



**URGENT AND EXTREMELY IMPORTANT**

To

12 October, 2015

**All Brands /OEMs**

with copies to

*National Distributors,*

*Regional Distributors*

*T1 Partners*

*Presidents of State IT Federations & Members of FAIITA*

Dear OEMs ,

Sub : Festive season discount by marketplaces

Greetings from FAIITA

As you all know FAIITA (Federation of All India IT Associations) primarily works towards protecting its members in every aspect of business. Price disparity from online players has been affecting the business scenario as a whole in the past 2 years which is well known to all of us.

We have been carefully observing the online and offline promotions being done by various e-tailers for their upcoming sale for the festive season . We have noticed that most of you are well aligned with them and have made them your authorized e-tailers.

Considering the above we are sure you would have kept your channel interest in place to make sure that the 80 + % of your share thru your traditional channel partner is not affected by any means because of the e-tailer's deep discount sale.

Under this scenario we would like to protect our members and would be issuing an advisory to them to feel free to return goods / raise debit notes / purchase from your authorized e-tailers based on the prices offered by the e-tailers during the festive sale. We expect



that the same be supported by you by accepting the stock return / Debit notes for price difference / accept purchase from your authorized e-tailers as a part of Target given by you to your offline partners. In case you have defined some protective measures for your traditional channel partners , please do inform us such that we can in turn inform our members in our advisory.

Expecting your confirmation on this today itself as we can see the sale starts tomorrow.

**For and on behalf of FAIITA,**

**Saket Kapur**  
**General Secretary**

+91 9312628052

secretary@faiita.com

**Champak Raj Gurjar**  
**President**

+919867714000