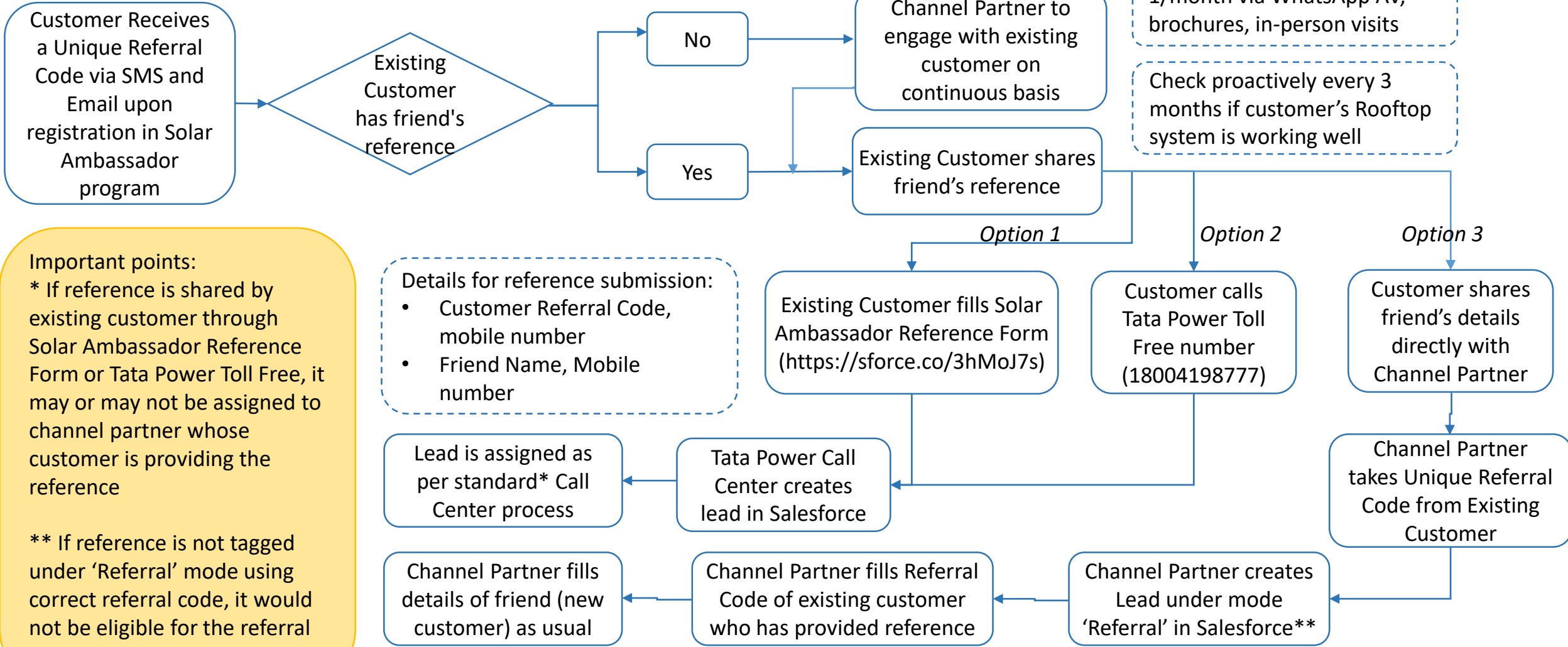
Thank you for registering as a Solar Ambassador with Tata Power. Your unique referral code is TP-00072 You may refer your friends by clicking at <https://sforce.co/3hMoJ7s> or by calling us at **1800 419 8777** or contacting your Tata Power Authorized Dealer/ Channel Partner. Help build a cleaner & greener planet now!

Message sent to customer on successful registration

Process Step 2 – Details



2 References of friends / colleagues provided by Registered Solar Ambassadors



Important points:

- * If reference is shared by existing customer through Solar Ambassador Reference Form or Tata Power Toll Free, it may or may not be assigned to channel partner whose customer is providing the reference
- ** If reference is not tagged under 'Referral' mode using correct referral code, it would not be eligible for the referral reward

Details for reference submission:

- Customer Referral Code, mobile number
- Friend Name, Mobile number

1/month via WhatsApp AV, brochures, in-person visits

Check proactively every 3 months if customer's Rooftop system is working well

Existing Customer fills Solar Ambassador Reference Form (<https://sforce.co/3hMoJ7s>)

Customer calls Tata Power Toll Free number (18004198777)

Customer shares friend's details directly with Channel Partner

Lead is assigned as per standard* Call Center process

Tata Power Call Center creates lead in Salesforce

Channel Partner takes Unique Referral Code from Existing Customer

Channel Partner fills details of friend (new customer) as usual

Channel Partner fills Referral Code of existing customer who has provided reference

Channel Partner creates Lead under mode 'Referral' in Salesforce**



Options 1 & 2: Reference provided to Tata Power, via Solar Ambassador Reference Form or Tata Power Toll Free

TATA POWER SOLAR AMBASSADOR REFERENCE FORM

Thank you for expressing Interest In referring your friends for Solar Rooftop solutions.

Before we start, we want to make sure you are up to date with the amazing rewards

Referred friend rating band (kW)	0-10 kW	11-50 kW	51-100 kW	101+ kW
Reward to referrer (Rs) <i>Referrer is the existing customer providing the reference</i>	3,000	7,000	12,000	20,000

You can choose rewards from among the following options:



If you are not registered yet as a Solar Ambassador with TATA Power, please register yourself on <https://sforce.co/2Co2Vjp>. Else click on NEXT to proceed.

Next

Welcome Page: Reference Form

*Please enter your unique referral code

This is the code you would have received from Email ID when you registered for Tata Power Solar Ambassador Program
If you haven't registered for Solar Ambassador Program yet, please register yourself on <https://sforce.co/2Co2Vjp>.

Enter up to 200 characters...

*Please enter your own mobile number (Referrer number)

Enter up to 200 characters...

*Name of Friend you want to refer

Enter up to 200 characters...

*Contact Number of Friend

Enter up to 200 characters...

Alternate Contact Number of Friend

Enter up to 200 characters...

Previous Finish

Fill Details: Reference Form

Lead Shared by Existing Customer is Allocated to Channel Partner by Tata Power Call Center as per standard pin code based allocation process.

Allocation to Channel Partner



Option 3: Reference provided to Channel Partner, and entered in Salesforce by Channel Partner

Step 3a:
Tag lead under “Referral”
Mode in SFDC

Step 3b: Enter Referral Code
of Existing Customer who has
provided reference of the New
Customer

Step 3c:
Fill the other details of New Customer as per regular lead
creation process

Select Mode of Lead as “Referral”

Enter Unique Referral Code of
existing customer

Lead creation



FOR EXISTING ROOFTOP CUSTOMERS

- 1 Register all existing customers for Solar Ambassador program
- 2 Engage with customers to promote Solar Ambassador Program at least 1/ month using WhatsApp AV, brochures *(attached in the e-mail accompanying this deck)*
- 3 Maintain a high degree of customer satisfaction to generate positive word of mouth
Check with customers at least 1/3 months if their Rooftop system is working well, solve proactively if not
(It's an investment in order to have high quality references generated, not a cost)

NEW ROOFTOP CUSTOMERS

- 1 Introduce to Solar Ambassador Program at Point of Sale: after order received, after I&C completed
- 2 Ensure world class service & customer satisfaction during & post order closure, installation

Post I&C completion, same steps as those for existing customers



Brochure (shared in e-mail)

TATA POWER SOLAR

BECOME A SOLAR AMBASSADOR

YOU MADE THE SMART DECISION TO GO SOLAR WITH US,
NOW HELP OTHERS

*Spread
The Sunshine
in your community*

HOW IT WORKS

SHARE YOUR PRIDE
WITH YOUR NETWORK

Let friends & colleagues know why and how you decided to go solar with Tata Power

CONNECT
WITH US

Start your Solar Ambassador journey at <https://sforce.co/2Co2Vjp> or contact your Tata Power Authorized Dealer / Channel Partner

GET VOUCHERS
UP TO ₹20,000/-

Choose from exciting reward options once your friend decides to go solar with us

*Terms and Conditions apply.

AVAIL VOUCHERS FROM

To know more about the Tata Power Solar Ambassador Program
Visit <https://sforce.co/2Co2Vjp> or Call Toll Free 1800 419 8777 or Visit www.tatapowersolar.com

HELP BUILD A CLEANER & GREENER TOMORROW

Audio-Visual (attached in the e-mail accompanying this deck)

BECOME A SOLAR AMBASSADOR

You made the smart decision to go solar with us,
now help others

Message to be shared along with AV:

BECOME A SOLAR AMBASSADOR

Spread your love for Tata Power Solar Rooftop among your friends and unlock rewards upto Rs. 20,000 for every friend that decides to go solar with us. To refer, fill form:

<https://sforce.co/2Co2Vjp> or contact us at <Channel Partner Contact Number>



Let Us Scale Greater Heights Together!!

Thank You