



PERSUE REFERRAL PROGRAM

Standard Operating Procedure (SOP) for Referrers

Empowering Ambassadors to Build a Bigger Learning Community.

Effective Date: 26th April, 2025

Issued by: PERSUE Institute **Version:** 1.0 **Release Date:** April 2025 **Document Owner:**
Referral Program Management Team

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1. Program Overview

The **PERSUE Referral Program** enables both existing students and external individuals to refer new students to PERSUE’s educational courses. Referrers are rewarded with a structured cash incentive cycle and milestone-based premium gifts.

2. Eligibility Criteria

- Open to all existing PERSUE students and individuals external to the organization.
- Referrals may include friends, family, juniors, relatives, colleagues, or any prospective candidate.
- The referred candidate must be new to PERSUE.
- Unlimited number of referrals allowed.

3. Definition of a Successful Referral

A referral is deemed successful only when:

- The referred student enrolls in a PERSUE course batch using the referrer’s code.
- The referred student completes payment for the first two months of course fees.

Non-Qualifying Activities:

- Attendance of free demo classes without enrollment.
- Incomplete or non-paid enrollments.

4. Cash Reward Structure and Cycle



1st	₹300
2nd	₹400
3rd	₹500
4th	₹300 (Cycle Restarts)
5th	₹400
6th	₹500

Key Points:

- Cycle repeats after every three successful referrals.
- Rewards processed within 7 working days.
- Payment via UPI, IMPS, or approved electronic methods.

5. Milestone Rewards

Successful Referrals Achieved	Milestone Reward
25 Referrals	24-inch LED TV
50 Referrals	180L Refrigerator
75 Referrals	iPhone

- Only one milestone reward applicable at each level.
- New rewards supersede previous ones.
- brand/model to be determined by company policy

6. Process for Referrers

6.1 Obtaining a Referral Code

- Existing students: Request through student portal.
- External individuals: Request via official website or contact channels.

6.2 Sharing the Referral Code

- Share code with genuinely interested students.
- Provide accurate course and enrollment information.

6.3 Tracking Referrals

- Access referral tracking dashboard.
- Receive status notifications.

6.4 Collecting Rewards

- Ensure accurate banking details.
- Cash rewards transferred post verification.
- Milestone rewards processed separately.

7. Code of Conduct

- Ethical and honest promotion.
- Misuse or fraud results in immediate disqualification.

8. Support and Assistance

- Dedicated Referral Support Team available.
- FAQs for students and external referrers.
- Established escalation path for disputes.

9. Legal and Compliance

- Transparent communication of program rules.
- Strict adherence to privacy policies.
- Reward timelines are final and binding.

10. Important Disclaimers

- PERSUE reserves the right to modify, extend, or terminate the program.
- Final decisions on reward eligibility are at the company's discretion.
- Disputes resolved per internal policies.

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