



KENCLOUD[™]
CONTROL YOUR WORLD

Implementation Partner Program

Information Booklet

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GENERAL INTRODUCTION AND DETAILS OF IMPLEMENTATION PARTNER PROGRAM

Thank you for showing an interest in becoming a Implementation Partner in our KENCloud™ Partner Program. This program is designed to build one of the most robust and dynamic group of professionals and partners in the active field of CLOUD Computing and implement our KENCloud™ range of explore 21 solutions and products across different industry verticals and multiple horizontal of the same.

IP Program Introduction:

Implementation partner program has been designed keeping in mind the key elements of Entrepreneurial success carefully crafted to suit the demographics of various business types and segments of INDIA. The Implementation Partnership program KENCloud™ from the house of Swash Convergence Technologies Limited is highly appreciated and recognized because of its detailed process and transparency in what they communicate, commit, process and deliver. These are the major attributes which has made this program scale up the demand the market.

The program is built upon certain guiding principles:

- The Implementation partners are to be treated as strategic and marketing partners.
- KENCloud™ range of explore 21 solutions is distributed exclusively via its Implementation and channel Partner networks
- We provide to our implementation Partners a key to gain success in everything element that KENCloud™ offers
- Appropriate share of market is provided to every individual Implementation Partner ensuring appropriate mapping of demographics and business prospects to a partner.
- Team KENCloud™ strives for quality and ethics at all times and also ensures the same through every association in its environment

At KENCloud™ we believe that the collaboration between the Team Swash and our Implementation Partner will saw seeds of hope, trust, profit and satisfaction in whatever they do! The program is designed such that our Implementation Partners can see profit level soaring high in no time. The key elements of focus for sources of ROI (Return of Investment) and income is as provisioned in details below:

KENCloud™ Implementation Partner's income avenues have been broken up on various stages of interaction of a prospective customer being IDENTIFY-ONBOARD | CONSULT-IMPLEMENT | MAINTAIN-SUPPORT. Please refer to the segmented income groups of these stages as provisioned below:



The commission range for the products will range from 7.5% to 15% based on the type, kind and section of the product, for every phase of the customer life cycle initiated through the lead source to the continuance of association of the customer with KENCloud™ the flow of revenue is always shared at all its stages with our implementation partner. This unique convergence of integrated partner program in which the channel partners sales of products directly through the retail channel also allows the complete environment of the partner network to earn a share of the revenue generated. The structure and possibilities of engagement are as mentioned below for clarity and understanding.

Customer Interaction Scenario for Implementation Partner:

Customer interactions with KENCloud™ explore 21 series of products and services has been uniquely startegized to route 100% satisfaction of their experience from procurement - implementation - ongoing support - customization which is further bundled with absolute cost effectiveness for their business. The uniqueness of the offerings comes from factors like multi platform, device and environment independence coupled with a pricing methodology which is fixed in initiations ensuring lowest insertion of capital investment and expandable to the level of infinity across seconds. The U.S.P. of the pricing model for the customers from the fact that it only doesn't provision one direction elasticity but ensures bi directional growth or reduction. Primarily KENCloud™ allows its customers not only to grow rapidly but also decrease their capacity in seconds thus ensuring them to meet the ever changing needs of size and flexibility of the global industry segment. The customer interactions with our integrated channel partner network scenarios are as provisioned below.

- Scenario 1 : Customer buys from retail store - KENCloud™ team records data from retail - KENCloud™ team maps to IP*
IP paid for phase 2 - IP* earns revenue on recharge and support*
- Scenario 2 : Customer buys from IP* - KENCloud™ team records data from CUST- KENCloud™ team maps to selling partner -
IP earns sale commission revenue - IP* paid for phase 2 - IP* earns revenue on recharge and support*
- Scenario 3 : Customer buys from online store - KENCloud™ team records data from e-commerce site - KENCloud™ team maps to local IP*
IP paid for phase 2 - IP* earns revenue on recharge and support*
- Scenario 4 : IP* refers customer - KENCloud™ team engages sale and closes lead - KENCloud™ team maps to local IP* for JTF* deploy
IP Provisioned referral bonus - IP* paid for phase 2 - IP* earns revenue on recharge and support*

* (Implementation Partner) IP | ** (Joint Task Force) JTF

Commitment of Investment:

The partner investment is broken into stages from application scrutiny, on-boarding and go-to-market as described in details below:

Application Form:INR 995.00	
Earnest Money Deposit (EMD1)	: INR 4000.00 (Refundable) ¹
Total (Phase I)	: INR 4995.00
Earnest Money Deposit (EMD2)	: INR 20000.00 (Refundable) ²
Total (Phase II)	: INR 20000.00
Scrutiny Phase	
Minimum Stock Assortment (MSA) ⁴	: INR 125000.00 (0% Finance Available) ³
Total (Phase III)	: INR 125000.00

Phases of Application

Phase I of the program the total outlay is INR 4995 (Rupees four thousand nine Hundred Ninety Five Only) which combines the cost of application prospectus being INR 995.00 (Rupees Nine Hundred Ninety Five Only) and refundable EMD (Earnest Money Deposit) for the value of INR 4000.00 (Rupees Four Thousand Only). The forms are available at your nearest declared bank and branch and can be procured also through online orders with payment options of COD, online banking etc.

Phase II of the program the application is to be submitted with a second refundable EMD2 (Earnest Money Deposit) of INR 20000.00 (Rupees Twenty Thousand Only) in the form of Demand Draft, Pay Order, Cheque drawn in favor of SWASH Convergence technologies Limited, Payable at Mumbai or at PAR.

Scrutiny Phase:

After receipts of all applications from prospective partners, the same are scrutinized based on the parameters set out for evaluating the value of the partner in the KENCloud™ Partner ECOSYSTEM with focus on key skills of local networking depth, marketing and Sales skills, Commitment drive, Need Analysis and other KPI that have been identified for selection of the most appropriate associate and partner for the program along with third party verification of the information and details provided in the application. All applicants who would be qualifying the program will proceed ahead to Phase III which will initiate the on-boarding - go-to-market process of the company as defined in details below. The applicants who will not be qualifying for the program will be refunded the EMD¹ and EMD² amounts with 5 working days of last date of scrutiny as defined in the time line in the form of DD/PO/NEFT/RTGS.

Phase III of the program is initiated after the scrutiny and selection mapping for the implementation partner has been completed along with successful completion of the on-boarding and go-to-market process. Phase III contains many options for the applicant based on the schemes which are provided from time to time by KENCloud™ Partner Team. The total stock value provided to each qualified partner will be as per the chart provided below.

Stock provisioning sheet:

Unpaid Sock (Credit)	: INR 175000.00
Paid Up Stock*	: INR 125000.00
Total Stock in Hand	: INR 300000.00

*Finance scheme available based on scheme codes

The Launch Scheme has the below mentioned special schemes for grabs:

Currently Offered Schemes:

Women Entrepreneur Scheme (CODE - KCSCH-P01-001)

This schemes is specially built and designed for the empowerment of woman entrepreneurs in our ecosystem, a special enabler to allow the woman of today who are housewives, students, professionals and individuals to initiate a new dimension of enterprise in their stride to success. The scheme contains a relaxation of additional INR 25000.00 of stock commitment on MSA and would include 80% stock block financing on the paid up stock for a period of 90 days revolving is provided under this scheme.

Student Empowerment Scheme (CODE - KCSCH-P01-002)

This scheme is specially built and designed for the empowerment students to pursue the road of entrepreneurship, to enable them to define, pursue and secure a prosperous career and begin the journey on their pathway to success and a glorious future. The scheme contains a relaxation of additional

INR 35000.00 of paid stock commitment on MSA and would include 80% stock block financing for a period of 90 days revolving.

Professional Entrepreneur Scheme (CODE - KCSCH-P01-003)

This schemes is specially built and designed for the corporate professionals, to help them break free from the corporate drudgery, open new avenues of success and be the boss of their own life. The scheme contains 60% stock block financing for a period of 120 days revolving.

Partner Program Stages and Deliverables:

Prospectus Procurement (Stage 1)

Application prospectus can be availed through many branches of HDFC and AXIS bank or directly through the partner site <http://partner.kencloud.co> through online or Cash On delivery option available. The cost of the application prospectus in INR 995.00 (Rupees Nine Hundred and Ninety Five Only) with a refundable EMD of INR 4000.00 (Rupees Four thousand Only). You are requested to carefully follow all the instructions mentioned in the instruction booklet for filling the form.

Application Submission (Stage 2)

All applications are to be returned to our address using the reply back slip provided in sealed envelope. With the application a EMD2 of INR 20000.00 (Rupees Twenty Thousand Only) is to be enclosed along with the scanned self attested copy of the documents as required in the checklist. The last date of application receipt should not be later than the dates mentioned in the advertisements.

Application Scrutiny (Stage 3)

Applications received will be scrutinized on a first come first basis and necessary information will be provided at every stage of the scrutiny. The scrutiny will validate the information provided by you and also a third party verification will be conducted for final scrutiny of the documents. In the stage of scrutiny we will validate and rank the profiles based on the details that you have provided us. The scrutiny team will weigh your application on the fixed criteria and will either accept or reject your application based on the best rank basis people who have qualified for the partner program will be notified for the on boarding formalities and training and the applications which will default the scrutiny process will be provided for refund. The refund of EMD for the value of INR 24000.00 (Twenty Four Thousand Only) will be initiated through instrument payout or directly to your bank accounts as provided in your application form.

On boarding (Stage 4)

Once your application for enrollment is approved, you will receive a welcome phone call from team KENCloud™ who will also assist you with the next phase of KENCloud™ appointment. Team KENCloud™ will send you an appointment letter, your personalized KENCloud™ partnership kit and other marketing collaterals that contains specific information regarding our KENCloud™ products and partnership benefits you are eligible for. At this stage of on boarding you will need to confirm any schemes that you will be required to avail as per the scheme code the use defining your stock booking and assortment of products bundle to be despatched to you. Your time line for on boarding will also be defined at this time for a personalized and localized Go-To-Market strategy enabling the team to identify specific requirements of each partner in his or hers respective locality and area of operations. Once the time line is closed your invites for Training and Mentoring will be despatched which will be a 5 - 7 days program for attendance for go-to-market. Now that you are a valued partner of KENCloud™ network, it is the responsibility of team KENCloud™ to train and mentor you regarding the products, sales process, implementation process and maintenance. These hands-on workshops and training programs will be delivered by KENCloud™ team at No-Fee to our new Partners at top ranked and reputed institution in the country with other newly selected partners of your chosen operational area. This 5-6 day training programs will consist of live Webinars, presentations, live demo, skill and product trainings etc. This training ensures to enhance, equip, build and hone your skills and capabilities for appropriate handling and management of KENCloud™ customers and enterprises. Participants will have access to our knowledge environment during training and simulation 24x7. On Successful completion of this stage of on boarding we will deploy the Go-To-Market strategy for the partners and have the necessary stock invoiced and mapped.

INSTRUCTION FOR APPLICATION FILLING

1. Applicants must use only CAPITAL LETTERS to fill up the application form. Avoid using abbreviations and initials.
2. Applicants must write their DOB in the format of DD/ MM/ YY
3. Applicants must prefer using only black or blue ball point pen to fill the application form. Avoid using marker, color pencil, ink-pen or pencil and over-
4. The applicant must put tick marks in the boxes where it is mandatory to choose an option as an answer and leave the other option(s) blank. Avoid using dots (.) and other symbols in place of the tick () mark.
5. Applicants must provide correct information related contact details. It is mandatory to mention PIN code for both Residential and Office addresses.
6. Applicants must paste one recent colored photograph (size: 3.5 cm X 2.5 cm) in the space made for it. In case the applicant is a company, then a recent colored passport sized photograph of the person filling it on behalf of the company should be pasted.
7. The applicant has to put his/her clear signature at the place mentioned in the application form.
8. If the applicant is a company, then the person filling up the form on behalf of the company should put his/her signature at the place mentioned in the application form.
9. If the applicant is a company, then it is mandatory to put a stamp/seal of the company at the end of the form
10. One envelope must contain one Application Form only.
11. Incomplete applications and application without required self- attested copies of address proof/Id proofs will be rejected during scrutiny process.
12. Applicant must not fold, smudge, tear or smear the application form.

General information

1. Incomplete applications and application without required self- attested copies of address proof/Id proofs shall be rejected.
2. The applicant has to purchase the form with a fee of INR 995.00 and make an Earnest Money Deposit (EMD1) of INR 4000.00 (Refundable) along with Earnest Money Deposit (EMD2) of INR 20000.00 (Refundable).
3. The applicant must provide the details of payment with a copy of the receipt or the receipt number. An application form will be rejected in case the applicant enclose amount less than the prescribed payment amount.
4. The applicant has to choose the center of operation carefully. Minimum 3 options are to be given from the applicant's side.
5. The applicant has to choose the center of training carefully. Minimum 3 options are to be given from the applicant's side.
6. Team KENCloud will not be responsible for any postal delay or deficiencies. The applicant have to ensure that the application form reaches us before the last date. The applicant may prefer to submit the application form in person (for which a signed receipt will be given immediately), or by Speed post, or by reputed Courier service, or by Registered Post or by UPC (under certificate of posting) or by Ordinary Post. It is clarified that unless the application form reaches us by the last date, the applicant stand to lose the candidature.
7. Only shortlisted candidates shall be called for confirmation.
8. Team KENCloud reserves the exclusive right and remains discreet in matters of selecting its partners. However, applications found not in confirmation with the above format and received after the closing date will be rejected immediately.

Standard acceptance of Terms and Conditions for Applicants:

With reference to your application, the company agrees to appoint you as the KENCloud™ Implementation Partner subject to the following terms and conditions if agreed upon. The letter of appointment as KENCloud™ Implementation Partner would be delivered to you after the agreement is signed voluntarily.

A. APPOINTMENT AS A KENCLOUD IMPLEMENTATION PARTNER

Your appointment as KENCloud Implementation Partner to source business from anywhere in India is at all times subject to your adhering to and in accordance with the terms and conditions of your appointment and complying with the relevant guidelines/regulations of the COMPANY.

B. OTHER PARTNERSHIP ACTIVITY WITH COMPETITION COMPANY

The KENCloud Implementation Partner of the COMPANY is not entitled to deal with the products (for which he has been appointed as The KENCloud Implementation Partner of the company) from any other Person/Company/Organizations or such commercial establishments in any manner without prior written approval of the company. Dealing with any products in default of the aforesaid condition shall automatically amount to a misconduct for cancellation of appointment besides realization of the loss and damages that would be sustained by the company.

C. i. You Shall

- a. Identify yourself as KENCloud Implementation Partner of the COMPANY to all prospective clients/customers (hereinafter referred to as PROSPECTS).
- b. Show your KENCloud Implementation Partner identity card issued by the COMPANY to the PROSPECT on demand.
- c. Disseminate the correct and requisite information to the PROSPECT in respect to the KENCloud products and services.
- d. Explain to the PROSPECT the nature of information that is been required by the PROSPECT from the COMPANY.
- e. Maintain performance standards as specified by the COMPANY
- f. Collect all the customer information and provide them to the COMPANY
- g. Be contacted for all updates and latest company information even if registered under 'DND'

ii. You shall not:

- a. Solicit or procure business without being appointed as an KENCloud Implementation Partner of the COMPANY
- b. Behave in any discourteous manner with the PROSPECTS and the COMPANY
- c. Offer different rates, advantages, terms and conditions other than the ones given by the COMPANY
- d. Provide any misleading/wrong information to the PROSPECTS
- e. Become a partner of any competition company
- f. Force or persuade or induce any PROSPECT to discontinue services with the COMPANY without the COMPANY's notice

D. TERMINATION OR SUSPENSION OF THE KENCLOUD IMPLEMENTATION PARTNER

- (i) Your appointment as a KENCloud Implementation Partner shall be valid until terminated by either party as per the terms and conditions of the Appointment letter. Notwithstanding anything contained in the appointment letter the COMPANY is entitled to terminate your KENCloud Implementation Partnership and your appointment in accordance with the terms and conditions and the guidelines of the COMPANY without any liability for compensation or damages in the below mentioned circumstances:
 - a. Your performance has not been satisfactory as per the Company's policy
 - b. Violation or non-compliance with the regulations of the COMPANY and Indian law.
 - c. You have acted in breach of the code of conduct
 - d. Violation of the terms and conditions of your appointment
 - e. Any information furnished in the application form in relation to your appointment is false, misleading, incorrect or untrue.
 - f. Acted in a fraudulent manner
 - g. Your behavior with the PROSPECT or COMPANY or the representatives of the COMPANY was discourteous
 - h. Non- cooperation with the COMPANY
- (ii) Upon termination of KENCloud Implementation Partnership, you shall forthwith surrender the appointment letter and identity card as well as marketing collaterals etc of the COMPANY that you are in possession of. Upon termination you shall cease to represent yourself as a representative of the COMPANY or use the COMPANY name as your identity.

E. TRANSFER OF RIGHT

You are not entitled to subcontract or transfer any of your rights to someone else during the term of KENCloud Implementation Partnership. However, you can refer someone to a KENCloud Implementation Partners with the company.

F. DECLARATION OF INTENT

You, hereby confirm that your appointment as a KENCloud Implementation Partner with SWASH CONVERGENCE TECHNOLOGIES LTD. That you will co-operate with the COMPANY and disclose all such facts and provide all the details and attest the same by providing certified true copies of documentation and in general follow all the prescribed guidelines by the COMPANY and maintain a cordial relationship with the COMPANY.