



Signature of the applicant

Instructions

1. The participation in the festival is open to all retail/ wholesale/ manufacturers/ hospitality establishments etc in Kerala. Each participant will be listed as member establishment (ME).
2. Establishment may participate along with their branches from all parts of Kerala.
3. Registration fee for Gold category is Rs 25,000, Silver category is Rs 5,000 and General category is Rs 1000.
4. Shops having more than 100 Sq ft or Rs 2 Lakhs turnover cannot register under General category.
5. Only one outlet will be registered as a partner on paying Rs. 25000 (Gold), Rs. 5000 (Silver) or Rs. 1000 (General)
6. Early bird discount of 5% is applicable to those who register before September 30, 2011.
7. On registering minimum 10 branches of the same group a discount of 10% on registration fee can be availed.
8. Those who register after November 15 will attract a fine of 10% on Registration fee.
9. The number of free coupons allotted to each ME is based on the category under which the ME has registered.
10. Coupons can also be availed later at the time of festival @Rs.15/- per coupon with a minimum purchase of fifty coupons only or in multiples thereof. MEs that are outside the jurisdiction of the designated distribution centers approved by GKSF authority shall collect the free coupons, additional coupons and POS materials at their own risk and cost from the nearest distribution center.
11. Gold & Silver ME can decide the purchase value against which the coupon will be issued. However all MEs registering under the general category should issue one coupon for every purchase worth Rs. 1000 or less.
12. All registrations received for participation will have to be enclosed with the prescribed application form duly stamped, signed and filled in along with the cheque, for the total participation fee.
13. The ME participation will be confirmed only when the cheque is duly cleared by the bank.
14. On confirmation, the ME will receive the prescribed set of free coupons and POS materials in a starter kit before December 1, 2011.
15. Delivery of the POS material will be done to the MEs. In case the ME is in a far reaching location, the ME may have to collect the materials from the nearest distribution centre.
16. Additional coupons can be ordered in packets of fifties only and deliveries will only be made against Demand Drafts / Cheque (only) for the coupon value.
17. On registering, a registration number shall be allotted to each ME which they shall use for coupon ordering and other purposes.
18. The authorities of a registered ME can participate as a customer from any other participating outlet and can be a winner in the festival.
19. 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.
20. All remaining coupons will become defunct after the festival and there will be no refund for the same.
21. 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.
22. 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.
23. Co-opt advertisement scheme will present the Gold MEs with an opportunity to claim back up to 50% or Rs 5, 00,000 , whichever is less, of the advertisement done outside Kerala (Conditions Apply). The ME shall not however participate in any other similar promotion or festival during the period of the festival.
24. VAT refund scheme is an additional privilege for Gold ME by way of which customers from outside Kerala can shop using credit cards and 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.
25. The ME may also during the period of the festival use the festival logo or name in any of their own advertisements and promotions.
26. Additional display collaterals are available for purchase through GKSF district offices. For info contact the Festival Call Centre.
27. 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.
28. The ME needs to display the slab for issuing coupons and this should be displayed well.
29. No additional fee should be charged from the customer for the issue of coupons.
30. A Certificate of participation shall be given to MEs who register with GKSF
31. MEs will have uninterrupted access to festival call centre, through which any information pertaining to registration , ordering of coupons , contests etc can be obtained.
32. All disputes are subject to the exclusive jurisdiction of the Courts of competent jurisdiction in Trivandrum only.