Dear Partner,

Ever wanted to offer a special discount just for Cleartrip customers, without signaling your strategy to the entire market?

We've heard your feedback and are excited to launch **Coupon Promotions**, a powerful new tool in your CTSuite extranet designed to solve this exact challenge.

**[Watch Video Tutorial Here]**

**What are Coupon Promotions?**

Coupon Promotions allow you to offer an additional, exclusive discount that is only visible to Cleartrip website and app customers who apply any coupon code. This gives you the ability to discreetly fund discounts, driving more bookings while maintaining control over your public pricing strategy.

**Key Benefits for Your Hotel:**

- **Discreet Discounting:** Offer targeted discounts that appear as Cleartrip platform coupons, hiding the source from other OTAs and competitors.
- **Drive Exclusive Bookings:** Attract and convert high-value Cleartrip B2C customers (website and app) who are actively seeking the best deals.
- **Full Control:** Just like other promotions, you control everything: the discount percentage (min. 3%), stay dates, booking dates, and blackout periods.
- **Simple Setup:** The interface is located in the "Promotions" section of CTSuite and will feel instantly familiar.

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## How the Discount Calculation Works (The 3 Tiers)

To ensure full transparency, it's important to understand where Coupon Promotions fit in the discount structure. They are applied as the final tier of discount, ensuring maximum impact.

Here's a step-by-step example:

| Step | Item | Calculation | Resulting Price |
|---|---|---|---|
| | Base Rate | | ₹10,000 |
| **Tier 1** | Primary Promotion (e.g., 10% Flat Discount) | ₹10,000 x 10% = ₹1,000 | ₹9,000 |
| **Tier 2** | Booster Promotion (e.g., 5% Mobile Offer) | ₹9,000 x 5% = ₹450 | ₹8,550 |
| **Tier 3** | Coupon Promotion (e.g., 5% Hotel-funded | ₹8,550 x 5% = ₹427.50 | ₹8,122.50 |

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|---|---|---|---|
| | Coupon) | | |

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## Payouts & Financial Reconciliation

To ensure smooth reconciliation, here is how Coupon Promotions will be handled in your financial statements. This process differs slightly from traditional discount models for compliance reasons.

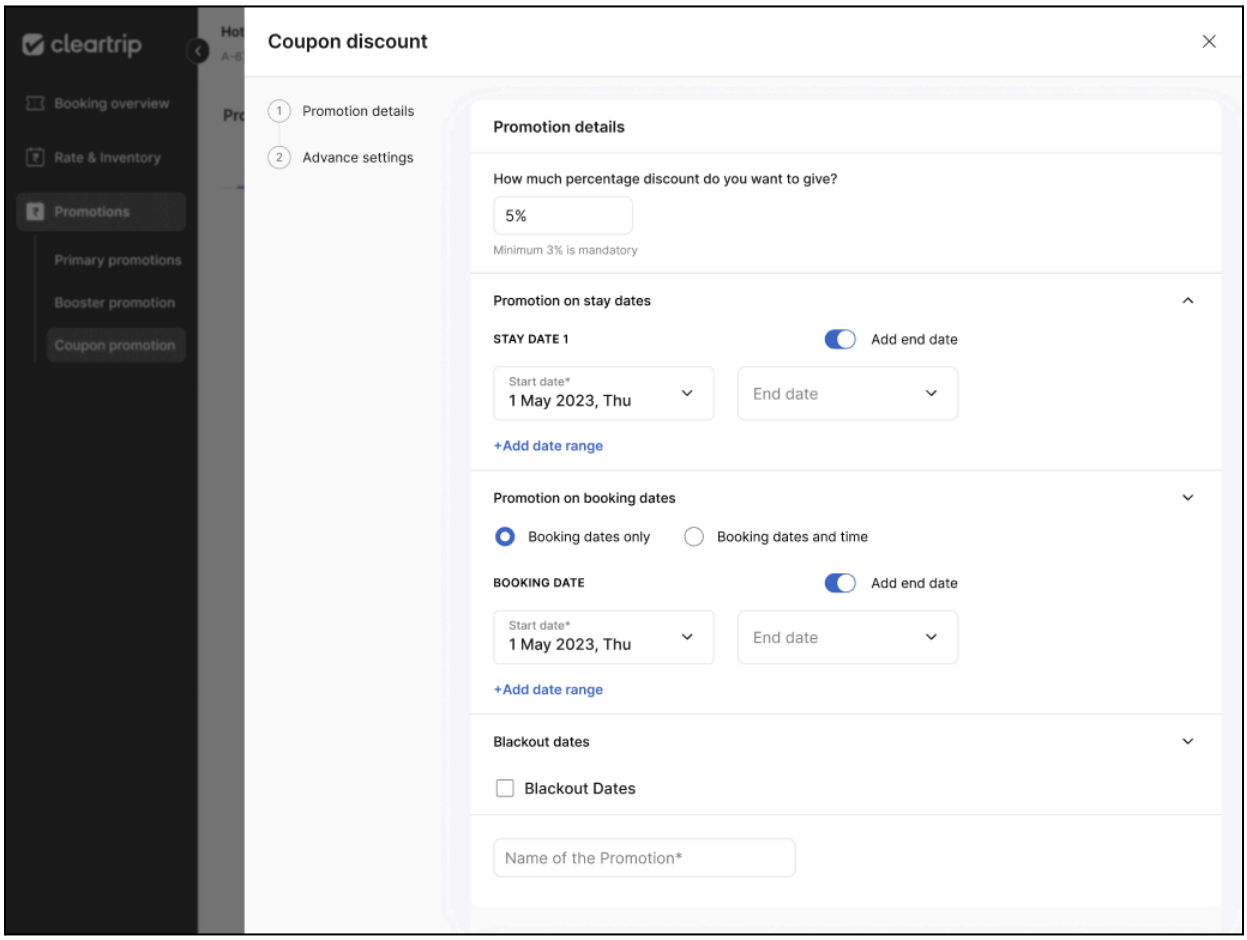
- **Commission Calculation:** Your standard Cleartrip commission is calculated on the Gross Booking Value **before** the Coupon Promotion discount is applied. This ensures a consistent and straightforward commission structure on the price you initially set.
- **Clear Line Item:** On your regular payment advice, the total discount from these promotions will be clearly itemised as **"Coupon Promotion Amount"** after the commission has been calculated and deducted.
- **Separate GST Invoice:** Cleartrip will undertake promotion activities for increasing the visibility of hotels during the promotion period by providing discounts to customers. For undertaking promotion activities and agreeing to provide discounts to customers, Cleartrip would be issuing a **monthly GST invoice** for the services provided by Cleartrip. This document will detail the total value of all coupon promotions and the applicable GST

| Payment breakup | Amount (INR) |
|---|---|
| Base fare | ₹7,000 |
| Tax | ₹798 |
| Discount | ₹350 |
| Fees | ₹0 |
| **(A) Hotel gross charges** | **₹7,448** |
| Commission | ₹997.5 |
| GST on Commission | ₹179.55 |
| **(B) Cleartrip commission (including GST)** | **₹1,177.05** |
| TCS | ₹33.25 |
| TDS | ₹6.65 |
| **(C) Tax deductions** | **₹39.9** |
| Coupon Promotion Amount | ₹332.5 |
| GST on Coupon Promotion Amount | ₹59.85 |
| **(D) Total Coupon Amount (including GST)** | **₹392.35** |
| **CT to pay hotel (A-B-C-D)** | **₹5,838.7** |

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**How to Get Started:**

1. Log in to your **CTSuite extranet**.
2. Navigate to the **Promotions** tab on the left menu.
3. Click on the new **"Coupon Promotion"** section to create your first campaign.




We are confident this tool will provide a significant competitive advantage. If you have any questions, please reach out to your Account Manager.

Best Regards,

The Cleartrip Partner Team