

## GRAND PRIX CHAMPIONS CLUB -2007.

Retailer Offer: Race Start Up.



**Dear Dealer Friend,**

With the cool monsoon breeze coming in we all are enjoying the sweet smell of soil and rain. This beautiful season brings a lot of energy among ourselves to achieve more, earn more and set new targets for us.

Sony Ericsson has been growing month on month. This has been possible only because of our confidence & passion to drive the brand consistently. In order to keep the passion alive and the fire burning we have planned a very exiting offer.

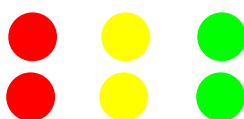
### GRAND PRIX CHAMPIONS CLUB-2007: RACE START UP

- The championship starts **19<sup>th</sup> July 07.**
- **How to participate:** Any Retailer can enroll for Grand Prix Championship. In any of the four privileged race club by purchasing Z550i & K750i starting 19<sup>th</sup> July 07.

You Buy		Race	Enrolment Gift
K750i	Z550i	Qualification	
5	5	Indy Car Rally	Rs. 600/- Cash Benefit
10	10	Formula 3	2 gm Gold
20	20	Formula 2	5 gm Gold
40	40	Formula 1	12 gm Gold

Get Ready for Lap 1..... the race doesn't stop here... **watch out for the next Lap..... The faster you race.... The more you WIN!!!!**

**Get Set Ready.... Ignition on.....**



**Lets Race!!!!**

Team Sony Ericsson and Ingram Micro

**Terms and Conditions:**

1. In case any retailer is found in wholeselling mode of selling, Ingram Micro will withdraw the scheme and all benefits immediately. The retailer would be debited the amount of the benefits.
2. This offer is applicable on all purchases of Z550i & K750i starting 19<sup>th</sup> July 07
3. The offer is available only on Z550i & K750i mobile handsets of Sony Ericsson purchased from Ingram Micro (I) Private Limited or its authorized RDS partner only.
4. Ingram Micro reserves the right to withdraw this offer without prior notification and without assigning any reason for it.
5. Prices may vary from market to market and can be changed without prior notice.
6. Proof in the form of certified invoices will be required to redeem gifts.
7. Ingram Micro shall not be liable for claims arising out of shortage of material.
8. The dealers will keep payment terms as mutually agreed with RDS. Failure to meet agreed payment terms will disqualify the dealer from the scheme.
9. Z550i & K750i phones are also available without this offer.
10. The scheme is run by the channel partner of Sony Ericsson.
11. All disputes are subject to Delhi jurisdiction only.
12. Conditions apply.