



## WHO WE ARE

CPP is a UK-based global assistance company,

**Present in 10+ countries**

30 years+ experience in developing Life Assistance products globally with

**200+Partners**

In India since 2008, CPP India currently works with

**10+ business partners**

Like Bajaj FinServ, ICICI Bank, SBI Cards, Axis Bank, AMEX etc., and is a

**Profitable organization**



How would you like if you get a product where....



There is a one-stop solution for support/technical assistance for the appliance purchased?



Customers get features that not only secure devices; in addition, provide entertainment as well as security features!



**Bought an Extended  
Warranty plan on  
your device???**



## CPP Asset Secure Features List

Product Price Range	Product Term	Product	CPP ASSET SECURE FEATURES LIST					
			Multi-Lingual Assistance Helpline	Anti-Virus for laptop/ PC (WardWiz)	Single Call Card Blocking	Preventive Maintenance Visit	ZEES AllAccess Annual subscription	Extended Warranty
Approx perceived value (Rs.)			400	600	500	350	999	As applicable
Rs. 0 - 70k	1 Year	LED (Panel only)	✓	✗	✓	✗	✗	✓
		LED TVs	✓	✓	✓	✓	✗	✓
		All Others	✓	✓	✓	✓	✗	✓
Rs. 70k - SL	1 Year	LED (Panel only)	✓	✗	✓	✗	✗	✓
		LED TVs	✓	✓	✓	✓	✓	✓
		All Others	✓	✓	✓	✓	✗	✓
Rs. 0 - 70k	2 Year	LED TVs	✓	✓	✓	✓	✗	✓
		All Others	✓	✓	✓	✓	✗	✓
Rs. 70k - SL	2 Year	LED TVs	✓	✓	✓	✓	✓	✓
		All Others	✓	✓	✓	✓	✗	✓
Rs. 0 - 70k	3 Year	LED TVs	✓	✓	✓	✓	✗	✓
		All Others	✓	✓	✓	✓	✗	✓
Rs. 70k - SL	3 Year	LED TVs	✓	✓	✓	✓	✓	✓
		All Others	✓	✓	✓	✓	✗	✓

### All Others\*

Air - Conditioners	Refrigerator	Washing Machine	Home Theatre	Microwave Ovens	HandyCam	Vacuum Cleaner	Kitchen Appliances	Water Purifier
Phone	Laptop / Printer	DSLR	Digital Camera	LCD TVs	Air Coolers	Music System	Water Heater	Tablet





Product category	PRODUCT PRICE RANGE																							
	< Rs 10k			Rs 10k+ to 15k			Rs 15k+ to 20k			Rs 20k+ to 30k			Rs 30k+ to 40k			Rs 40k+ to 70k			Rs 70k+ to 1 lac			Rs 1lac+ to 1.5lac		
	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr	1 yr	2 yr	3 yr
LED (Panel Only)	699	NA	NA	849	NA	NA	1,049	NA	NA	1,349	NA	NA	1,699	NA	NA	2,449	NA	NA	3,699	NA	NA	5,199	NA	NA
LED TVs*	841	1,316	2,109	1,085	1,718	2,950	1,206	1,985	3,705	1,876	2,972	5,232	2,289	4,275	6,884	3,140	5,885	9,698	5,141	8,781	14,423	6,975	12,010	20,299
Air - Conditioners	950	1,503	2,330	1,203	1,978	3,219	1,456	2,473	4,144	2,139	4,059	6,649	2,848	4,786	8,328	3,681	6,368	11,318	4,762	8,784	15,756	6,026	10,918	19,847
Refrigerator	977	1,521	2,319	1,254	1,997	3,240	1,507	2,447	4,096	2,216	3,289	5,646	2,721	4,508	7,773	3,606	6,068	10,768	4,762	8,138	14,448	6,152	10,625	19,210
Washing Machine	875	1,411	2,138	1,128	1,820	2,930	1,254	2,211	3,669	1,962	2,965	5,063	2,342	4,096	6,956	2,898	5,179	9,037	4,003	7,263	12,848	5,014	9,429	16,992
Home Theatre	1,069	1,609	2,501	1,311	2,031	3,318	1,581	2,627	4,213	2,363	3,355	5,803	2,843	4,608	7,967	3,837	6,233	11,079	5,311	8,760	15,728	6,581	10,890	19,791
Microwave Ovens	1,159	1,759	2,812	1,462	2,271	3,785	1,763	2,812	4,835	2,632	3,837	6,696	3,235	5,210	9,133	4,408	7,166	12,830	6,094	10,055	18,216	NA	NA	NA
HandyCam	1,061	1,609	2,501	1,370	2,149	3,513	1,673	2,632	4,486	2,453	3,536	6,152	2,994	4,848	8,433	4,047	6,594	11,779	NA	NA	NA	NA	NA	NA
Vacuum Cleaner	950	1,398	2,113	1,171	1,728	2,735	1,381	2,090	3,557	2,001	2,785	4,674	2,363	3,825	6,450	3,123	5,089	8,863	NA	NA	NA	NA	NA	NA
Kitchen Appliances	950	1,398	2,113	1,171	1,728	2,735	1,381	2,090	3,557	2,001	2,785	4,674	2,363	3,825	6,450	3,123	5,090	8,863	4,349	7,136	12,577	NA	NA	NA
Water Purifier	950	1,398	2,113	1,171	1,728	2,735	1,381	2,090	3,557	2,001	2,785	4,674	2,363	3,825	6,450	3,123	5,089	8,863	NA	NA	NA	NA	NA	NA
Phone	950	1,428	2,036	1,159	1,759	2,619	1,402	2,120	3,240	2,121	2,814	4,440	2,571	3,886	6,139	3,415	5,149	8,357	4,769	7,254	11,918	NA	NA	NA
Laptop	1,244	1,944	2,921	1,688	2,685	4,200	2,243	3,350	5,404	3,425	4,848	7,932	4,269	6,294	10,663	5,925	9,242	15,338	8,140	12,343	20,745	10,296	15,532	26,333
DSLR	1,069	1,639	2,579	1,341	2,120	3,474	1,673	2,601	4,408	2,453	3,507	6,073	2,994	4,789	8,316	3,988	6,534	11,624	5,261	8,667	15,538	6,920	11,397	20,772
Digital Camera	1,069	1,639	2,579	1,341	2,120	3,474	1,673	2,601	4,408	2,453	3,507	6,073	2,994	4,789	8,316	3,988	6,534	11,624	5,261	8,667	15,538	6,920	11,397	20,772
LCD TVs	918	1,404	2,245	1,190	1,822	3,121	1,381	2,099	3,904	2,200	2,974	5,340	2,714	4,707	7,552	3,718	6,381	10,476	5,746	8,781	14,423	7,559	11,464	19,377
Air Coolers	1,029	1,532	2,189	1,294	1,929	2,735	1,586	2,368	3,436	2,336	3,152	4,674	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Music System	1,069	1,609	2,501	1,311	2,031	3,318	1,581	2,627	4,213	2,363	3,355	5,803	2,843	4,608	7,967	3,837	6,233	11,079	5,313	8,759	15,728	NA	NA	NA
Printer	1,731	2,602	3,808	2,365	3,551	5,326	3,015	4,526	6,881	4,467	6,424	9,876	5,700	8,426	13,060	8,022	12,388	19,268	10,458	15,789	26,267	15,058	22,688	35,719
Tablet	950	1,428	2,036	1,159	1,759	2,619	1,402	2,120	3,240	2,121	2,814	4,440	2,571	3,886	6,139	3,415	5,149	8,357	4,769	7,254	11,918	6,214	9,423	15,689
Water Heater	1,029	1,532	2,189	1,294	1,929	2,735	1,586	2,368	3,436	2,336	3,152	4,674	2,872	4,335	6,450	3,879	5,844	8,863	5,399	8,201	12,577	NA	NA	NA

Product Price Range	CPP ASSET SECURE PRICE LIST FOR PREMIUM LED TVs			
	LED (Panel Only) For 1 Year product	For 1 Year product	For 2 Years product	For 3 Years product
LED TVs worth Rs. 1.5 - 2 lakhs	7299	11558	18998	28404
LED TVs worth Rs. 2 - 2.5 lakhs	9499	12220	21108	31775
LED TVs worth Rs. 2.5 - 3 lakhs	11499	16067	25396	38623
LED TVs worth Rs. 3 - 3.5 lakhs	13499	17523	31742	46779
LED TVs worth Rs. 3.5 - 4 lakhs	15499	18450	33009	48802
LED TVs worth Rs. 4 - 4.5 lakhs	17499	22689	35999	53577
LED TVs worth Rs. 4.5 - 5 lakhs	19999	24543	39282	58821





## ASSET SECURE FEATURES

### EXTENDED WARRANTY FEATURE

#### WHY DO WE NEED IT?

Home appliances usually come with 1 or 2 years of warranty while their usage and life is much more than that. What after the warranty period passes? Asset Secure, with its extended warranty feature, seeks to solve just that.

#### HOW DOES EXTENDED WARRANTY SOLVE THIS?

Threat of appliance malfunction post the warranty expiry



A comprehensive coverage post warranty expiry is a necessity



Repair and replacement costs are high



Covers the cost of repair and replacement of the appliances due to unforeseen defects in material or poor workmanship within the Period

Allows claim up to covered amount, which is equal to invoice value



Available across all appliances, including TVs, ACs, Refrigerator, Washing Machine, Kitchen appliances, laptops etc.

Cover for the years post manufacturer's warranty expiry



Cashless facility available; Customers don't have to pay costs of repair

Repair services at customer's doorsteps; If repair can't be, device is taken to authorized centers

## EXTENDED WARRANTY FEATURE

### Exclusions

## EXCLUSIONS

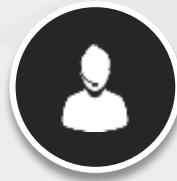
- ✓ **Deductible, Depreciation - Nil.**
- ✓ Loss or damage arising out of the appliance not being used in accordance with **manufacturer's instructions.**
- ✓ Loss or damage for which the manufacturer of the appliance is responsible under a **Guarantee and/or Warranty.**
- ✓ Replacement of any **consumable item** of the appliance, including but not limited to batteries, bulbs, plugs, cables, ribbons, belts, tapes, fuses, software etc.
- ✓ Failure of parts which are subject to **recall by manufacturer** of the appliance.
- ✓ Loss or damage arising out of **any external cause**, including but not limited to fire, theft, explosion, water damage, acts of God etc.
- ✓ Where the appliance is subject to **commercial, rental or profit generation purposes**
- ✓ Loss or damage arising out of **overloading, strain, over-running, short circuiting** etc.
- ✓ Loss or damage arising out of **normal wear and tear**
- ✓ Where there is a **change of ownership** of the appliance
- ✓ **Other exclusions as per Terms and Conditions**



## ASSET SECURE FEATURES

### Multi-lingual Feature-Related Assistance helpline

( Perceived value: INR 400)



Access to dedicated helpline 7 days a week



Available in multiple languages



Helps understand features of appliances at customer's home



Out calling facility - If customer query is not resolved on live call, customer will be called back within specified time for resolution

✓ Multi-lingual Feature-Related Assistance helpline

✓ Single call to block Credit/ Debit/ ATM cards

**Helpline number : 1860-258-3030**

(Mon-Sun 11AM – 9PM)

Customers can also write to: [feedback@cppindia.com](mailto:feedback@cppindia.com)

## EMERGENCY FEATURES

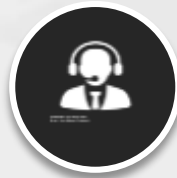
✓ Multi-lingual Feature-Related Assistance helpline

✓ Single call to block Credit/ Debit/ ATM cards

## ASSET SECURE FEATURES

Single call Credit, Debit, ATM Card blocking

( Perceived value: INR 500)



Access to dedicated  
24 X 7 toll-free helpline  
1800-419-4000



Helps block credit,  
debit, ATM cards of all  
banks in a single call

### Brief process

- Customer finds that he has lost/ misplaced any of this card ( Card needs to be on customer's name only)
- Customer calls up CPP helpline for blocking the card - Quotes his Asset Secure membership number and verifies
- CPP takes important details from customer to get his card blocked
- CPP team calls each of the bank simultaneously; Furnishes information on customer's behalf to get all customer's cards blocked
- If required, CPP takes customer on a 3 partite call to facilitate card blocking



## ASSET SECURE FEATURES

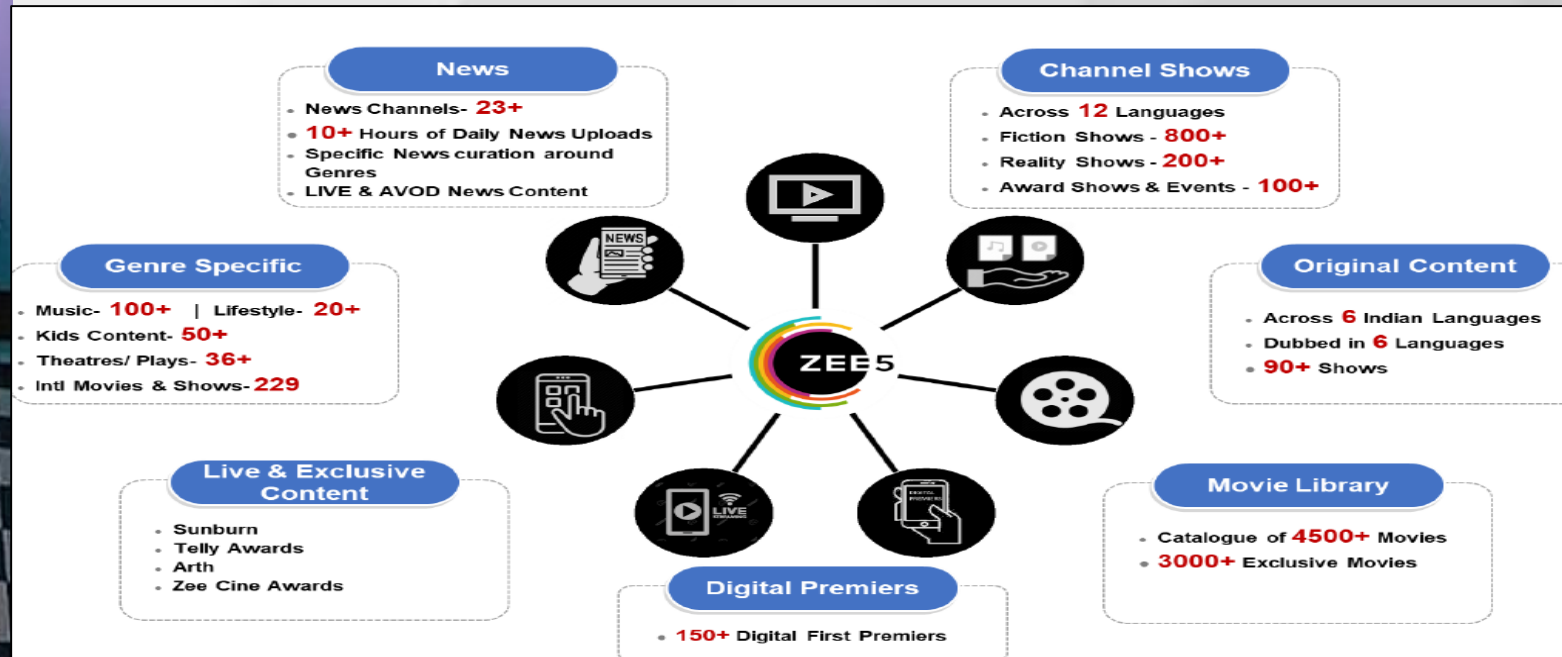
### ZEE5 All Access Annual Subscription

( Perceived value: INR 999)

- ❑ Supports **12 Indian Languages**
- ❑ **90+ LIVE TV channels**, TV shows, **80+ Originals** Launched, **25+ Blockbuster** Digital Premiers, **3000+ Movies**
- ❑ **5 devices** can be connected with the annual subscription
- ❑ **1 Lac+** Hours of Content
- ❑ All Access Annual Subscription for one year – INR 999

## ENTERTAINMENT FEATURES

✓ Live TV Subscription





## ASSET SECURE FEATURES

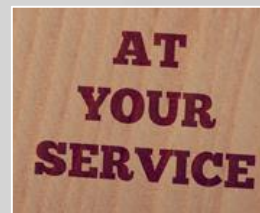
### Preventive Maintenance Service by TVS-E

( Perceived value: INR 400 )



- ✓ PAN India Coverage of over 15000+ pin codes, covering 637 Districts across
- ✓ Onsite force of 5,000+ Experts with 320+ in Retail services
- ✓ Association with 480+ Service Partners
- ✓ 13 Warehouses for providing uninterrupted customer service

Preventive Maintenance Visit will be provided in India in the cities under coverage network of TVS-E. It was founded in 1986 and is a leading Transaction Automation IT Product manufacturer and Service Provider. Proud associations with Top leaders in IT and Consumer Durables



**Serving 200K  
Customers every month**



Onsite – 90K

Walk-ins -110K

## SECURITY FEATURES

- ✓ Preventive Maintenance Service by TVS-E
- ✓ WardWiz Internet Security (laptop, PC)



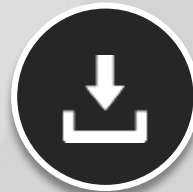
## ASSET SECURE FEATURES

### WardWiz Internet Security (laptop, PC)

( Perceived value: INR 600)



- ✓ Protection against viruses, spyware, malware
- ✓ Stops intrusions or identity theft on your device
- ✓ Worry-free surfing and shopping with Browsing Protection
- ✓ Safe online life for children with Parental Control
- ✓ Cloud-based, real-time protection against all online threats
- ✓ Secure, session-based online banking with Banking Protection



Easy download;  
up to date  
security

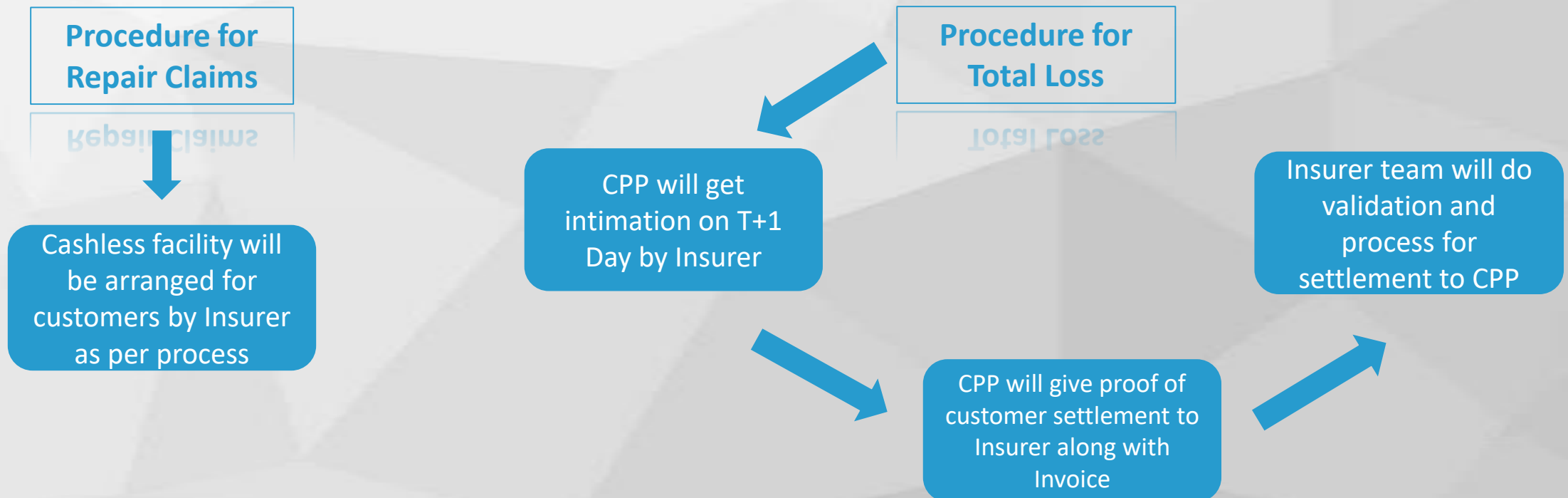
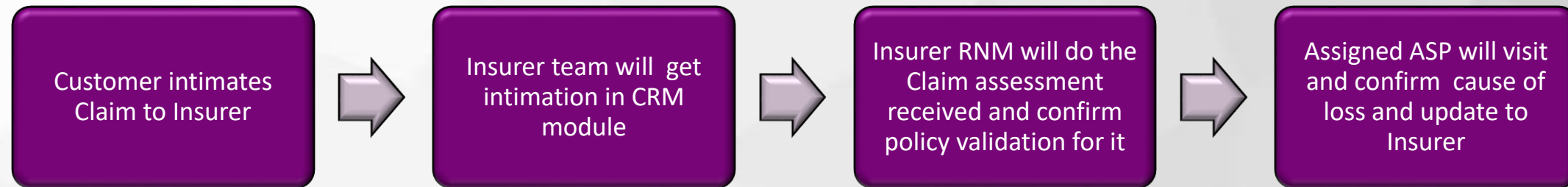


Banking Protection helps  
create more safe  
environment for online  
transactions

## SECURITY FEATURES

- ✓ Preventive Maintenance Service  
by TVS-E
- ✓ WardWiz Internet Security (laptop,  
PC)

## ASSET SECURE – CLAIMS PROCESS



## Instance 1 – ASSET SECURE – Washing Machine Parts coverage



**YOU PAY**



Just  
Rs. 1254/-  
(taxes included)

**YOU GET**



Features worth  
Rs. 2,900+/-

**YOU PROTECT**



Against malfunction  
/repair costs up to the  
invoice value \*

\*With extended warranty features

## Instance 2 – ASSET SECURE – Air Conditioner Parts coverage



YOU PAY



Just  
Rs. 2848/-  
(taxes included)

YOU GET



Features worth  
Rs. 2,900+/-

YOU PROTECT



Against malfunction  
/repair costs up to the  
invoice value \*

*\*With extended warranty features*

## Instance 3 – ASSET SECURE – Television Parts coverage



**YOU PAY**



Just  
Rs. 2289/-  
(taxes included)

**YOU GET**



Features worth  
Rs. 2,900++/-

**YOU PROTECT**



Against malfunction  
/repair costs up to the  
invoice value \*

*\*With extended warranty features*

## Instance 4 – ASSET SECURE – Refrigerator Parts coverage

Cooling Malfunction  
or Auto Defrost  
**Rs 3,162/-**

Door Not Closing  
**Rs 3,408/-**

Water Leakage  
**Rs 2,827/-**

**PROTECT YOUR  
NEW  
REFRIGERATOR  
WORTH 15k-20k  
AGAINST ALL THESE  
MALFUNCTIONS  
FOR JUST  
Rs. 1507/-**

Excess Ice Foaming or Valve Malfunction  
or No Ice Foaming  
**Rs 4,924/-**

Temperature Adjustment Issue  
**Rs 5,014/-**

**YOU PAY**



Just  
**Rs. 1507/-**  
(taxes included)

**YOU GET**



Features worth  
**Rs. 2,900+/-**

**YOU PROTECT**



Against malfunction  
/repair costs up to the  
invoice value \*

*\*With extended warranty features*



## Thank you!