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Sample, POP & Scheme Policy

How Valeda supports Business Development Managers and the professionals they serve

BDM Information Pack | Issued: 12.11.2026 | Latest version: valedadoctor.com/en/bdm/sample-policy

Detailing first	Up to ₹10,000	valedalife.in
Explaining the benefits is our main promotional tool	Samples and POP, at MRP, for every 50 verified clients	All reward schemes are published for everyone

1. Our approach

A healthcare or cosmetology professional decides to buy Valeda on three things: how the product helps the client, how safe it is, and what is different about it. Your first job as a BDM is to explain these clearly, using the Valeda detailing script from your Training Manual.

Samples, POP material and reward schemes support that conversation. They do not replace it. Valeda doctors in Delhi stand behind every BDM with diagnosis help, patient literature and follow-up support.

2. What Valeda gives you

Item	What it is	How to use it
Training Manual	The Valeda script, product knowledge and field method	Learn it and follow it as written
Detailing Folder	A visual folder for explaining the Valeda Wellness Plan	Your most effective tool. Use it in every visit
Visiting Cards	Cards carrying your name and Valeda details	Give one to every professional you meet
Product Leaflets	Short leaflets on products and concerns	Leave with the professional after your explanation
Videos	More than 100 Valeda videos on YouTube for almost every skin and hair concern	Ask what the professional is interested in, then show that video
POP Material	Point-of-purchase material for the professional's counter or clinic	Place it with the professional's permission
Camps and Workshops	Valeda professionals conduct these in a city where the number of buyers has reached 500	Valeda plans them; BDMs help to bring professionals
Product Samples	Small packs for touch and feel	See Section 3

3. Sample policy

Samples worth up to ₹10,000 at MRP are issued for every 50 clients, buyers or prospects added to your network. Each entry must be verified under the Verification Protocol in Annexure A (Term m). Entries that are not verified do not count towards samples.

Why we give samples

A sample lets a professional touch and feel the product and see its packaging, after you have explained the Valeda Wellness Plan. A sample alone cannot show the full result, because Valeda works as a complete course of products and procedures. Judge the result of the plan, not of one sample.

How to use samples well

- Give a sample only after you have explained the benefits, never in place of the explanation
- Give it to the professional who will actually use or recommend the product
- Tell the professional which concern the sample is meant for, and show the matching video or leaflet
- Follow up at the next visit and ask how it was used

What samples and POP must not be used for

- Personal, family or friends' use
- Sale, exchange or giving as a personal gift or discount
- Making your own schemes or offers. Only schemes published by Valeda apply

4. Reward schemes for professionals

Beauty parlours, homoeopaths, nature-care doctors and other professionals buy Valeda through the Retail Platform. They can earn gifts and rewards on the value of their purchases. Every scheme and its current terms are published on valedalife.in, so every professional sees the same terms.

Scheme type	What it means
No-Time-Bound Reward Scheme	A permanent scheme. Rewards are earned on purchases at any time.
Time-Bound Reward	Rewards earned on purchases made within a stated period.
Purchase Quantity Product Scheme	A temporary scheme. Extra product on buying a stated quantity.
Other Schemes	Special offers announced by Valeda from time to time.

Please quote only the schemes shown on valedalife.in. Valeda cannot honour a scheme that was promised by a BDM but is not published.

5. Questions

Please write to hr@valedalife.com or call 011-40244119 (WhatsApp 93132 33341).

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