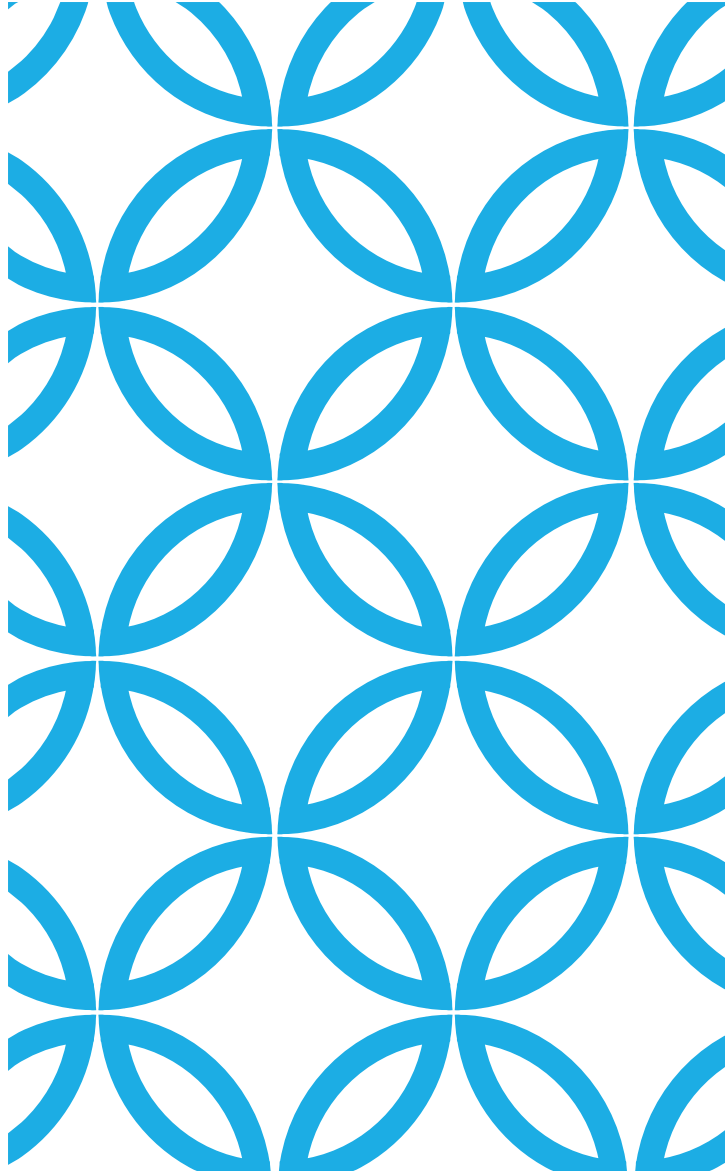




RURAL VISTAAR
RURAL PROMOTIONAL OFFERS
MARCH 2024

❑ CN @ 3.5% on all Consumer Lighting Products

Special offer March '24

Product	Purchase Quantity Slabs	Scheme Per Piece(In Rs.)	Product	Purchase Quantity Slabs	Scheme Per Piece(In Rs.)	Product	Purchase Quantity Slabs	Scheme Per Piece(In Rs.)
24W Led Strips 5 Mtr	>=20	20	36W Profile Strips 120 Led/Mtr	>=20	50	60W Profile Strips 240 Led/Mtr	>=20	100

Product	Purchase Quantity Slabs	Scheme Per Piece(In Rs.)
120 Led Rope Light 50 Mtr	10 – 19	235
	>=20	435

Led Batten March 24	
Purchase Qty Slab	Scheme Per Pc in INR
80-200	5
>200	10

Product Covered	Lumeno D/L
Offer Period	Feb 24 to Mar 24
Channel	DC 16
Markets	*Selected Region
confirmation for Regions	
Pl check mails for scheme	
Slab	Offer Rs per Pc
300	18
600	21
1200	25
2500	30



CONSUMER LIGHTING

Rural Promotional Offers
March' 2024



Pre-GST Slabs	Scheme Period	DBT %	CN
REO EWA Flat Slab	Dec'23-Mar'24	5.75%	-
EWA -Bonus on Modular Range	Dec'23-Mar'24		5%
Super Top Up Bonus on Modular Range	March '24		0.5%
REO BCP Flat Slabs	Dec'23-Mar'24	1%	
REO MP MCB/ISOLATOR/RCCB	Dec'23-Mar'24		1%
REO Fan	March '24		Rs 17
REO GI Box Flat Slab (Plastic Surface Boxes not Included])	March'24		Rs 6
Flat Slab Wire (Except MH/GOA/GUJ)	March'24		1.5%
Flat Slab Wire (Mahrashtra & Gujrat)	March'24		3.1%



REO DISCOUNTING STRUCTURE
Applicable for Building Segment
(REO – EWA/BCP/FAN)



HAVELLS MFD CAPACITORS/ IP-Agri Starter/ CP –
Select SKU – March'24



MFD/Agri Starters/CP SCHEMES
RURAL DISTRIBUTORS
March'24

Products Covered	HAVELLS MFD CAPACITORS
Channels Applicable	Distributor/ Super Stockist

Criteria	Promotional Offer
For Rural Distributors – Flat*(will be pass on in primary sale to Super stockist)	3%

Scheme – March	
300 Pcs	4%
500 Pcs	5%
1000 Pcs	6%



Havells Cooler – March’24

Retailer/DD/BS Slab Scheme					[Jan'24 ~ Mar'24]		3
Scheme Period	Branches	Partner Type	SLAB	Qty Target (In Units)	PAYOUT		
					Desert	Personal / Tower/Window	
Jan'24 ~ Mar'24	All Branches	Retailer; Dealer; Galaxy	Slab A	≥ 100	Rs. 250/-	Rs. 125/-	
			Slab B	60	Rs. 200/-	Rs. 100/-	
			Slab C	40	Rs. 175/-	Rs. 90/-	
			Slab D	20	Rs. 150/-	Rs. 75/-	
			Slab E	10	Rs. 100/-	Rs. 50/-	

					40.0%			12.0%					3.0%		
Segment	Material Code	Model	Litre	LP	Policy Disc %	Policy Disc Val	After Policy Disc	Undercut ZPR7 %	Undercut ZPR7 Val	After Undercut ZPR7 Disc.	GST Val	With GST	Early Bird 1st ~ 31st March [CN]	RDP before Slab Scheme	Disc%
Desert	GHRACAMB008	Kace 95	95	₹19,490	40%	7,796	11,694	12.0%	1,403	10,291	1,852	12,143	309	11,834	39%
Desert	GHRACBUF220	Altima [Grey]	70	₹16,490	40%	6,596	9,894	12.0%	1,187	8,707	1,567	10,274	261	10,013	39%
Desert	GHRACAW060	Koolaire	51	₹14,790	40%	5,916	8,874	12.0%	1,065	7,809	1,406	9,215	234	8,980	39%
Personal	GHRACAAD008	Kalt	24	₹7,690	40%	3,076	4,614	12.0%	554	4,060	731	4,791	122	4,669	39%
Personal	GHRACBCW020	Tuono 22	22	₹8,290	40%	3,316	4,974	12.0%	597	4,377	788	5,165	131	5,034	39%
Tower	GHRACDAU180	Zurii 55-M Knob	55	₹14,990	40%	5,996	8,994	12.0%	1,079	7,915	1,425	9,339	237	9,102	39%
Tower	GHRACDBU180	Zurii 35-M Knob	35	₹13,190	40%	5,276	7,914	12.0%	950	6,964	1,254	8,218	209	8,009	39%
Desert	GHRACSUG075	Supro75	75	₹15,490	40%	6,196	9,294	12.0%	1,115	8,179	1,472	9,651	245	9,406	39%
Trolley (Optional)	GSCPTMAKA035	Supro Trolley		₹850	40%	340	510		-	510	92	602		602	
Window	GHRACBDW220	Frostio	45	₹9,490	40%	3,796	5,694	12.0%	683	5,011	902	5,913	150	5,762	39%
Trolley (Optional)	GSCPTMAKX045	Frostio Trolley		₹625	40%	250	375		-	375	68	443		443	



Havells Coolers
March’24

Havells Fan – March' 24

Check for New SKU introduced

		Models								
JAN'2023	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL
Pricing Heads	EFFICIENCY IA DX	COMFORT AIR	COMFORT AIR DECO	DROVE DECO	18"1400 TF. NEO	24"900 TF. NEO	9"VENT. DB	12"VENT. DB	9"DSP	12"DSP
LP	4390	2695	3725	3415	7240	14110	2,510	3,045	1740	2170
Retailer landing Pre Tax	2219	1488	2189	2006	3690	7190	1460	1771	1012	1262
GST Addition @ 18%	399	268	394	361	664	1294	263	319	182	227
Rural Retailer landing with GST	2618	1756	2582	2368	4354	8485	1722	2090	1194	1489
Secondary Scheme										
Rural retailer net landing	2618	1756	2582	2368	4354	8485	1722	2090	1194	1489

JAN'2023	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL
Pricing Heads	Accelero Pedestal NS	Accelero Pedestal HS	12"Accele ro Wall HS	16"Accele ro Wall NS	16"Accele ro Wall HS	Accelero Table NS	Accelero Table HS	Accelero 6" Ventil	Accelero 8" Ventil	Accelero 10" Ventil
LP	3620	4450	3275	2890	3535	2875	3425	1485	1640	1740
Retailer landing Pre Tax	2105	2588	1905	1681	2056	1672	1992	864	954	1012
GST Addition @ 18%	379	466	343	303	370	301	359	155	172	182
Rural Retailer landing with GST	2484	3054	2247	1983	2426	1973	2350	1019	1125	1194
Secondary Scheme	52.6	64.7	47.6	42.0	51.4	41.8	49.8	21.6	23.8	25.3
Rural retailer net landing	2431	2989	2200	1941	2374	1931	2300	997	1102	1169

Discount for Jan- March 2024

Monthly Discount on Invoice 5%

Additional Discount

	Product	Feb'24 (Under Cut & Combo offer)
Under Cut	HEXO MG /Zello/All Induction (Except QT)	Under Cut @200/- Per Unit
	Power Hunk 800W/Hydro 750W	Under Cut @100/- Per Unit
	Air Fryer /Wet Grinder	Under Cut @500/- Per Unit
Combo Offer	Induction Cooker Range	Combo Offer with Havells Extension Cord
	Rigo 2 jar	Combo Offer with Hand Blender [HB Classique]
	New Product Launch Offer HEXO 1100 W ,Foodo 5 Jar & Maxx Tuff 900W	Combo Offer with Aqua Water bottle [Hot & Cold]
Please note :- All Combo offer Based on Net Billing - No under Cut or any additional CN applicable on combo billing		

Exclusive Sep Offer(ASPRO/HYDRO/POWER HUNK)/HEXO

- ☐ 2 % Hydro3/4Jar & Power Hunk3/4 Jar mixer grinder
- ☐ Rs. 50 CN on Rigo 2 Jar
- ☐ **Please note - All under cut mapped on invoice and DMS.**
- ☐ **Flat offer not applicable on combo offer NO CN appliable on individual billing**

Small Domestic Appliances

Discount Policy March' 24



SDA -New Year Bonanza (Retailer Scheme – Jan to March '24)

Monthly
Reimbursement

Jan	Feb	March
3.00%	3.00%	3.00%

Quarterly
Reimbursement

Q-4 Growth Incentive (20% Growth)
2%

- 20% Growth over last year same Qtr. (DMS billing)
- 2% growth incentive base on (DMS billing) value achievement without conceding 50%-25%bonus
- For New retailer /Dealer minimum criteria will be 25 K in Q4 (DMS billing)
- Incentive will be reimbursed purely on DMS billing after Q4

Quarterly Reimbursement	Premium Product -Based on 20% Growth over last year (Incentive)
1%	MG/JMG 750W and above ,TC induction ,Steam iron ,Garment steamer ,Air fryer, slow Juicer & OTG (20% Growth require over last year same period)

- Scheme applicable for Retailer /Direct dealer /Galaxy / Rural Channel –Retailers
- The above Jan to March'24 scheme for retailers would be reimbursed purely on DMS billing on **monthly basis**
- Rural Channel Retailers – Scheme will be settled based on actual invoice (RD to Retailer)
- Slab values are without GST
- All above scheme will be settled by DBT
- Above scheme not applicable on DC-19,Promotional Products & Room Heater /OFR
- TDS will be applicable @10% as per section 194R of Income Tax Act1961.

Personal Grooming updated price list March 2024

Item Code	SAG	Model	MRP	LP	LP less 40%	Scheme (@ 0-7%)	RETAILER LANDING W/O SCHEME	GST PAID RETAILER NLC	Retailer Landing after 5%*
Hair Dryers									
GHPDDAAYPP00	Dryer MII	HD1902	1495	1295	777	54	723	853	810
GHPDDAARBL21	Dryer	HD2222	1595	1495	897	63	834	984	935
GHPDDAAUOR21	Dryer	HD2223	1645	1545	927	65	862	1017	966
GHPDDAAZBK16	Dryer	HD3191	1895	1895	1137	80	1057	1248	1185
Hair Styling									
GHPHHCAPPK00	Straightener	HS4104	1695	1525	915	64	851	1004	954
GHPHHCASBK00	Straightener	HS4106	1695	1525	915	64	851	1004	954
GHPHHCAxBK00	Straightener	HS4109	1695	1745	1047	73	974	1149	1092
GHPHHIALPP00	Styling Combo	HC4025	2895	2895	1737	122	1615	1906	1811
Beard Trimming									
GHPTTAATRD00	Trimmer	BT5111C	1395	1375	825	58	767	905	860
GHPTTAATBR00	Trimmer	BT5112C	1395	1375	825	58	767	905	860
GHPTTAABIB00	Trimmer	BT6151C	1895	1895	1137	180	957	1130	1073
GHPTTABNGR00	Trimmer	BT8700	2595	1995	1197	84	1113	1314	1248

- ☐ 5% scheme - will be settled after month end
- ☐ GHPDDAAZBK16 Dryer – New SKU
- ☐ GHPTTABNGR00 Trimmer –New waterproof Trimmer

Storage/Instant Water Heater Scheme March' 24

Season Scheme Policy				
	Storage	Gas	Instant	Monthly (On invoice)
Month	Mar'24	Mar'24	Mar'24	
All India(Except Below States)	4%	4%	5%	
Rajasthan	4%	4%	5%	Rs 100
S1& S2(except Kerala)	7%	7%	8%	
West	7%	7%	8%	Rs 100
All India Discount - Invoice	Rs 150	Rs 100	Rs 75	



Quarterly Tie- up scheme Storage/Instant WH (Jan- March'24)

Slab	Target Value	Incentive CN %
1	1.00 L	1.00%
2	2.00 L	1.50%
3	3.00 L	2.00%

West Branches		
SLAB QTY	Scheme Per Unit	
Storage , Instant & Gas WH	Instant & Gas WH	Storage WH
12- 24 units	30	75
25-36 units	50	125
37 units & Above	75	175

Storage /Instant Water Heaters March' 2024



Immersion WH

Category	UC (Monthly)
	March' 24
Immersion WH	3%



Thanks