



POWER OF SIMPLICITY

*Issued in public interest by Tally Solutions Pvt. Ltd.*

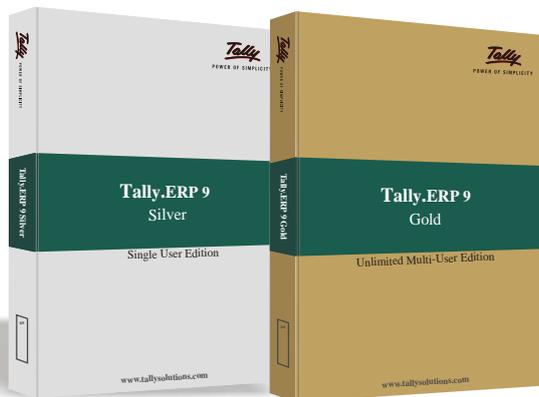
## What is the RIGHT price to pay for Tally.ERP 9?

Tally's business software solutions are world class. In order to achieve this standard, we have invested heavily right from R&D for the product itself, to Training and Qualification of our Partner network. This has been done to ensure you get not only an advanced software product, but also cutting-edge professional support to keep it up-to-date with the requirements of your business as it grows. In other words, the value you get from your Tally product only begins once you buy it.

Tally Partners are high calibre organisations with specialised staff and vast technical and domain knowledge. You WILL require their expertise over the long term.

**To ensure YOU get a fair deal, ensure your Partner gets a Fair Margin.**

### Facts on Pricing:



#### Please Note:

EVERY Authorised Partner\* of Tally Solutions earns the SAME margin on the sale of Tally.ERP 9

**Buyers Beware of Low Prices!**

Tally.ERP 9 Silver  
Single User Edition

➔ MRP ` 18,000.00  
(inclusive of all taxes)

Tally.ERP 9 Gold  
Multi User Edition

➔ MRP ` 54,000.00  
(inclusive of all taxes)

### Some realities you may face:

1. You may be able to buy a copy of Tally.ERP 9 at MRP or below MRP. In case you require additional services, you may need to pay an additional sum for those services.
2. Since every Partner earns the same margin for a sale, no Partner can offer you a lower price.
3. When a Partner offers a discount on MRP, you can fairly expect inadequate assistance, service or expertise after the sale even if the Partner promises more.
4. Some Partners assume that you (or your employees) are familiar with the Tally product, and will not need any help to install and keep it functioning and therefore it is harmless to make empty promises.

## Look before you leap:

1. Even though there may be some familiarity with the Tally product, buyers often need guidance to keep pace with advances in technology and new features. **To take full advantage, it helps to get the guidance of Partners who are trained on it.**
2. When you buy, please recognise that LOWER PRICES imply LOWER EXPERTISE. In many cases, it may also imply lower ability to provide the value (that is, the seller actually does not even want to attempt giving you any assistance).
3. It is sometimes possible that skills within your organisation make it seem unnecessary to depend on your Partner, hence making it seem harmless to buy at a lower price. However, to re-emphasize, it is always advisable to stay abreast of technology & capability advances and your Partner is best geared to assist.
4. In every other case, please be careful and suspicious about any 'low price' offer. Please understand that there is NO OTHER WAY for the seller to earn a margin (that is, *there is no way for the seller to have 'purchased at a good price, therefore selling at a good price'*).

## POINTS TO REMEMBER!

Be cautious when the product is offered at a lower price

The full 'value' of your Tally product is only realised over time

Paying your Tally Partner less for your Tally licence might compromise their ability to deliver full value in the long run

**Buying and using ANY software for your business is an important decision.  
Please take the decision with care.**

**Thank you.**