



December 15, 2012 - January 31, 2013



REGISTRATION FORM Gold/Silver Category

REGISTRATION CATEGORY

GOLD (Rs. 20,000) SILVER (Rs. 5,000)

Establishment Name :

Contact Person :

Mobile : E-mail :

Telephone : Website :

Address :

Street :

Taluk :

District : Pin Code

Corporation Municipality Panchayath Specify

Discount for Early Bird Group

Expected No. of Coupon Books needed Rate of discount offered

Would you like to participate in the online shopping scheme ? Yes No

Date Month Year

Cheque/DD/Cash Receipt No.

Depositing Bank

Online Payment Transaction Reference: South Indian Bank A/C No. 0119073000002034

Net Banking Reference No. Credit Card Transaction Reference No.

BUSINESS CATEGORY

- Gold/Jewellers
- Home Appliances / Electronics / Consumerables
- Electrical
- Furniture
- Tour Operators / Travel Agents
- Spa / Beauty Parlor
- Industrial Crafts / Manufacturers / Corporates
- Others (Specify _____)
- Textiles
- Super Markets / Malls
- Hotels / Restaurants / Resorts
- Automobiles
- Marble / Granites
- Traditional Handicrafts / Antique Shops
- Services

SIGNATURE & SEAL OF THE SHOP

I hereby agree by the rules & regulations stipulated for the Grand Kerala Shopping Festival appended overleaf:

FOR OFFICE USE ONLY

Shop ID :

REGISTRATION OVERSEEN BY:
Name :

Signature Seal

Registered By : GKSF SIB Channel Partner Online EMA

Data Entered into the Software by:

INSTRUCTIONS

REGISTRATION

- The participation in the festival is open to all retail/wholesale/manufacturers/hospitality establishments etc. except hospitals, medical shops & liquor shops in Kerala. Each participant will be listed as Member Establishment (ME).
- Establishment may participate along with their branches from all parts of Kerala.
- Registration fee for Gold category is Rs 20,000 and Silver category is Rs 5,000.
- To encourage more participation from small enterprises registration fee for General category is waived off.
- Shops having not more than 100 Sq ft can register under General category.
- To register under General category merchant should pay for 100 coupons in advance
- Only one outlet will be registered as a partner on paying Rs. 20000 (Gold), Rs. 5000 (Silver)
- All registrations received for participation will have to be enclosed with the prescribed application form duly stamped, signed and filled.
- GKSF has authorized Akshya Kendras/other officials to collect and remit the registration fee.
- The ME registration will be confirmed only when the money is credited to GKSF account.
- On confirmation, the ME will receive the prescribed set of free coupons and POS materials in a starter kit between Dec. 1st & Dec.15th.

DISCOUNTS

- Early bird discount of 5% is applicable to those who register before October 15, 2012
- For those who register online directly there shall be a discount of 5%
- Group discount of 5% is applicable for upto 50 shops, discount for registrations of more than 50 shops of the same group is 7.5% and more than 100 shops is 10%

COUPONS

- The number of free coupons allotted to each ME is based on the category under which the ME has registered.
- Additional coupons can be purchased at the rate of Rs.15/- per coupon with a minimum purchase of hundred coupons only or in multiples thereof.
- Highest value of purchase against which Merchants registered under the Gold and Silver Category should issue a coupon is fixed at Rs 5000.
- The ME needs to display the slab for issuing coupons and this should be displayed well.
- Merchants can book for Additional Coupons from Nov 1, 2012.
- Additional coupons can be ordered in minimum quantity of hundreds and its multiples.
- 10% of coupons in a Coupon book will have winning opportunities.
- Deliveries of additional coupons will only be made against Demand Drafts / Cheque (subject to realisation) for the coupon value.
- The ME needs to display the slab for issuing coupons and this should be displayed well.
- No additional fee should be charged from the customer for the issue of coupons.

OTHER INSTRUCTIONS

- On registering, a registration number shall be allotted to each ME which they shall use for coupon ordering and other purposes.
- The authorities of a registered ME can participate as a customer from any other participating outlet and can be a winner in the festival.
- The coupons cannot be transferred or resold to another ME/ person/ company. Any information received in this regard with proof will be dealt with serious consequences as the organizers may deem fit.
- All remaining coupons will become defunct after the festival and there will be no refund for the same.
- The record of the coupons issued should be maintained by the ME for any future reference and may be required to be submitted to the organizers at any time during or after the festival.
- The ME can carry out any individual advertisement or alternate promotion for his outlet or brand during the period of the festival and can also offer any value additions or specific offers or special discounts during this period.
- VAT refund scheme is an additional privilege for Gold ME by way of which customers from outside Kerala can shop using credit cards or debit cards. Under this scheme the government shall refund the VAT amount on the bill. A set of forms shall be provided to the MEs to be issued to the customer to apply for the refund scheme.
- Shops may also participate in the Online Shopping Scheme provided by GKSF. (Refer www.shoppingfestival.in for details)
- The ME may also during the period of the festival use the festival logo or name in any of their own advertisements and promotions.
- Additional display collaterals are available for purchase through GKSF district offices. For info contact the Festival Call Centre.
- In case of any ME not following the rules of the festival his participation in the festival will be terminated and all privileges will be withdrawn.
- A Certificate of participation shall be given to MEs who register with GKSF.
- MEs will have uninterrupted access to festival call centre, through which any information pertaining to registration , ordering of coupons , contests etc can be obtained.
- All disputes are subject to the exclusive jurisdiction of the Courts of competent jurisdiction in Trivandrum only.