

Hoichoi- Sahaj Retail Ltd

ho!cho!

The logo for SAHAJ, featuring the word in a stylized red font with a registered trademark symbol, set against a yellow background with a subtle grid pattern.

Hoichoi (which means 'fun and excitement' in Bengali). It is among the first few companies to have dedicated regional language OTT service in India.

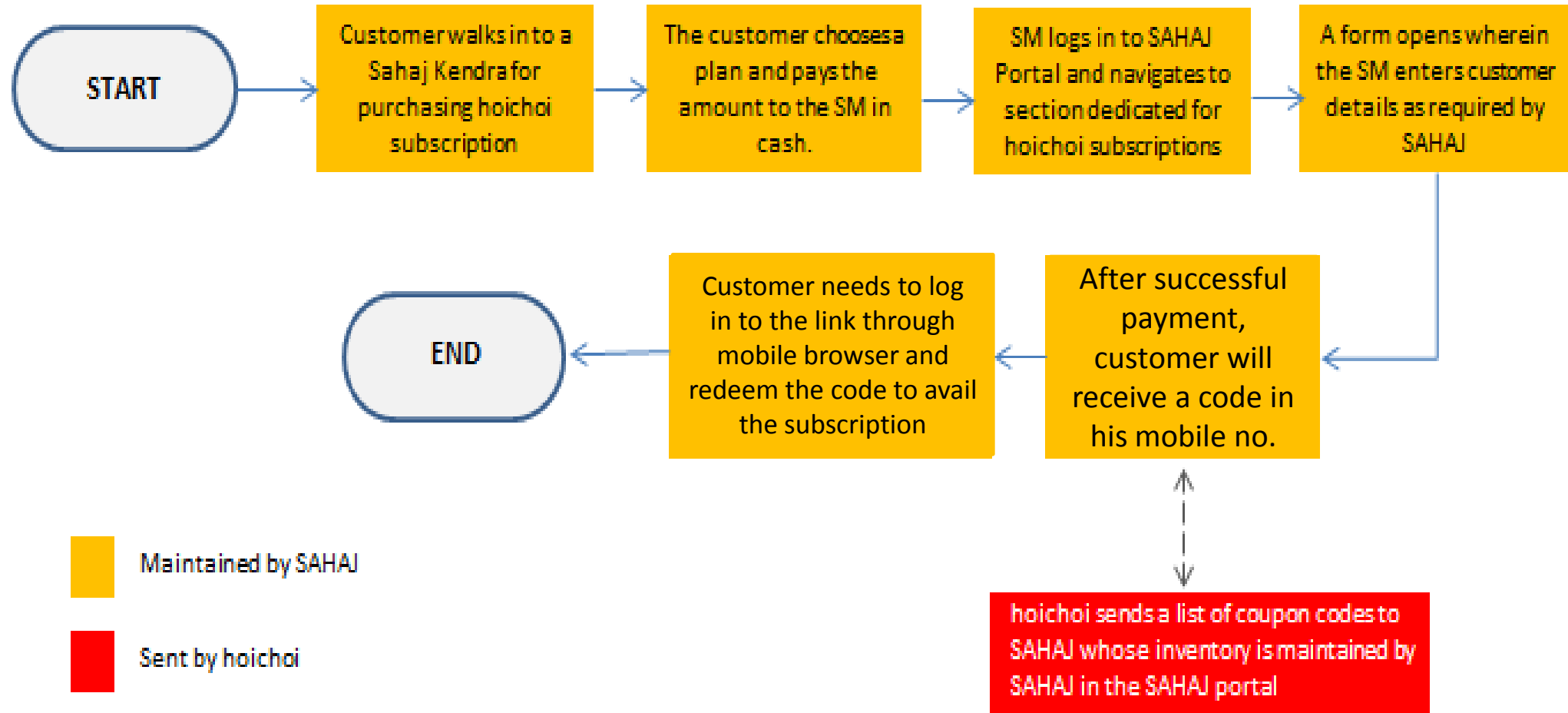
Sahaj has tied up with Hoichoi adding more business opportunities for the SMs.

SMs can help their customers in bringing the popular entertainment platform at the finger-tips to enjoy unlimited web series and latest movies.

PROCESS FLOW

- SMs will propagate Hoichoi app with their customer base.
- Customers will subscribe through SMs by capturing customer credentials from the portal.
- Subscription fees will be collected by Sahaj through SMs on real time basis.
- After successful payment Hoichoi will send a link to the customer mobile directly to download of the App and viewing purpose.

PROCESS FLOW



Hoichoi Subscriptions

**SMs will get 2 options of subscription for their customers;
Either for 12 months or 1 month**

**Rs 499/- only
for 12 months
subscription**

**Rs 149/- only
for 1 month
subscription**

Portal Walkthrough

SAHAJ

The SM needs to log into the Sahaj portal with his VLE id and password

AnyDesk 531542246

531542246

HOME - Sahaj

retail.sahaj.co.in/web/guest/home

Apps Home Sign in Chrome youtube DIGITAL JANSUVID... eDistrict Uttar Prad... eDistrict Uttar Prad... Gmail YouTube Maps Digitalseva Connect

SAHAJ SAHAJ CORPORATE REGISTRATION English

Reaching last-mile banking
Changing the banking landscape

MR. SUDAM

Login

Forgot Password ?

Login

3:13 PM 10/16/2020

Type here to search

Portal Walkthrough



SM will click on “Hoichoi” under “Entertainment” tab

The screenshot displays a web browser window with multiple tabs open: 'Inbox (2) - poulami.chatterjee1', 'Agent Interface Home Page', 'Vsign', 'WhatsApp', 'EAgreement - Liferay DXP', and a 'Paused' tab. The address bar shows the URL 'uat2.sahaj.co.in/web/guest/eAgreement'. The SAHAJ portal interface features a yellow header with the logo, language settings (English), and various utility icons. A dark sidebar on the left lists navigation options: Banking, Insurance, E-Learning, My Work Space, Utilities, My Reports, My Business, Marketing, HOME, Government Services, Inventory, Entertainment, and Hoichoi. The 'Entertainment' and 'Hoichoi' items are circled in red. A pink error message at the top of the main content area reads 'EagreementController is temporarily unavailable.' The footer contains copyright information for 2019, links for Sahaj Corporate, Downloads, and Contact Us, and credits to ScreenRoot for design.

Browser tabs: Inbox (2) - poulami.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, EAgreement - Liferay DXP, Paused

Address bar: uat2.sahaj.co.in/web/guest/eAgreement

SAHAJ logo and navigation menu (Entertainment, Hoichoi highlighted)

Error message: EagreementController is temporarily unavailable.

Footer: Copyright © 2019 Sahaj. All rights reserved. Sahaj Corporate | Downloads | Contact Us. Designed by ScreenRoot

Portal Walkthrough



Click on “Hoichoi” tab

Browser tabs: Inbox (2) - poulami.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, Hoichoi - Liferay DXP

Address bar: uat2.sahaj.co.in/web/guest/hoichoi1

Language: English

SAHAJ

Hoichoi

HOICHOI

Banking >
Insurance >
E-Learning >
My Work Space >
Utilities >
My Reports >
My Business >
Marketing >
HOME >
Government Services >
Inventory >
Entertainment >

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Type here to search

15:48 28-11-2020

Portal Walkthrough



Click on “Hoichoi Subscription” tab

The screenshot displays the Sahaj portal interface. At the top, a yellow header bar contains the Sahaj logo on the left and a navigation menu on the right with options like 'English', a notification icon, a clock, a calendar, a camera, a settings gear, and a power button. Below the header, a dark blue sidebar on the left lists various services: Banking, Insurance, E-Learning, My Work Space, Utilities, My Reports, My Business, Marketing, HOME, Government Services, Inventory, and Entertainment. The main content area is titled 'Hoichoi' and features a white box with the heading 'HOICHOI'. Inside this box, two buttons are visible: 'HOICHOI Subscription' and 'Duplicate Receipt'. A large orange arrow points directly to the 'HOICHOI Subscription' button. The footer of the page includes copyright information for 2019 Sahaj, links to Sahaj Corporate, Downloads, and Contact Us, and a credit to ScreenRoot for the design.

uat2.sahaj.co.in/web/guest/hoichoi1

English

HOICHOI

HOICHOI Subscription Duplicate Receipt

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Portal Walkthrough



In this page SM will select the package

Browser tabs: Inbox (2) - poulami.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, uppclbillpayment - Liferay DXP

Address bar: uat2.sahaj.co.in/web/guest/uppclbillpayment?actionType=hoichoi

Language: English

Product Selection

Select Plan*

Select Plan

- Select Plan
- Yearly Plan
- Monthly Plan

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Designed by ScreenRoot

Windows taskbar: Type here to search, 15:49, 28-11-2020

Portal Walkthrough



Monthly plan- Amount will auto-populated.

Annual plan- Amount will auto-populated.

Browser tabs: Inbox (2) - poulami.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, uppcbllpayment - Liferay DXP

URL: uat2.sahaj.co.in/web/guest/uppcbllpayment?actionType=hoichoi

Language: English

Product Selection
Select Plan*
Monthly Plan
Proceed

Customer Section

Title*	Mr.	Subscription Charge Inclusive GST	149.0
First Name*		Last Name*	
Gender*	Male	DOB	
Mobile Number*		Email Id	

Proceed To Pay

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Browser tabs: Inbox (2) - poulami.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, uppcbllpayment - Liferay DXP

URL: uat2.sahaj.co.in/web/guest/uppcbllpayment?actionType=hoichoi

Language: English

Product Selection
Select Plan*
Monthly Plan
Proceed

Customer Section

Title*	Mr.	Subscription Charge Inclusive GST	149.0
First Name*		Last Name*	
Gender*	Male	DOB	
Mobile Number*		Email Id	

Proceed To Pay

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Portal Walkthrough



SM will fill up the mandatory fields and click on “Proceed to Pay” option

The screenshot displays the SAHAJ portal interface. The browser's address bar shows the URL: `uat2.sahaj.co.in/web/guest/uppclbillpayment?actionType=hoichoi`. The page features a yellow header with the SAHAJ logo and a navigation menu on the left. The main content area is titled "Product Selection" and includes a "Select Plan*" dropdown menu set to "Monthly Plan". Below this is a "Proceed" button. The "Customer Section" contains several input fields: "Title*" (Mr.), "First Name*" (Sudarsan), "Gender*" (Male), "Mobile Number*", "Subscription Charge Inclusive GST" (499.0), "Last Name*" (Guha Sarkar), "DOB", and "Email Id". A "Proceed To Pay" button is located at the bottom right of the form, with a large orange arrow pointing to it. The footer includes copyright information for 2019 Sahaj, links for Sahaj Corporate, Downloads, and Contact Us, and a note that the portal was designed by ScreenRoot.

Product Selection

Select Plan*

Monthly Plan

Proceed

Customer Section

Title* Mr. Subscription Charge Inclusive GST 499.0

First Name* Sudarsan Last Name* Guha Sarkar

Gender* Male DOB

Mobile Number* Email Id


Proceed To Pay

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SAHAJ

Browser tabs: Inbox (3) - poulami.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, Common Payment - Liferay DX. Address bar: uat2.sahaj.co.in/web/guest/common-payment?p_p_id=CommonPayment_WAR_CommonPayment&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view. Page status: Paused.



 Current Wallet Balance : ₹ 4229476.42

⚠ Do not click back/refresh button

Skash Card Number
1002011500000004

PIN

Pay

Portal Walkthrough



After successful transaction, Money Receipt will be generated. SM will have the option to Print the same

The screenshot displays a web browser window with multiple tabs open, including 'Inbox (2) - poulami.chatterjee1', 'Agent Interface Home Page', 'Vsign', 'WhatsApp', and 'uppclbillpayment - Liferay DXP'. The active tab shows a URL: 'uat2.sahaj.co.in/web/guest/uppclbillpayment?p_p_id=UPPCLBillPayment_WAR_UPPCLBillPayment&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view'. The page header is yellow with the 'SAHAJ' logo on the left and 'English' with a dropdown arrow on the right. A dark sidebar on the left contains a user profile icon and a list of menu items: Banking, Insurance, E-Learning, My Work Space, Utilities, My Reports, My Business, Marketing, HOME, Government Services, Inventory, and Entertainment. The main content area features a receipt box with the following details: Sahaj Transaction Id: 264753372, Hoichoi Activation Code: PROD-M-42, Portal Transaction date: 28/11/2020 15:59:09, and a message: 'Received with thanks from Mr Sudarsan Guha Sarkar Rs 149.0 (Rupees: ONE HUNDRED FORTY NINE) on account of collection of Subscription Charge dated 28/11/2020 15:59:09'. Below the message is a note: 'This is computer generated receipt, no signature required.' At the bottom of the receipt box are two buttons: 'Print' and 'HoichoiHome'. The footer of the page includes 'Copyright © 2019 Sahaj. All rights reserved.', 'Sahaj Corporate | Downloads | Contact Us', and 'Designed by ScreenRoot'. The Windows taskbar at the bottom shows the search bar and several application icons, with the system clock indicating 15:59 on 28-11-2020.

English

Sahaj Transaction Id: 264753372
Hoichoi Activation Code: PROD-M-42
Portal Transaction date: 28/11/2020 15:59:09
Received with thanks from Mr Sudarsan Guha Sarkar Rs 149.0 (Rupees: ONE HUNDRED FORTY NINE) on account of collection of Subscription Charge dated 28/11/2020 15:59:09
This is computer generated receipt, no signature required.

Print
HoichoiHome

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Portal Walkthrough

SAHAJ

Duplicate Money Receipt generation. SM will click on “Duplicate Receipt” Tab

The screenshot displays the Sahaj portal interface. At the top, a yellow header bar contains the Sahaj logo on the left and a navigation menu on the right with options like 'English', a warning icon, a clock, a calendar, a gear, and a power icon. Below the header, a dark sidebar on the left lists various services: Banking, Insurance, E-Learning, My Work Space, Utilities, My Reports, My Business, Marketing, HOME, Government Services, Inventory, and Entertainment. The main content area is titled 'Hoichoi' and features a white box with the heading 'HOICHOI'. Inside this box are two buttons: 'HOICHOI Subscription' and 'Duplicate Receipt'. A large orange arrow points directly to the 'Duplicate Receipt' button. The browser's address bar shows the URL 'uat2.sahaj.co.in/web/guest/hoichoi1'. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 16:22 on 28-11-2020.

Browser tabs: Inbox (2) - pouлами.chatterjee1, Agent Interface Home Page, Vsign, WhatsApp, Hoichoi - Liferay DXP

Browser address bar: uat2.sahaj.co.in/web/guest/hoichoi1

Language: English

Hoichoi

HOICHOI

HOICHOI Subscription Duplicate Receipt

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https://uat2.sahaj.co.in/web/guest/HOICHOIDuplicate Receipt

Portal Walkthrough

SAHAJ

SM will enter the TXN id and click on 'Search'

This screenshot shows the Sahaj portal interface. The browser's address bar displays the URL: `uat2.sahaj.co.in/web/guest/uppcbllpayment?actionType=hoichoiDuplicateMoneyReceipt`. The page features a yellow header with the Sahaj logo and a navigation menu on the left. In the main content area, there is a search form with the label "TransactionId:" and a text input field containing the value "264753374". A "Search" button is positioned to the right of the input field. The footer contains copyright information for 2019 Sahaj and links to corporate information, downloads, and contact details.

Duplicate receipt is generated. SM can take print out

This screenshot shows the Sahaj portal after a duplicate receipt has been generated. The browser's address bar is the same as in the previous screenshot. The search form still shows the transaction ID "264753374". Below the search form, a receipt box is displayed with the following details:
Sahaj Transaction Id: 264753374
Hoichoi Activation Code: PROD-Y-39
Portal Transaction date: 28/11/2020 16:22:18
Received with thanks from
Mr Manjulata Das
Rs 499.00
(Rupees: FOUR HUNDRED NINETY NINE) on account of collection of Subscription Charge dated 2020-11-28 10:50:45.0
This is computer generated receipt, no signature required.
A "Print" button is located at the bottom right of the receipt box. The footer of the page is identical to the previous screenshot.

COUPON REDEMPTION PROCESS



If the customer has never created an account on Hoichoi / New user

- Visit <https://www.hoichoi.tv/redeem>
- Enter Code and hit "Redeem"
- Provide **Email id** and **Phone number**
- Click **Proceed**
- The subscription will be activated immediately.

hoichoi! সাবস্ক্রাইব করার পদ্ধতি :

1. আপনার ফোন বা কম্পিউটারের ব্রাউজার (ক্রোম, সাফারি, মজিলা ফায়ারফক্স ইত্যাদি) থেকে www.hoichoi.tv/redeem এই ওয়েব অ্যাড্রেসে যান।

hoichoi.tv/redeem

2. Enter Code - এই বক্সে কোডটি লিখুন।

3. Redeem - বাটনে ক্লিক করুন।

Enter Code

REDEEM

4. পরবর্তী পেজে আপনার ফোন নাম্বার এবং ইমেইল অ্যাড্রেস দিয়ে অথবা ফেসবুক/জিমেইল ব্যবহার করে আপনার অ্যাকাউন্টটি তৈরি করুন এবং 'সাবস্ক্রাইব করুন/ কন্টিনিউ' বাটনে ক্লিক করুন।

Redeem your Coupon Code
Please fill out your information and create your account.

+91 Enter Phone Number

Enter Your Email

SUBSCRIBE NOW

5. এর পরের পেজে 'Let's Go' বাটনে ক্লিক করে সাবস্ক্রিপশন প্রসেসটি সম্পন্ন করুন।

Success

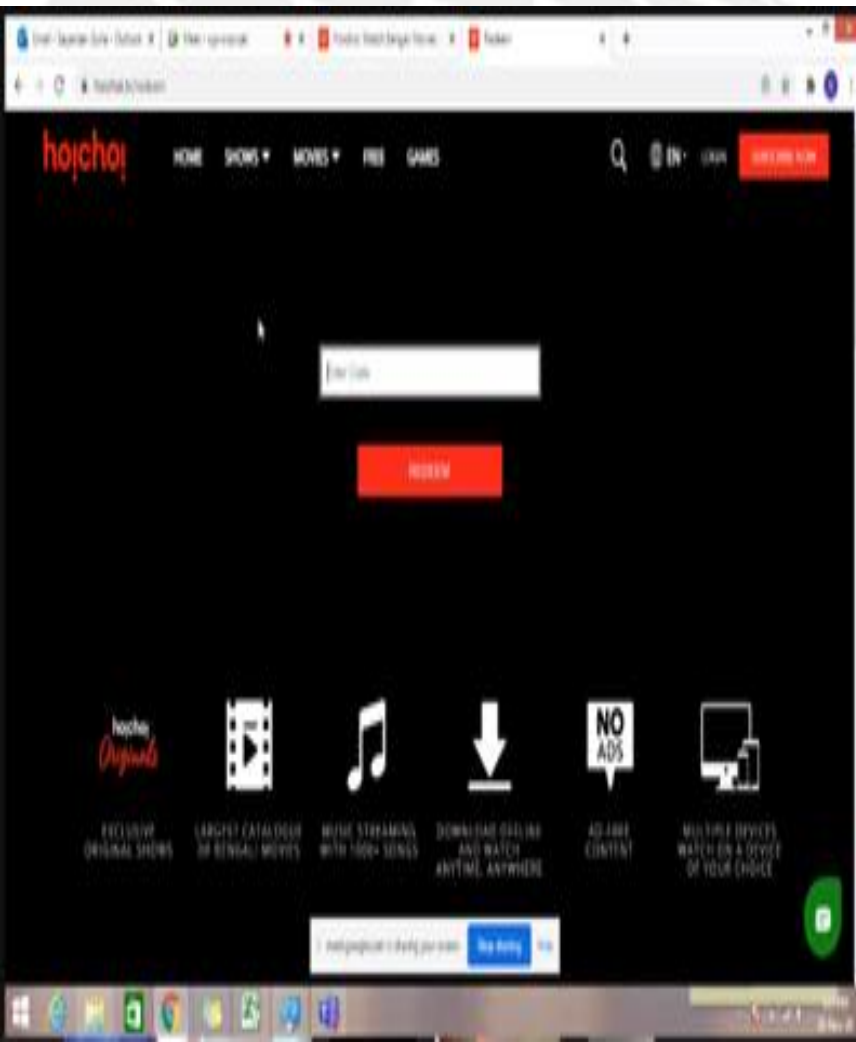
Your code has been successfully redeemed

Let's go

COUPON REDEMPTION PROCESS



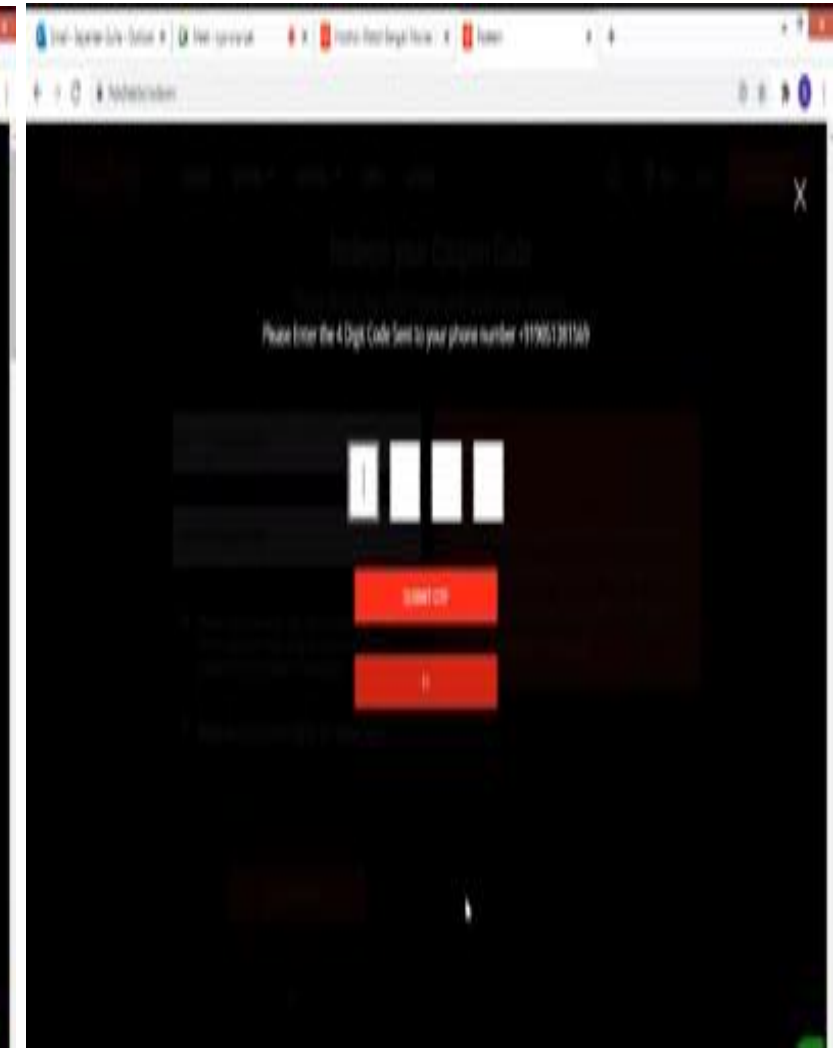
Customer will log in to the link via Google chrome browser and enter the code received via SMS



Customer will enter his mobile no and email id



Customer will enter the OTP that will be received on his mobile



COUPON REDEMPTION PROCESS

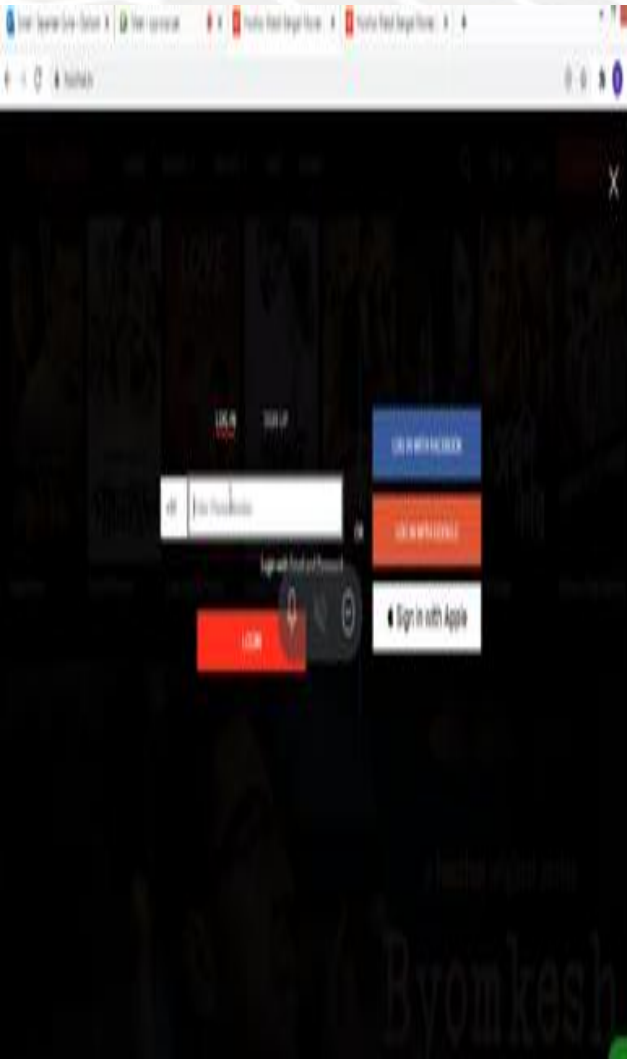
If the customer has an existing account on Hoichoi

- Visit www.hoichoi.tv
- **Log in** to the hoichoi account
- Once logged in, visit <https://www.hoichoi.tv/redeem> either on the same tab or on a new tab.
- Enter Code and hit "**Redeem**"
- Click on "**Proceed**"
- The subscription will be activated immediately.

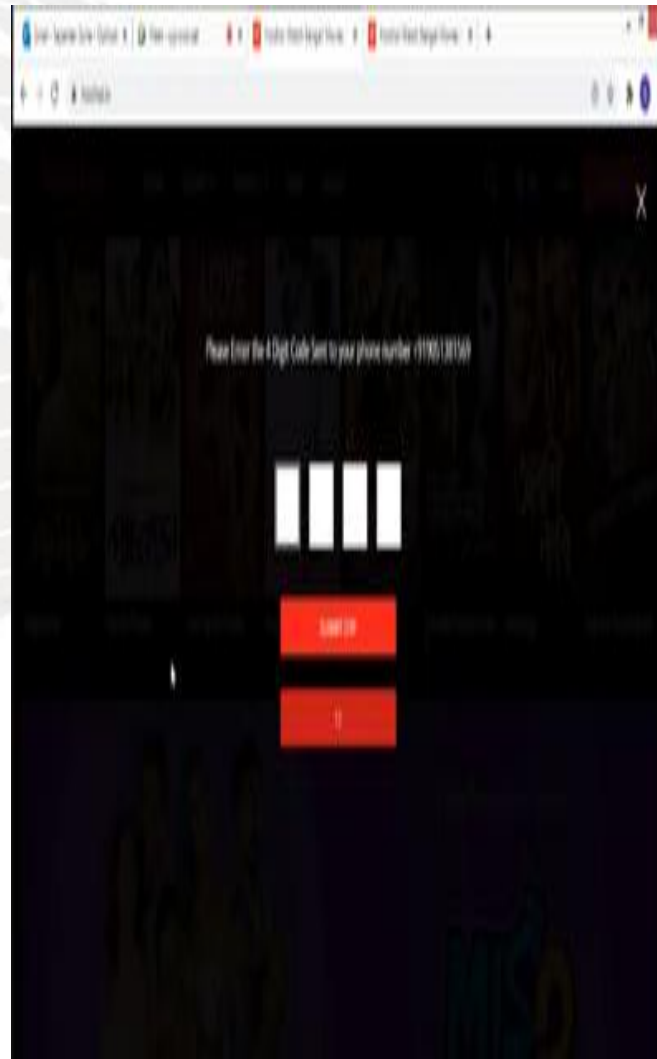
COUPON REDEMPTION PROCESS



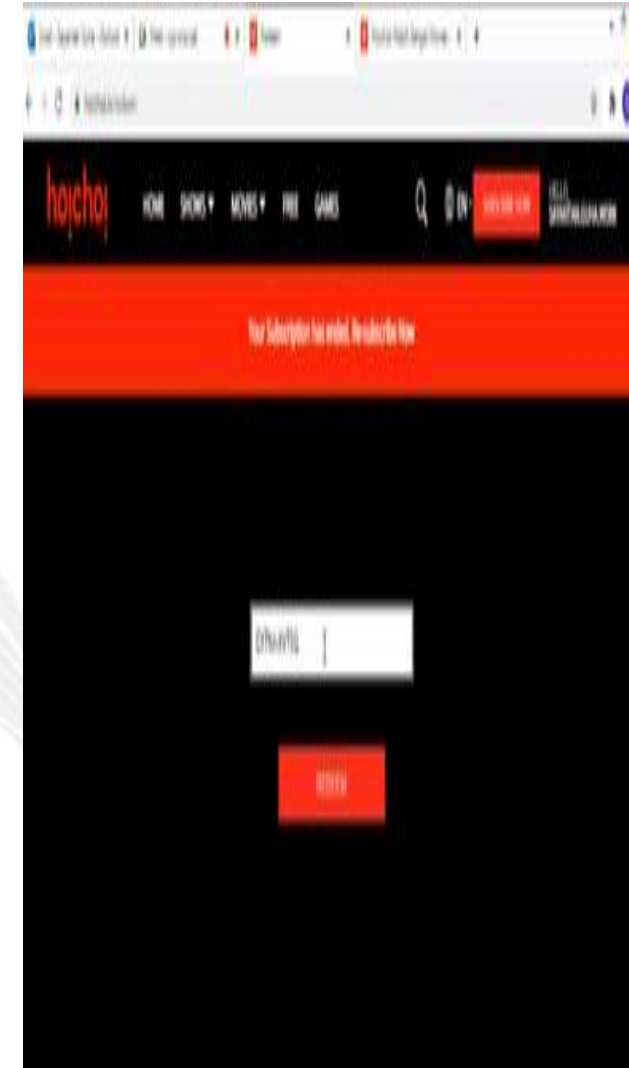
Customer will log in to the link via Google chrome browser and enter his mobile no.



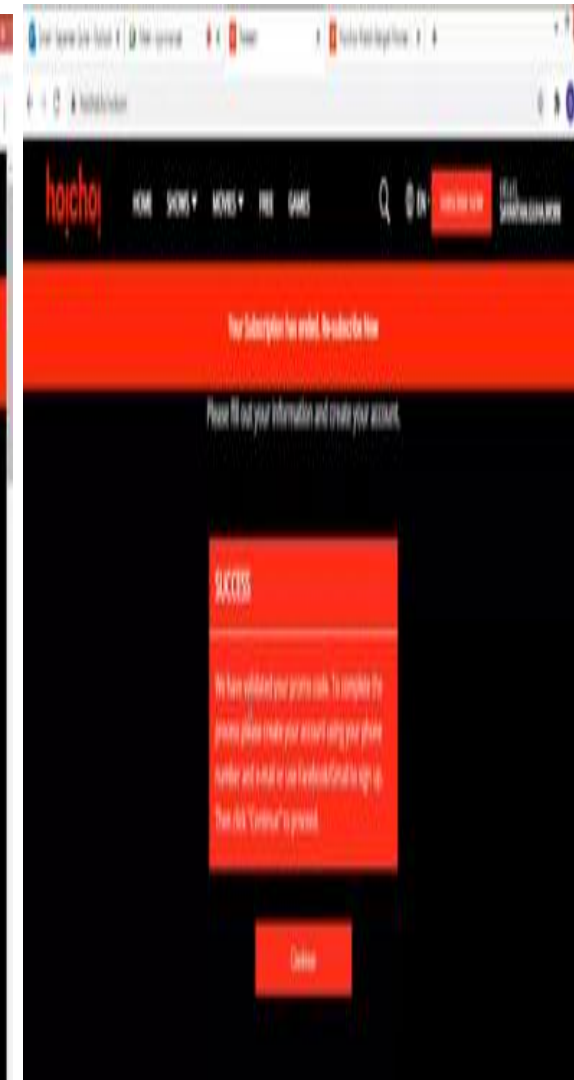
Customer will enter the OPT received in his mobile to log in to hoichoi app



After Log-in process customer will enter the redeem link in browser and enter the code



After successful redemption, activation will be successful.



Commission Frequency: Upfront

SERVICE_NAME	SKASH Deduction	SM PAYOUT (Excl GST)
HOICHOI Monthly Subscription	149	9.47
HOICHOI Yearly Subscription	499	31.72

*** Commission are subject to change*

For internal training & circulation

The SMS will receive a Welcome Kit which will contain some of the following materials

- Leaflet (How to redeem codes)
- Posters- Movies, Web Series
- Tent Cards
- Banners
- Danglers
- Stickers

Thank
you!!