



Reward Program for PCOs

# LEAP OF FORTUNE 2021



Buy More, Get More



# Program Period and Eligibility



- LEAP OF FORTUNE 2021 Program (LOF 2021) is launched by Environment Science Division of Bayer CropScience Limited (“Bayer/ Company”) .
- Program Period - January 2021 to December 2021
- Redeeming Period – Mar 2022 to May 2022
- The Program is valid only for PCOs (Pest Control Operator/s) who buy directly from our Authorized distributors
- To earn mPoints under this Program, it is mandatory for PCOs to share the copy of Invoice (Purchase document) to Bayer Sales team by email as and when asked. This will be utilized only for the purpose of verification and confirmation of the purchase made.
- PCOs should not have any outstanding dues with the distributors at the time of redemption of mPoints under this Program.
- No mPoints will be carried over to any subsequent year from the Program Period stated.
- Any mPoints below the base level of 500 mPoints will not be considered for the redemption and it shall lapse.
- Multiple choice of rewards can be opted based on the points earned/balance as per the slabs.
- All the tours rewards are for 1 person.



# mPoints to be earned against the Product



mPoints per unit of Product [(Per Litre/Kg,Unit)]

Sr. No.	Products	Unit	m Points/ unit 2021
1	Premise	Ltr.	50
2	Aqua K-Othrine	Ltr.	40
3	Temprid	Ltr.	30
4	Agenda	Ltr.	22
5	Kingfog	Ltr.	15
6	K-Othrine Flow	Ltr.	13
8	Responsar	Ltr.	10
7	Solfac EW	Ltr.	5
9	Solfac WP	Kg.	5
10	Barcelo Tab	Kg.	5
11	Maxforce Forte	30 gm unit	5
12	Maxforce Quantum	30 gm Unit	5
13	K-Obiol	Kg.	5
14	Quick Bayt	Kg.	3
15	Bilarv	Kg.	3
16	Barcelo GR	Kg.	2
17	Racumin Sure	Kg.	0.5



## Reward Catalogue

### Leap Silver : mPoints 500 : Voucher

amazon pay  
gift card

₹ 1,200

### Leap Silver : mPoints 1,000 : Voucher

amazon pay  
gift card

₹ 2,500



## Reward Catalogue

**Leap Silver : mPoints 2,000 : Voucher**

amazon pay  
gift card

₹ 5,500

**Leap Silver : mPoints 3,500 : Voucher**

amazon pay  
gift card

₹ 10,000



## Reward Catalogue



**Leap Gold : mPoints 5,000**

**Bayer Zonal Educational Tour \* 2N/3D**

**Leap Gold : mPoints 10,000**

**Bayer National Conclave\* - 2N/3D**

\* Details of Bayer National Conclave & Zonal educational tours will be shared by Bayer during the redemption period.



# Reward Catalogue



**Leap Gold : mPoints 20,000**

**Bank card ₹ 65,000**



**Leap Gold : mPoints 30,000**

**Bank card ₹ 100,000**





## Reward Catalogue



**Leap Diamond : mPoints 40,000**

**Sponsored tour for FAOPMA / Australia  
education tour - 4N/5D**

**Leap Diamond : mPoints 50,000**

**Sponsored tour for NPMA –  
4N/5D**

- For FAOPMA tour Maximum amount of Rs.1.40 lakh will be spend by Bayer which includes FAOPMA Registration, Flight, Food & Stay) Any expenses more than Rs.1.40 lakh will be borne by the PCOs
- For NPMA tour Maximum amount of Rs.1.80 lakh will be spend by Bayer which includes NPMA Registration, Flight, Food & Stay) Any expenses more than Rs.1.80 lakh will be borne by the PCOs





# Reward Catalogue



**Leap Platinum : m Points 60,000**

**Las Vegas tour -  
5N/6D**



## Other Benefits & Details



- ✓ 1 Free Bayer intermediate training\* along with certificate to all PCOs beyond 10,000 points
- ✓ 1 Free Bayer advance training\* along with certificate to all PCOs beyond 30,000 points
- ✓ Multiple choice of rewards in different slabs can be opted based on the points earned

\* Details of Training & Scheduled will be provided by Bayer at the time of Redemption.

\* Training will be conducted at the PCOs office or venue suggested by Bayer



## TERMS & CONDITIONS OF THE LEAP OF FORTUNE 2021 (LOF 2021)



1. Participation in the program implies acceptance of all the terms and conditions mentioned herein.
2. PCOs redeeming mPoints should allow for 6 to 8 weeks, from the date of verification for redemption request.
3. In case of non-availability of a particular reward Item, Bayer reserves the right to offer a similar option of an equivalent value.
4. Any guarantee or warranty of the reward mentioned in the Program is the sole responsibility of the respective manufacturers/ service providers only. Bayer makes no warranties or representations, either express or implied, with regard to the type, quality or fitness of the reward under this Program.
5. Bayer will not be responsible or liable for any direct or consequential loss or damage or any injury that a PCO may suffer as a result of participation in the program / using the rewards.
6. Details of model specifications of the rewards can be obtained from the call center number 1800 212 7650.
7. The reward(s) under the program cannot be clubbed with any other offer/promotion floated by Bayer.
8. The mPoints, rewards, brand vouchers etc. earned in the LOF 2021 Program are non-endorsable, non-transferable and cannot be exchanged for cash /any other benefit.
9. The brand vouchers/bank cards is not redeemable for Cash or Cash equivalents.
10. The brand vouchers/bank cards does not permit purchase of jewelry and coins of precious metals such as Gold, Silver, etc.



## TERMS & CONDITIONS OF THE LEAP OF FORTUNE 2021 (LOF 2021)



12. Once the Brand Voucher has been sent to you, please treat the Voucher number as confidential. In the event of any misuse of Brand Voucher due to loss of any such confidential details due to the fault of the redeemer, Bayer shall not be responsible for the same and no refund will be issued.
13. Bayer is not liable for any loss, damage, theft or any other mishap caused to the Reward Item and/or with respect to the Brand Voucher after handing over the same to the PCOs.
14. The validity of Brand Vouchers will not be extended. New Brand Vouchers will not be provided against the expired/unused Brand Vouchers.
15. Every PCO participating in the Program hereby agrees and acknowledges that the information given by him/her can be entered into a database can be use by Bayer and its affiliates. You agree that Bayer and its Group Companies/Affiliates shall have the right to store, use, and process your Personal Data, viz. name, age, contact number, email ID and address (“Personal Data”), including the right to allow access of the said Data to service providers and third parties for contacting you for this Program or for any promotional offer or information about our products from time to time. If you wish to amend your Personal Data or withdraw your consent, please contact [dpo\\_india@bayer.com](mailto:dpo_india@bayer.com).  
Please visit <https://www.environmentalscience.bayer.in/footer/privacy-statement> for more details
16. The PCO agrees and understands that Brand Vouchers/ Bank cards are prepaid payment instruments subject to the rules and regulations laid down by the Reserve Bank of India (RBI) under its guidelines. Bayer may be required to share Know Your Customer (KYC) details of the redeemer of the Brand Voucher and/or any other information with relation to the transaction undertaken. Bayer and/or its affiliates may contact the redeemer of the ‘Brand Voucher/ Bank cards’ for any such information if required
17. Bayer is at liberty to use the Photographs of the participants (PCOs) for media coverage, advertisement, promotion or publicity, without any further consideration to the beneficiary.
18. Bayer reserves the right to cancel, change or substitute the rewards, computations of points or terms and conditions of the Program anytime at its sole discretion.



## TERMS & CONDITIONS OF THE LEAP OF FORTUNE 2021 (LOF 2021)



19. Bayer can suspend or terminate the Program any time it deems necessary. In such a case, Bayer will intimate the PCOs and give them an option to redeem the accumulated mPoints.
20. The decision of Bayer with respect to all matters concerned with the Program will be final, binding and non-contestable.
21. mPoints required to redeem Reward items are approximate and subject to change without prior notice.
22. PCOs will receive the rewards at the address mentioned by them during placement of redemption request. In case of any change in address, please intimate by sending a mail on [esindia@bayer.com](mailto:esindia@bayer.com).
23. Only the proprietor of the PCOs or the companies own technician ("PCO's Representative") will be allowed to be part of the tours organized by Bayer.
24. Bayer will take utmost care to ensure that the whole journey, safety and stay is convenient during the Tour. However, Bayer and its representatives, employees, shall not be directly or indirectly responsible in any manner towards any untoward incident to the PCOs and / or PCO's Representatives.
25. The terms and conditions of the LOF 2020 are governed by the laws of the Republic of India. Disputes, if any, will be subject to the exclusive jurisdiction of the Mumbai courts.



Wish you a successful  
business ahead

*Thank You*

