



# Exclusive

Loyalty & Rewards Program  
for Fabricator, Mason, Contractor



Join today for exciting rewards in recognition of your efforts!\*

\*Terms & Conditions applicable. Shown images and products may vary.

# Introduction to the Program

At the heart of JSW Steel's growth story lies the vital contribution of our customers and influencers. Today, we have the privilege to call them our 'family' - in the truest sense of the word. Through the exclusive JSW Privilege Club, we are proud to bring them ever closer to us. The club's purpose is to foster brand advocacy across various customer and influencer groups, all the while strengthening the special relationship through increased emotional connect. Members earn various perks and benefits, learn new skills, pick up loyalty points and enjoy rewarding experiences with their families.

## JSW Privilege Club Features



Online claim submission



Regular update via SMS & notification



JSW training modules for partners



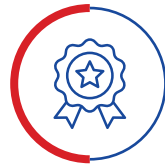
Campaign announcements & engagement



Dashboards



Leader boards



Guaranteed cash/physical rewards for all influencers



Helpdesk

## Glimpse of FY 23-24



**5.8 Lac**  
scholarship given to children



**7.9 Cr+**  
worth of rewards distributed



**15,830+**  
members rewarded



**20,410+**  
new enrolments



**19,510+**  
members attended Chai Pe Charcha at 1037 locations



**9,977+**  
partners were trained in Eklavya Training Program



**2.34 Cr+**  
worth of cash given in scheme

# Assured Rewards

Assured reward scheme is executed two months in a row to give influencers a chance to register their purchases and win guaranteed rewards as per defined slab/region criteria. There are three categories of rewards for all actively participating members - Category A, B & C basis their purchase registration.



Category TMT		
Reward	West & South	North & East
Category A	Above 16	Above 11
Category B	9 MT to 15.99 MT	7 MT to 10.99 MT
Category C	5 MT to 8.99 MT	4 MT to 6.99 MT

Category Coated		
Reward	South	North, West & East
Category A	Above 13	Above 12
Category B	8 MT to 12.99 MT	7 MT to 11.99 MT
Category C	4 MT to 7.99 MT	3 MT to 6.99 MT

# Voucher Reward



Category TMT			
Reward	West & South (MT)	North & East (MT)	Amount
Category A	Above 16	Above 15	₹2200
Category B	9 - 15.99	8 - 14.99	₹1400
Category C	5 - 8.99	4 - 7.99	₹800

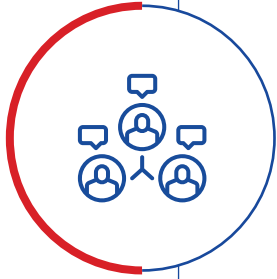
Category Coated			
Reward	West & South (MT)	North & East (MT)	Amount
Category A	Above 13	Above 12	₹2200
Category B	8 - 12.99	7 - 11.99	₹1400
Category C	4 - 7.99	3 - 6.99	₹800

# Annual Reward



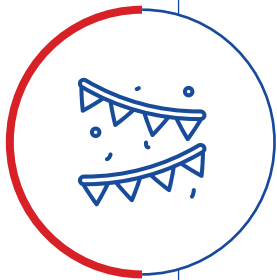
# Influencer Engagement

## FAMILY CONNECT



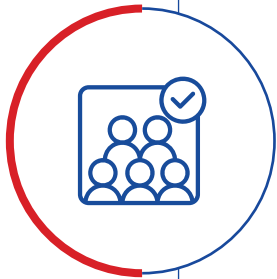
- Focus on nurturing relationship by consistent engagement with the influencers and their families
- Conducting various contest during the year for influencer and for their family members
- Reward schemes during festivals and special occasions

## FESTIVE WISHES



- Festivals are an opportunity to connect with the partners and make them feel special
- Wishing the partners on all the festivals reminds them about the brand and its perceived value
- Partners will be communicated through SMS & WhatsApp

## PRIVILEGE CLUB SUPPORT



- JSW believes in supporting and encouraging the best talent around us
- JSW gives ₹10,000 as a Scholarship to the children's of Mason/ Contractor and Fabricator who are achieves distinction in their Academics
- The awards is mainly given to the students from 10<sup>th</sup> and 12<sup>th</sup> Class



Scan The QR Code To Download  
JSW Privilege Club App Today!



Multilingual helpdesk with  
6 languages supported.  
Call us today on our toll free  
number to get your  
purchase registered.

\*Terms & Conditions - All slabs and schemes associated with JSW Privilege Club loyalty program are subject to change at the discretion of the management.  
Updates will be communicated through Digital Medium.