

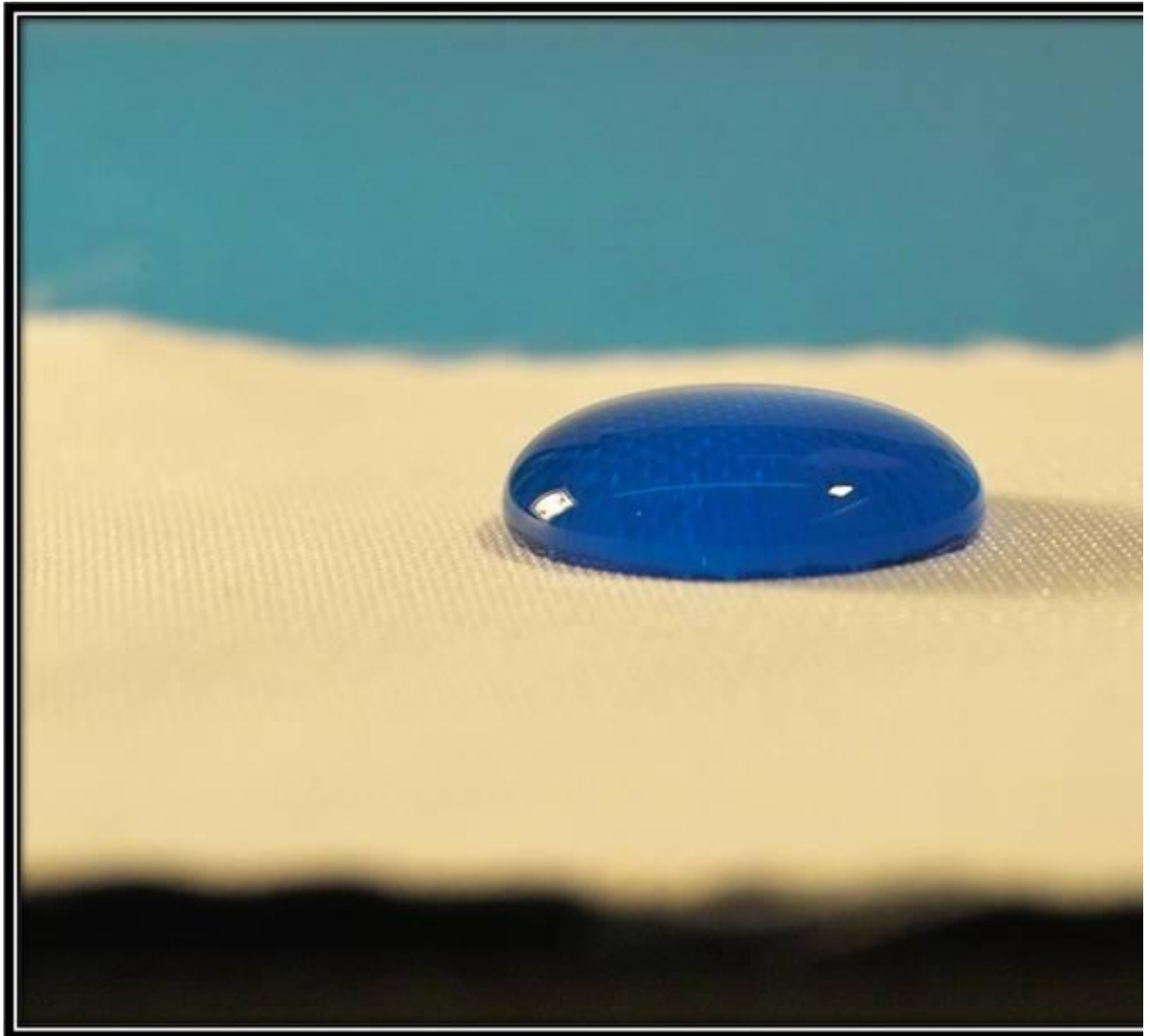
Circular

Circular Number :

Sub : Introduction of NanoArmour Fabric Coating Liquid

Dear Channel Partners,

1. Greetings from Godrej Interio Service. Welcome to a new age in furniture care.
2. We are launching a new value added service product with the following details.
3. Introducing NanoArmour : NanoArmour is an innovative fabric protection-product liquid, based on Nano-technology, which protects almost any type of fabric, leather and suede against stains from water, dirt and contamination whilst remaining totally invisible. It will not affect the appearance of the fabric, its ability to breath, its colour or its feel and is easy to maintain. Oil, coffee and other frequent stains belong to the past when the fabric is treated with NanoArmour liquid.
4. Application Potential. The liquid can be applied on any furniture with fabric. The following are some of the examples, but the list is not exhaustive :
 - 4.1 Sofa sets
 - 4.2 Mattresses
 - 4.3 Chairs
 - 4.4 Any upholstered furniture and furnishing, like OPOS fabric tiles.
 - 4.5 Curtains and other home accessories.



5. Product Information. The details of the product are attached to this circular. Please refer to "Attach-1 DealerNanoArmour Intro 2016.pdf". Shelf life of the liquid is 24 months from the date of manufacture.

6. Videos about the product. A few videos about the product will be available with the branches. Please enquire with your branch service team regarding the videos of the product.

7. Booking details

7.1 Item code details. The item code details for the liquid are as follows. The prices indicated are as on 27 Feb 2016 :

Item Code	Description	Consumer Price (Basic)	Dealer Price (Basic)
FUFABARMOUR05LXX	ARMOUR – FABRIC - 5 KG PACK	11110	8890
FUFABARMOUR10LXX	ARMOUR – FABRIC - 10 KG PACK	22220	17880
FUFABARMOUR20LXX	ARMOUR – FABRIC - 20 KG PACK	44440	35560

7.2 Application sprayers. The liquid requires the following items for application of NanoArmour on furniture :

7.2.1 Compression Sprayer. This type of sprayer is used when a large area is planned to be coated. It gives good material efficiency and also a good coat. Capacity = 1 Ltr



7.2.2 Trigger sprayers. This type of sprayers are used where the area is small and the accessibility is low. Small amount of liquid is discharged with each trigger push. This can be used for patch coating and final touch up. Capacity = 500 ml



7.2.3 Pump for Extraction of Liquid from Jerry cans. These are hand operated plastic siphon pumps, to be used with 10 and 20 Ltr containers to transfer the liquid into sprayers to ensure no spillage or wastage.

7.2.4 Item Codes for Application Accessories. The items codes for application accessories are as follows. The prices indicated are as on 27 Feb 2016 :

Item Code	Description	Consumer Price (Basic)	Dealer Price (Basic)
FUARMOURAPPLISTD	1 Ltr Compression sprayer	295	242
FUARMOURAPPLISML	500 ml Trigger Sprayer	60	50
FUARMOURSIPUMPXX	Siphon Pump	55	45

8. Product Supply.

8.1 Material Booking. Material will be booked as per normal booking process in Co. 239. The material will be allotted for dispatch on first-in first-out basis. This material will be available for booking in Smartnet and WBDS systems. No interstate booking of this material will be allowed in Co. 239.

8.2 Supply Schedule. The material will be available for dispatch from Mumbai with effect from 01 Mar 2016.

8.3 Process of supply. Normal spare supply process by RPL to branches will be followed for NanoArmour.

9. Demonstration. Many possibilities exist for demonstrating the functioning of the liquid. Two options are explained below :

9.1 Demonstration on saleable goods. Dealers may pre-coat NanoArmour on a suitable product displayed in their show-room, like sofa, chair, etc and give 24 hours curing time. Thereafter they can demonstrate the repellence by pouring a small quantity of water, say 25 – 50 ml, and wiping it off with a clean cloth. The sales persons should be well aware of the product properties as per Attachment-1.

9.2 Coated piece of fabric for display & demo. Dealers may keep small size upholstery cloths coated with NanoArmour in the show room as well as provide those to the technicians who go for furniture installation. Technicians are to be instructed to display these to the customers by water spillage demonstration during their visit to the customer's place.

10. Publicity. The following items are available for publicity :

10.1 Pamphlets. Pamphlets for NanoArmour are available through the branches. Please ensure that sufficient stock of pamphlets is maintained at your showrooms and those are displayed as well carried by the technicians during visits to the customer's places.

10.2 Display Banners. The Artwork for display standees is available with the branches. Please contact your branch service teams for the display banners.

11. Application at customer's place. The following steps are to be followed for application of the liquid.

11.1 Pre-coating Examination. The technicians should inspect the furniture to be coated and prepare a "Pre-coating Examination Report" and provide to it the client prior to coating furniture and obtain his signature. This report must include contains the details of existing stains, damaged parts of furniture and blemishes that cannot be attributed to the coating. A format for the same is placed at "Attach-2 Pre-coating Examination Report". It contains the warranty sheet at the back. This report sheet is to be prepared in duplicate.

11.2 Application at customer's place. The SOP for Coating titled "Attach-3 Dealer NanoArmour Application SOP.pdf" is attached to this mail. The application instructions are included in Attach-1. The Do's & Don't after the application (24 hours drying time etc) are to be explained to the customer properly. The technician should visit next day and demonstrate the efficacy of the liquid to the customer.

12. Warranty. The warranty for the liquid is for 12 months from the date of application. The terms and conditions are attached herewith as "Attach-4 NanoArmour Warranty.pdf". This warranty sheet is to be handed over to the customer. It is also a part of Attachment-2.

14. FAQs. The FAQs are placed at "Attach-5 NanoArmour FAQ".

For booking and other queries, kindly contact branch Interio service team.

Regards

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1. Attach-1 : Dealer Intro NanoArmour Feb2016
2. Attach-2 : Dealer NanoArmour Pre-coating Report Feb2016
3. Attach-3 : Dealer NanoArmour Application SOP Feb2016
4. Attach-4 : NanoArmour Warranty Conditions Feb2016
5. Attach-5 : NanoArmour FAQs Feb2016