

I exploring

Dear Dealer Friend,

We would like to thank you for your continued patronage and passion for the brand. As you are aware people like us from across the globe have selected seven new wonders of the world. We would like you to take this opportunity to visit any of these wonders in person.

All you have to do is start buying Sony Ericsson phones and accumulate points against the "Duniya ke Saat Naiye Ajoobe Offer" valid from 1st August to 30th September 2007. More the numbers you buy the further you can travel.

Also, in order to make it easy for you to qualify for your dream destination, we bring you a very exciting offer of either redeeming the applicable reward won against the "Thanda-Thanda Offer" concluded on 31st July 2007 or to use the points accumulated under the Thanda-Thanda offer as a start-up point for the "Duniya ke Saat Naiye Ajoobe Offer", i.e. if you have for example accumulated the following points in Thanda-Thanda Offer,

150 points : 10 gm Certified Gold Coin

You can either take 10 gm Certified Gold Coin or you have the option of extending these points to "Duniya ke Saat Naiye Ajoobe Offer"

1,000 points : London - 3 Nights trip

You can either redeem your travel to London or you have the option of extending these points to "Duniya ke Saat Naiye Ajoobe Offer" and gun for the next big destination Peru, Brazil, Mexico or USA

In case you decide to extend your points accrued under "Thanda-Thanda Offer" to "Duniya ke Saat Naiye Ajoobe Offer" you will be eligible for 10% bonus points earned for all purchases made from 1st to 5th August 2007. So rush now and register your name with your respective RDS partner in the prescribed form.

Sony Ericsson & Ingram Micro Team

Sony Ericsson

Duniya ke Saat Naiye Ajoobe Details

POINT	REWARDS
10	Rs. 501 Cash Back offer
18	1 gm Certified Gold Coin / Cash Back
35	2 gm Certified Gold Coin / Cash Back
70	4 gm Certified Gold Coin / Cash Back
100	6 gm Certified Gold Coin / Cash Back
150	10 gm Certified Gold Coin / Cash Back
200	13 gm Certified Gold Coin / Cash Back
350	Taj Mahal, Agra 7 NEW WONDERS OF THE WORLD 2 Nights trip Includes - Delhi-Agra-Delhi by Coach. Visit Taj Mahal, Agra Fort & Fatehpur Sikri. All meals & airfare from all possible state capitals to Delhi OR 22gm certified Gold Coin.
450	Pataya, Thailand - 2 Nights trip Includes - Tour of Coral Island, Alcazar Show. All meals, visa & airfare from Delhi/Mumbai/Kolkata/Chennai
600	Dubai - 2 Nights trip Includes - Desert Safari, Dhow Cruise. All meals, visa & airfare from Delhi/Mumbai/Kolkata/Chennai
800	Hong Kong & Macau - 2N HK & 1N Macau Includes - Half day city tour of Hong Kong and Macau, Full day tour of Disneyland at Hong Kong. All meals & airfare from Delhi/ Mumbai/Kolkata/Chennai
900	The Great Wall of China 7 NEW WONDERS OF THE WORLD 3 Nights trip to Beijing. Includes - Acrobatic show, tour to Great Wall of China, half day city tour covering Tiananmen Square and Forbidden City. All meals, visa & airfare from Delhi/Mumbai/Chennai/Bangalore/Kolkata
1,000	Petra, Jordan (7 new wonders of the world) 3 Nights at Jordan + 1 Night at Dubai. Includes - Tour to Petra, half day city tour of Amman & Dubai. All meals, visa & airfare from Delhi/Mumbai/Chennai/Bangalore/Kolkata
1,300	The Roman Colosseum, Italy 7 NEW WONDERS OF THE WORLD 2 Nights at Rome + 2 Nights at Lucerne, Switzerland. Includes - City Tour of Rome, Lake Lucerne Cruise, Mt. Titlis. All meals, visa & airfare from Delhi/ Mumbai/Chennai
1,500	Switzerland & Paris - 3 + 3 Nights Includes - Lake Lucerne Cruise, Mt. Titlis, Jungfrauosh, Halfday city tour of Paris with entrance at Eiffel tower, Seine river cruise, Euro Disney, Champs-Elysees. All meals, visa & airfare from Delhi/Mumbai/Chennai
1,750	The Great Wall of China 7 NEW WONDERS OF THE WORLD 3 Nights trip to Beijing for a COUPLE Includes - Acrobatic show, tour to Great Wall of China, half day city tour covering Tiananmen Square and Forbidden City. All meals, visa & airfare from Delhi/Mumbai/Chennai/Bangalore/Kolkata
2,000	USA - 2 Nights Las Vegas & 3 Nights Los Angeles Includes - One Evening show at Las Vegas, Night tour, city tour of Los Angeles and Universal Studio. All meals, visa & airfare from Delhi/Mumbai/Bangalore
2,400	Christ Redeemer, Brazil 7 NEW WONDERS OF THE WORLD 4 Nights at Rio De Janeiro. Includes - Leme beach, Capoeira Presentation, Football Match against locals, Barbecue dinner on beach; Visit Corcovado Mountain, to see the statue of Christ Redeemer; Visit to the Tijuca Forest by Jeep; Dinner with famous samba show in Rio - Plataforma Samba Show. All meals, visa & airfare from Delhi/Mumbai/Chennai/Bangalore
2,700	Chichen Itza, Mexico 7 NEW WONDERS OF THE WORLD 4 Nights in Mexico. Includes - City tour of Mexico city, fly to Yucatan, full day visit of Chichen Itza. All meals, visa & airfare from Delhi/Mumbai, Chennai/Bangalore
3,000	Machu Picchu, Peru 7 NEW WONDERS OF THE WORLD 4 Nights in Peru. Includes - Arrive at Lima, fly to Machu Picchu, about 3 hours of moderate hiking reach the site of Wiñay Wayna "Forever Young" at about 8,400 feet, Tour of mysterious city & its magnificent temples. Guided city tour of colonial and modern Lima & Cusco. All meals, visa & airfare from Delhi/ Mumbai
3,500	USA - 2 Nights Las Vegas & 3 Nights Los Angeles for a COUPLE Includes - One Evening show at Las Vegas, Night tour, city tour of Los Angeles and Universal Studio. All meals, visa & airfare from Delhi/Mumbai/Bangalore
4,000	Christ Redeemer, Brazil 7 NEW WONDERS OF THE WORLD 4 Nights at Rio De Janeiro for a COUPLE Includes - Leme beach, Capoeira Presentation, Football Match against locals, Barbecue dinner on beach; Visit Corcovado Mountain, to see the statue of Christ Redeemer; Visit to the Tijuca Forest by Jeep; Dinner with famous samba show in Rio - Plataforma Samba Show. All meals, visa & airfare from Delhi/ Mumbai/Chennai/Bangalore.

Terms and Conditions

- In case you decide to carry forward your cumulative points earned under the "Thanda-Thanda Offer" then you have to confirm by registering in the prescribed form available with your RDS partner latest by 10th August 2007.
- This offer is applicable on all purchases of J110i (non operator bundle stock), K220i, K310i, Z550i, W200i, K750i, K750i+BT, W710i, W810i, Z610i, K790i, W880i, P1i and S500i between 1st August to 30th September 2007.
- In case the actual combined volume is between any two volume slabs then the award against the lower slab will be applicable.
- The offer is available only on J110i (non operator bundle stock), K220i, K310i, Z550i, W200i, K750i, K750i+BT, W710i, W810i, Z610i, K790i, W880i, P1i and S500i mobile handsets of Sony Ericsson purchased from Ingram Micro (I) Private Limited or its authorized RDS partner only.
- Ingram Micro reserves the right to withdraw this offer without prior notification and without assigning any reason for it.
- Prices may vary from market to market and can be changed without prior notice.
- Proof in the form of certified invoices will be required to redeem gifts.
- Ingram Micro shall not be liable for claims arising out of shortage of material.
- The dealers will keep payment terms as mutually agreed with RDS. Failure to meet agreed payment terms will disqualify the dealer from the scheme.
- All disputes are subject to Delhi jurisdiction only.
- J110i (non operator bundle stock), K220i, K310i, Z550i, W200i, K750i, K750i+BT, W710i, W810i, Z610i, K790i, W880i, P1i and S500i phones are also available without this offer.
- The scheme is run by the channel partner of Sony Ericsson.
- All disputes are subject to Delhi jurisdiction only.
- Travel rewards will be reimbursed through a Travel Voucher. You will be required to present the voucher to the authorized Travel Agent to redeem the reward. The Travel Agent will organize your travel and assist you on all your travel related queries.
- Conditions apply.

Sony Ericsson

Applicable Points, Model wise



Sony Ericsson

I _____ (name)/representing M/s _____ (Company name)
 from _____ (city) hereby agree to transfer all my accumulated point earned in Thanda-Thanda Offer
 to the Duniya ke Saat Naiye Ajoobe offer.

The details of the points accumulated are

Months	Cumulative Points
June '07	
July '07	
Total Scheme Points	

August '07

Duniya ke Saat Naiye Ajoobe Offer			
Products	Quantity Purchased	Points Per Units	Total Points
J110i		1	
K220i		1	
K310i		1	
W200i		1	
Z550i		1	
K750i		1	
W710i		2	
S500i		2	
W810i		2	
Z610i		2	
K790i		3	
W880i		3	
P1i		3	
Total Points			

September '07

Duniya ke Saat Naiye Ajoobe Offer			
Products	Quantity Purchased	Points Per Units	Total Points
J110i		1	
K220i		1	
K310i		1	
W200i		1	
Z550i		1	
K750i		1	
W710i		2	
S500i		2	
W810i		2	
Z610i		2	
K790i		3	
W880i		3	
P1i		3	
Total Points			

Destination	Points Required	Points Achieved	Balance Points

Months	Cumulative Points
Aug. '07	
Sep. '07	
Total Scheme Points	

Retailer :

Name: _____

Signature: _____

Distributor :

Name: _____

Signature: _____

Sony Ericsson



Taj Mahal, India

Taj Mahal is regarded as the most perfect jewel of Muslim art in India.



Christ Redeemer, Brazil

This statue of Jesus stands some 38 meters tall, atop the Corcovado mountain overlooking Rio de Janeiro.



Machu Picchu, Peru

In the 15th century, the Incan Emperor Pachacutec built a city in the clouds on the mountain known as Machu Picchu ("old mountain")



The Roman Colosseum, Italy

This great amphitheater in the centre of Rome was built to give favors to successful legionnaires and to celebrate the glory of the Roman Empire.



Chichen Itza, Mexico

Chichen Itza, the most famous Mayan temple city, served as the political and economic center of the Mayan civilization.



The Great Wall, China

It is the largest man-made monument ever to have been built and it is disputed that it is the only one visible from space.

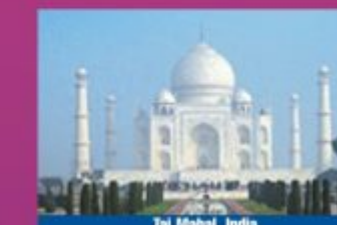


Petra, Jordan

Sony Ericsson

I  exploring

Duniya ke Saat Naiye Ajoobe



Taj Mahal, India



Christ Redeemer, Brazil



Machu Picchu, Peru



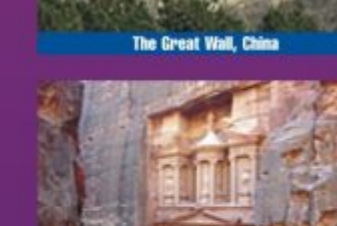
Chichen Itza, Mexico



The Roman Colosseum, Italy



The Great Wall, China



Petra, Jordan

Sony Ericsson