

GENERIC DIAMOND PROMOTION

Promotion & POS Material to Retailers - Policy Guidelines

GJEPC in collaboration with De Beers has launched nationwide Generic Diamond Promotion Campaign with an objective to promote & boost sales of Diamond Jewellery.

In our endeavour to further strengthen this project and service the retailers on board for this Campaign, we will be happy to accommodate request for 'Point of Sale' materials from our partner retailers.

Kindly fill in the requested details mentioned below and send us at gdp@gjepcindia.com

Promotion Material can be availed in the following formats:

1. Newspaper Advertising:

- a) Newspaper Name
- b) Newspaper Edition
- c) Advertisement size in Column Cms (for e.g; quarter page, half page, full page etc)_____
- d) News paper Advertisement : * Black & White *Colour.....
- e) Expected date of advertisement release_____
- f) Advertisement Language. Please select from language options below:
 - English
 - Hindi
 - Marathi
 - Gujarati
 - Tamil
 - Telugu
 - Malyalam
 - Kannada
 - Bengali

2. Outdoor/Hoarding:

- a) Hoarding size:_____
- b) No. of Hoardings_____
- c) Tenure of Hoarding Display(In case of multiple hoardings, please specify duration of each hoarding display)_____
- d) Hoarding Address with Landmark(In case of multiple hoardings, please mention address of each hoarding display)_____
- e) Please attach pictures of the Hoarding selected for display

f) Hoarding Language. Please select from language options below:

- English
- Hindi
- Marathi
- Gujarati
- Tamil
- Telugu
- Malyalam
- Kannada
- Bengali

g) Store Details (Address/website/PhoneNos)to be incorporated on the Hoarding_____

3. Instore Promotion:

a) Type of POS Material required:

- Poster -22 inches(height)X17 inches (width)
- Standee- 6 feet (height)X3 feet (width)

b) Area in store dedicated for Display

(Kindly attach picture of the area identified, Long & Close Shot)

4. Digital:

a) Banner Advertisement size in pixels (This is applicable when Retailer has store website)_____

b) Creative for Facebook (please specify the size)_____

5. Please mention the email id to which Creative has to be emailed:

Email ID 1:_____

Email ID 2:_____

General Guidelines:

1. The artwork for all the Promotion /POS Material for Generic Diamond Promotion will be provided by GJEPC in printable pdf or ai format.
2. The POS Material request shall be processed within 7 working days from the date of receipt of request.
2. The Promotional Material created at your end for the Campaign will be considered as violation of this guidelines and can result into disqualification from the Campaign participation.
3. The printing of the Material has to be undertaken by Retailer at its own cost as per the guidelines prescribed by GJEPC
4. The retailer shall provide the high resolution logo in minimum 300 dpi either in ai/psd/pdf/tiff format, further Logos in CDR format will not be accepted.
5. Retailers involved under this program cannot use the Campaign and the printing material for sale of any products other than diamond studded jewellery. Sale of simulants/ Synthetic/ Man Made Diamonds in whatsoever manner is strictly prohibited. Any form of non-compliance found will be liable for strict legal action and/or penalty against Retailers from GJEPC / De Beers.

6. This Campaign is ONLY for promoting Diamonds & Diamond Jewellery.
7. 'Point of Sale' (POS) Material shall not be transferable
8. This POS Material shall be strictly used only for Generic Promotion of Diamonds
9. The POS Material can be used till 31st December 2016 or such duration as may be specified and informed by GJEPC
10. **Tampering of Artwork is strictly prohibited. Inclusion of any kind of store offers/schemes/Discounts/Tactical Sales Promotion into these POS Material is not allowed and will be considered as the violation of the participation rules.**
11. GJEPC reserves the right to direct the retailer to remove the POS Material from the store if found in violation to its guidelines.

Indemnity

1. *In case you fail to adhere to all the terms specified in this form, then you shall be responsible and you will keep GJEPC and DeBeers indemnified and safe and harmless at all times, against any and all claims, liabilities, damages, losses, costs (including reasonable legal fees), charges, expenses, proceedings and actions of any nature whatsoever made or instituted against or caused to or suffered by GJEPC and/De Beers directly or indirectly in this regard.*
2. *You agree unconditionally that the GJEPC and De Beers at no point of time is responsible for the product and the type of products that you will be selling to the end consumer independently or as per the designs as shown in the campaign and the liability under all laws act/deed of the land will be solely applicable on you and both GJEPC and De beer will remain indemnified of the same from all authorities at all times under all conditions/statutes.*

Declaration:

I/we hereby jointly and severally declare and undertake,

1. *That I/we will display the sale promotional materials designed and provided by GJEPC / DeBeers and will sell the real/natural diamond Jewellery.*
2. *That I/we hereby declare that the diamond Jewellery will consist of real/natural diamonds and the diamonds are purchased from legitimate sources not involved in funding conflict and are in compliance with United Nations resolutions and I/we further guarantee that these diamonds are conflict free, based on personal knowledge and/or written guarantees provided by the supplier of these diamonds.*
3. *That I/we are aware that if we give a guarantee / assurance in the form of above-mentioned declarations on our Invoice/Memo/Bill without being 100% sure, it will be construed as a false claim made by us to increase sales and may potentially attract litigation.*
4. *That our employees / staff shall strictly adhere to this declaration and support in the promotional activity.*
5. *That I/we submit that whatever I/we have stated herein-above is true and correct to the best of my/our knowledge and belief and shall adhere and abide by the declaration provided hereto.*

Signature & Date: _____

Company Stamp: _____

Name of the Authorised Signatory: _____