

EAT
@
HOME

SPECIAL

Tender coo
sweets and

SA

Redeema



Original Savings Story

DIRECT MAILER IDEAS (TONER)

EAT AT HOME
VOUCHERS

THE IDEA

Inspire the SMB owners to share their ***Original Savings Story*** by sharing a story of another business professional. This fictitious businessman eats at home and saves money to set up a new virtual conferencing system.



There is a story behind every saving.





Mr Vishal, the CEO of a company
eats at home 7 times a week
and saves over Rs 1000 every day.



HP Việt Nam, Inc. SSD là a company
của HP và HP là a company
của HP và HP là a company



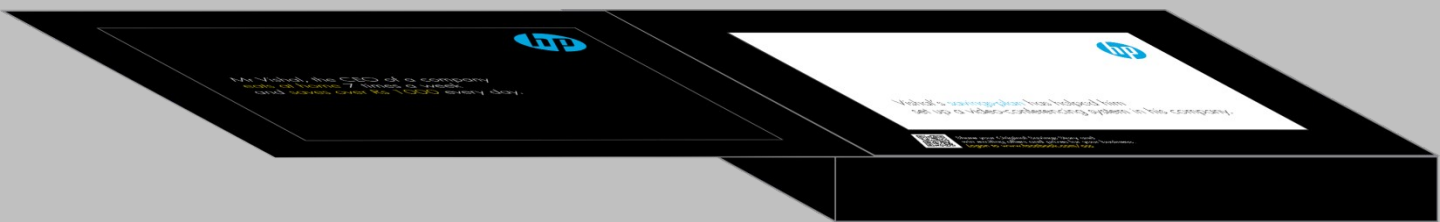
Mr Vishal, the CEO of a company
eats at home 7 times a week
and saves over Rs 1000 every day.



Vishal's savings-plan has helped him
set up a video-conferencing system in his company.



Share your Original Savings Story and
win exciting offers and prizes for your business.
Logon to www.facebook.com/oss





Vishal's [savings-plan](#) has helped him
set up a video-conferencing system in his company.



Dear <name>

At HP, we understand that for your business, you invest a lot of planning and thought in avoiding wastage and saving money. You might be using public-transport every day to work or carpooling with colleagues, you probably use only recycled paper in office, or are making sure that you switch off all electrical appliances every evening. Whatever your method may be, we believe that your innovative ideas and extraordinary savings-stories can inspire and help other businesses grow as well.

So, if you have an [Original Savings Story](#) that has shaped your business, share it and help us help you make your business successful.

Please logon to www.facebook.com/oss/, share and win incredible prizes every day and every week. You could also win an HP LaserJet Multifunction printer with 3 rounds of supplies at 50% off!

[Early bird offer!](#)

Share your story before 20th June and take home a special gift prize.

Best wishes,
Team HP

PS: Please find enclosed exciting food vouchers that will help you save more.

EAT
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COASTAL LUNCH VOUCHER

Mango juice, fish fry, curry-rice, dessert and coffee!

SAVE ₹800/-*

Redeemable at home, between 12PM and 4PM.

*Valid for 1 meal.



EAT
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FAMILY DINNER VOUCHER

Tomato soup, kebabs, veg / non-veg platter,
lemon tart and soft-drinks!

SAVE OVER
₹1000/-*

Redeemable at home, between 7PM and 10PM.

* Valid for 1 dinner.



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EVENING CHAAT VOUCHER

Pani puri, aloo tikki and tea/juice!

SAVE UP TO ₹100/-*

Redeemable at home, between 4PM and 7PM.

*Valid for 1 snack.



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SPECIAL LUNCH MEAL VOUCHER

Tender coconut, pesto pasta, garlic bread,
sweets and coffee!

SAVE UP TO ₹1200/- *

Redeemable at home, between 12PM and 4PM.

*Valid for 1 meal.



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CANDLE LIGHT DINNER VOUCHER

Clear soup, brucchetta, margarita pizza,
chocolate mousse and cappuccino!

SAVE OVER
₹1500/-*

Redeemable at home, between 7PM and 10PM.

*Valid for 1 dinner.



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EVENING ENERGY VOUCHER

2-minute noodles (all flavors), milk-chocolate and café latte!

SAVE UP TO ₹200/-*

Redeemable at home, between 4PM and 7PM.

*Valid for 1 snack

