

At Welspun, the world leader in home textiles, we have a strong vision of transforming every Indian home into a haven of beauty and inspiration. The most integral part of our transformative journey is YOU!

We have consistently supported our trade partners with growth-oriented trade schemes and high-yielding initiatives.

Today, we are excited to announce the launch of our groundbreaking CRM (Customer Relationship Management) program – WEL SAMRUDDHI, designed to strengthen our relationship and mutual growth while ensuring prosperity.

CRM WEL SAMRUDDHI aims to provide the following benefits to you:

1. Visibility of trade schemes
2. Company promotion & activation plans
3. Real-time order booking to your distributors
4. Understanding consumer buying patterns
5. AI (artificial intelligence) based product recommendations for you
6. Enhanced additional earnings

CRM WEL SAMRUDDHI operates on two levels:

- The existing UDAAN scheme
- The newly launched Wel Samruddhi CRM App

Most of you are familiar with our UDAAN scheme, the longest-running program in the textile category, admired by our channel partners. Under this scheme, you will continue to enjoy the benefits based on specified sales slabs: (Flyer to show on the screen)

- On ₹6 Lakh sales – Credit note of ₹20,000
- On ₹12.5 Lakh sales – Credit note of ₹50,000
- On ₹18 Lakh sales – Credit note or international trip worth ₹75,000
- On ₹25 Lakh sales – Credit note or international trip worth ₹1,25,000
- On ₹35 Lakh sales – Credit note or international trip worth ₹1,75,000
- On ₹50 Lakh sales – Credit note or international trip worth ₹2,50,000
- On ₹75 Lakh sales – Credit note or international trip worth ₹4,00,000
- On ₹1 Crore sales – Credit note, international trip, or car worth ₹6,00,000

On top of the UDAAN benefits, registering on the Wel Samruddhi app unlocks additional advantages. Let's understand the process.

Upon registration, you will immediately receive an enrolment gift. Additionally, you will earn loyalty points on every purchase made from the distributor. For every ₹100 purchase from the distributor, 1 point will be credited to your account and will be visible on your application.

The slabs for Wel Samruddhi app enrolment start at ₹6 Lakh annual sales, similar to the UDAAN scheme. For ₹6 Lakh sales, you will earn ₹20,000 through UDAAN and an additional 6,500 loyalty points from Wel Samruddhi.

Let us understand the loyalty point calculation through a simple table:

The enrolment slabs for the Wel Samruddhi app start at ₹6 lakh in annual sales, similar to the UDAAN scheme. For ₹6 lakh in sales, you will earn 6,500 loyalty points from Wel Samruddhi, which is equal to ₹19,500. We will provide products worth that amount from Welspun. Similarly, if you achieve annual sales of ₹1 crore, you will get 140,000 points, which is equal to ₹4,20,000.

Sale Slab	Earn Points	Bonus Point	Total Points	Points Value
600000	6000	500	6500	19500
1250000	12500	1500	14000	42000
1800000	18000	3000	21000	63000
2500000	25000	5000	30000	90000
3500000	35000	7500	42500	127500
5000000	50000	15000	65000	195000

7500000	75000	25000	100000	300000
10000000	100000	40000	140000	420000

Seize this opportunity of growth with Welspun: The better you serve customers, the more you earn and unlock additional benefits.

CRM WEL SAMRUDDHI fosters mutual growth and maximises earnings.

Start today for lifelong benefits.

Let's make every home in India aspirational and beautiful... together with Welspun!