



Call Kijiye

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TATA MOTORS LIMITED

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TATA GENUINE PARTS
Let's go beyond



TATA GURU
Har mechanic ka sapna.

Terms & Conditions

1. The rule and regulation for this scheme may be modified by Tata Motors at any point in time with out notice to the participants.
2. The Scheme shall be called Tata Guru".
3. TML reserves the right to add, withdraw or modify the reward points on each or all the parts covered under the scheme.
4. TML reserves the right to add, modify and withdraw the complete scheme "Tata Guru" without notice to the participants. All points outstanding or unclaimed on date of withdrawal shall automatically expire and no compensation shall be payable.

Rules for "Tata Guru" participant

1. This scheme is a fitment promotion scheme and seeks to reward mechanics which recommend and use Tata Genuine Parts.
2. This scheme is open to Indian citizens above the age of 18 years only.
3. Each participant in this scheme must have a garage (repair shop) with a mailing address and this shop must be permanent.
4. One garage address can register only one mechanic for benefits under this program.
5. Each mechanic must fill in the applicable registration form with latest photograph and mobile number and complete mailing address and affix a full signature.
6. The incentive is available only for the parts sold by the authorized CVBU parts distributor for the geographical area under which the mechanic has been registered.
7. Each garage will be physically verified over the course of the scheme. Any garage found to be not present at the address the mechanic registered shall be forthwith deleted.
8. In the Scheme Tata Guru, Tata Motors has incorporated on many of its MRP labels, points written in font size.....(large),.....font. Each part when used by the mechanic for fitment on a Tata vehicle, makes the mechanic eligible to receive points as mentioned on the MRP label (as described in SI No 8). The participant can exchange, through the named address, his reward points for various gifts, as may be specified by Tata Motors from time to time.
9. In case of any disputes, the final decision of TML shall prevail and be final & binding on the participant.
10. Only MRP stickers and parts packages printed after May 2009 onwards will be covered under the scheme.
11. MRP stickers after exchanging must be destroyed, cut into pieces to ensure somebody else does not get points.
12. Each MRP label is proof of usage. Hence the holder of the MRP label will get the points in case of disputes.
13. TML does not undertake to certify the technical competency of the mechanics registered in the scheme. It shall be unauthorized to claim that the mechanic is a TML certified mechanic by virtue of his registration under the scheme.
14. The benefits of this scheme are not available to mechanics working at TML dealerships or Tata Authorized Service Centers.
15. The scheme does not grant or seek to grant any proprietary, beneficial or ownership or any other rights to the participant.
16. The points accrued cannot be exchange for cash.

IN CASE OF ANY PROBLEM

If you ever face any problem please call our helpline 9220952376 / 022 - 67918282

1. INVALID UNIQUE NUMBER

You might receive this message if the unique number you SMS is not a valid number. Please check the UMRP sticker again and ensure you have entered it correctly.

2. USED NUMBER

This message might be sent to you in case this number has already been used once in our system. It might be that you have sent the SMS twice. If you haven't SMSed twice and yet you get this message please send us the UMRP sticker along with your details (Xerox of your card) to TATA Motors address mentioned on the reverse of the booklet.

3. SMS CANNOT BE DELIVERED

If your SMS fail to reach us, you can call us on our helpline number 09220952376 / 022 - 6791 8282 to resolve the problem.

4. CHANGE OF YOUR PHONE NUMBER

If you change your mobile or address, you will have to fill in a form and send it to us. We will link your new phone number to your name and membership number.

If your SMSes fail to reach us, you can call us on our helpline number 022 - 6791 8282 / 9220952376 to resolve the problem



PROCESS FLOW

TATA GURU PROGRAM

A SIMPLE PROCESS OF EARNING POINTS AND GIFTS

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REGISTRATION

We have received the forms filled by you along with photographs. We have issued a unique membership number along with photo identity card for you. Your mobile number is linked with your card and membership number. Whenever you SMS random numbers we will update your account with eligible points.

- Do not change your mobile no. In case you do, please inform your distributor / TATA Motors
- Please inform TATA Motors in case your garage address is changed.

INSIDE YOUR WELCOME KIT

YOUR WELCOME KIT CONTAINS:

- A Welcome Letter from TATA Motors.
- Membership Card with photograph which you can use as an identity badge.
- TATA Guru Terms & Conditions which covers all the rules of the program.
- Recommend your friend Registration form which you can help your friend to become a TATA Guru.



HOW TO EARN POINTS?

Now that you are TATA Guru, let learn how to earn loads of points.

Every TATA Genuine Parts features a UMRP sticker. Just above the barcode on the UMRP sticker is a space for eight digit Unique no. Now whenever you fit a TATA Genuine Part with unique number you have to SMS the Unique Number **only from your registered mobile no. SMS TGP<space><SCR NO> to 56767247 or 9900953030 or 9223052255.** When you SMS from your registered mobile no., we update your account with **the points printed alongside** the Unique number on the UMRP sticker. You will receive a return SMS confirming that the points have been added to your account. It will also tell you the exact points that have been credited to your account.

In case you do not receive any SMS within 24 hrs please call our helpline.

- SMS only from your registered mobile no.
- Do not give your UMRP sticker to others.



HOW TO CHECK BALANCE POINTS

It's very simple. All you have to do is **SMS TGB<space><card no> to 56767247 or 9900953030 or 9223052255.** You will receive an SMS from us stating the total points you have earned till date. This will help you track your progress and you can know how close you are to the gift you want absolutely free.

GETTING YOUR GIFTS

Just select the gift you want from the gift catalogue. Just SMS the gift code printed in the catalogue along with your membership card number **SMS TGR<space><card no><space>< product code><space> <Password> at 56767247 or 9900953030 or 9223052255.** We will process your request and check whether you have requisite points and then confirm to your request. The Gift will be delivered to your workshop immediately. Any surplus point will remain in your account for future use. Password will be sent to you separately.

- Do not share your password with others
- In case you forget your password please call our helpline