

Programme Guide





*W*elcome to **The K&N's Way Club** — an extension of 'The K&N's Way'— our way of bringing you safe and healthy chicken by managing and controlling all stages of poultry production under one umbrella, with over 45 years of poultry expertise and HACCP System Certification. Remaining true to our raison d'être (reason for being): *for Health and Happiness of the Nation*, we now invite you to experience rewards The K&N's Way.

— *Our way of saying thank you for your continued confidence as we endeavour to remain a brand par excellence.*

## K&N's

– a founding pillar and beacon for Pakistan's poultry industry – started in 1964 with a single minded objective of providing better nutrition for health and happiness of the Nation. Building on years of poultry expertise, and a commitment to food-safety, K&N's integrated all poultry production activities under one umbrella to ensure quality and food-safety by managing and controlling all stages of production.

Today with our undeterred commitment to food-safety, customers repose confidence in us to provide them safe and healthy chicken. Their trust in K&N's and endorsement as Pakistan's Favourite Chicken honours us.






Welcome to The K&N's Way Club  
Frequent Shopper Programme

*M*

embership to The K&N's Way Club offers many advantages when you collect points. The more you collect, the more you benefit. Every time you shop at a K&N's Chicken Store, you can earn valuable points which can be redeemed for free K&N's products. You will also enjoy exclusive privileges, discounts and special offers.

We invite you to familiarize yourself with how you earn and redeem points, and how you can attain The K&N's Way Club Silver or Gold status with even more benefits or perhaps become one of our most privileged Circle members with a black card.



[Earn Points](#) 

## Earn Points

Your points have real value. They entitle you to receive great awards such as free K&N's products and special discounts and a higher club status with exclusive privileges.

Number of points earned is directly related to purchase amount, K&N's product category and your status within The K&N's Way Club. You earn 2.50 status and award points for every Rs. 50/- spent on Whole Chicken, Designer Cuts and By-parts. For Boneless products you earn 3.50 points, while for Ready-to-Cook, Fully Cooked and Deli Line Products you earn 5 points for the same amount spent.



*Your club status determines whether you will be able to enjoy additional benefits and privileges associated with Silver, Gold or Circle status within The K&N's Way Club Programme.*

There are two different types of points:

Award Points

Status Points

## Award Points

Award points are earned every time you shop at a K&N's Chicken Store. As the name suggests, award points can be exchanged for awards, such as free K&N's products and special discounts. Award points can also be earned against special K&N's product offers and promotions from time to time. Award points do not count towards determining club status.

### AWARD POINTS FOR EVERY RS 50/- SPENT

K&N's Product Categories	Status	MEMBER	SILVER	GOLD	CIRCLE
	Executive Bonus	-	25%	50%	100%
Whole Chicken, Designer Cuts & By-Parts		2.50	3.125	3.75	5.00
Premium Boneless Meat		3.50	4.375	5.25	7.00
Ready-to-Cook, Fully Cooked & Deli Line Products		5.00	6.25	7.50	10.00

**Example:** on purchase of K&N's Ready-to-Cook products Gold Members earn 7.5 award points for every Rs. 50/- worth of purchase.

### Status Points

Status points are earned simultaneously with award points every time you shop at a K&N's Chicken Store. As the name suggests, status points determine club status and enable you

to move towards and/or retain the higher Silver, Gold or Circle status. Certain limited time promotions or special offers may be excluded from status points' accrual.

### Executive Bonus

A higher status of Silver, Gold or Circle within the Club also entitles you to an Executive Bonus on award points earned, even for the same purchase amount. If you have Silver status, you earn 25%. Gold status entitles you to 50%, while Circle status gives you 100% Executive Bonus. Executive Bonus is not applied to status points.

EARN POINTS

→  
Redeem Points

## Redeem Points

Award points can be redeemed for awards, such as free K&N's products and discounts. The more points in your account, the more awards you get free! You will also get special discount offers. Points redemption list is displayed at all K&N's Chicken Stores and also available on-line at [www.theKandNsWay.pk](http://www.theKandNsWay.pk) (under Account section).



*Redemption is quick and easy. Simply fill Points Redemption Form at any K&N's Chicken Store for immediate redemption or fill form online, at [www.theKandNsWay.pk](http://www.theKandNsWay.pk) (under Account section) and take it to any K&N's Chicken Store for quick and easy redemption. Please*

*note you will need your 5-digit PIN for points redemption. (Please read next section 'Your Key To The Programme: Club Card and PIN').*

### Your Key To The Programme: Club Card And PIN

Along with your club Member card, you receive a 5-digit PIN (Personal Identification Number). You will need this PIN (along with your club card number) to enquire about your account balance, update your individual club profile online, and for all other club online services. As a new member, it is important to know you need your PIN to access our online services and for points redemption.

**For security reasons, please do not disclose your 5-digit PIN to anyone, and keep it separate from your club card. Please do not share it with K&N's Chicken Store staff either.** You can change your PIN at [www.theKandNsWay.pk](http://www.theKandNsWay.pk) (under Account section) or request a new one by emailing at [member.services@theKandNsWay.pk](mailto:member.services@theKandNsWay.pk).

*Earning points is easy and automatic: all you need is The K&N's Way Club card.*

*For points credit into your club account, please be sure to present your card while shopping at K&N's Chicken Stores.*



REDEEM POINTS / CLUB CARD & PIN

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Status Levels

### Status Levels

The K&N's Way Club offers four status levels. You enrol as a Member and higher status of Silver, Gold or Circle can be attained by earning the required number of status points during a calendar year (January 1st to December 31st).



The K&N's Way  
**MEMBER**  
*Welcome to  
a World of  
Privileges*



As a Member of The K&N's Way Club a world of privileges, attractive awards and benefits await you on your future shopping with us.



The K&N's Way  
**SILVER**  
*Privileges for  
Frequent  
Shoppers*



Attaining Silver status is easy and within reach. To start with, earn 25% Executive Bonus award points on every purchase you make and enjoy a host of other privileges designed for our Silver members.



The K&N's Way  
**GOLD**  
Privileges for  
Special  
Customers

Thinking beyond the entitlement of 25% bonus award points? Earn required number of status points and we have the Gold status waiting just for you! The K&N's Way Gold members get as much as 50% Executive Bonus award points on purchases, 6 Discount eVouchers in a calendar year for attaining or maintaining the status each time, and other privileges designed only for our Gold members.



The K&N's Way  
**CIRCLE**  
Privileges at  
the Highest  
Level





Do you have even higher ambitions? The K&N's Way Circle status recognises the loyalty of our exceptional customers. We offer these privileges as an expression of our utmost appreciation for the loyalty of our exclusive 'circle' of such customers. For instance, treat yourself to 100% Executive Bonus award points on your purchases, 12 Discount eVouchers in a calendar year for attaining or maintaining the status each time and other privileges designed exclusively for our Circle members.

STATUS LEVELS



Status Levels & Privileges at a Glance

## STATUS LEVELS AND PRIVILEGES AT A GLANCE

Key Privileges	Card	Becoming a Member	Maintaining Status	Award Points Validity	Club Select Offers	Executive Bonus and Award Points	Discount eVouchers
The K&N's Way <b>MEMBER</b>		50 status points	No condition	Unlimited	Yes	None	None
The K&N's Way <b>SILVER</b>		2250 status points in one calendar year	2250 status points in one calendar year	Unlimited	Yes	25% bonus award points	None
The K&N's Way <b>GOLD</b>		3500 status points in one calendar year	3500 status points in one calendar year	Unlimited	Yes	50% bonus award points	6 eVouchers on attainment and renewal of status
The K&N's Way <b>CIRCLE</b>		5500 status points in one calendar year	5500 status points in one calendar year	Unlimited	Yes	100% bonus award points	12 eVouchers on attainment* and renewal of status

\*12 eVouchers upon attainment include 6 eVouchers already credited on attainment of Gold status

## Club Account

All points earned will be credited to your account provided you present your card at the time of purchase.

Keeping track of your account balance is simple and easy! Every time you shop at any K&N's Chicken Store, your Status and Award points earned for current purchase, along with previous points balance are printed at the bottom of the invoice.

You can also get your account balance online by simply logging in at [www.theKandNsWay.pk](http://www.theKandNsWay.pk) and entering your card number and PIN (under Account section).



## The K&N's Way Club Online Services

After you sign up for online services, you can check your current account balance and surf the whole world of

The K&N's Way Club:

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Your current account statement

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Update your personal profile

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Change your 5-digit PIN

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Set and/or change your password

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Print and/or download Points Redemption Form

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Special promotions and awards



## The K&N's Way Club Member Services

For questions and comments Member Services can be reached by:

| **E-mail:** [member.services@theKandNsWay.pk](mailto:member.services@theKandNsWay.pk) |

| **Phone:** 0800 11567 (Toll Free) |

| **Mail:** Member Services  
The K&N's Way Club  
K&N's Centre  
160 Banglore Town  
Shara-e-Faisal  
Karachi-75350 |

**Web:** [www.theKandNsWay.pk](http://www.theKandNsWay.pk)

ONLINE SERVICES / MEMBER SERVICES

[Terms & Conditions](#) 

## Terms and Conditions

Membership in The K&N's Way Club Programme is subject to following Terms & Conditions, which may be revised by K&N's Foods (Pvt) Limited [K&N's] at any time.

1. The K&N's Way Club membership is open to every household consumer residing in Pakistan. Hotels, restaurants, caterers and all institutions are excluded from membership of The K&N's Way Club.
2. Membership is non-transferable.
3. At present, The K&N's Way Club Programme is applicable at the company owned K&N's Chicken Stores only and does not cover third party retail outlets or franchise stores.
4. To participate in The K&N's Way Club Programme, applicants must submit enrolment form online or submit duly filled forms at a K&N's Chicken Store.
5. Members, in order to earn points and for points credit in their account, must always present their Club Membership card at the time of purchase at a K&N's Chicken Store.
6. Status points or Award points are non-transferable.
7. Members, at the time of points redemption, must present their plastic membership card and punch-in their 5-digit confidential PIN code at the K&N's Chicken Store.
8. Members shall not disclose their 5-digit PIN to anyone and specifically to any K&N's employee. K&N's shall not be responsible for any loss to a member due to unauthorized use of PIN code for redemption of points and other benefits.
9. At end of each calendar year, Award points balance will be carried forward to following year and can be used for redemption any time during membership.
10. Status points earned from 1st January to 31st December each year determine club status in the ensuing calendar year. Higher status is valid for the year in which it was earned, plus an additional period of 12 months of following year. For example, if you attain Silver status in August 2010, your Silver status will be valid until December 31st 2011.
11. Membership cards shall be dispatched to members within 30 working days from their eligibility date.
12. K&N's will not be liable for loss of card by a member. Duplicate card shall be issued upon request of customer, against redemption of 100 award points.
13. Tax liabilities of any and all natures, are not redeemable against earned points. That is, any tax leviable on purchase of product shall be payable by the member.
14. Points shall be awarded on invoice prices, net of Sales Tax, SED or any other Government levies.
15. K&N's may change The K&N's Way Club Programme rules, regulations, benefits and conditions in whole or part at any time with or without notice, even though the change may affect value of points or awards already earned.
16. K&N's reserves the right to terminate The K&N's Way Club at any time without prior notification.

Please detach and keep  
for ready reference

For convenient wallet size cut here →

**AWARD POINTS FOR EVERY RS 50/- SPENT**

K&N's Product Categories	Status		MEMBER	SILVER	GOLD	CIRCLE
	Executive Bonus	100%				
Whole Chicken, Designer Cuts & By-Parts	2.50	3.125	2.50	3.125	3.75	5.00
Premium Boneless Meat	3.50	4.375	3.50	4.375	5.25	7.00
Ready-to-Cook, Fully Cooked & Deli Line Products	5.00	6.25	5.00	6.25	7.50	10.00



Pakistan's Favourite Chicken™

[www.KandNs.com](http://www.KandNs.com)



The K&N's Way Club  
K&N's Centre  
Shara-e-Faisal  
Karachi



C L U B

[www.theKandNsWay.pk](http://www.theKandNsWay.pk)