

September Promotional Schemes



**RURAL
VISTAAR**

Monthly Base scheme

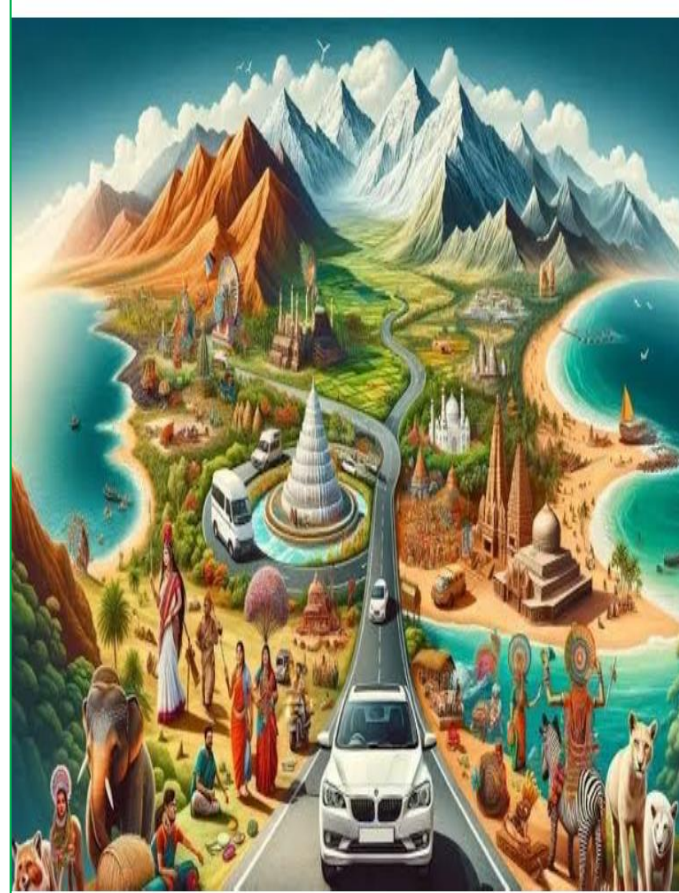
**CN @ 3.5% on all
Consumer Lighting
Products**

Festive offer Sep '24

| Product | Quantity | Scheme/Pc |
|--|----------|-----------|
| Panel/COB | >=150 | 8 |
| High Wattage Batten | >=40 | 10 |
| Rope Light(96,120 & 144 Rope light 50 Mtr | >=10 | 250 |
| 60W 240 Led strips 5 Mtr | >=40 | 80 |

**** High wattage batten
-LF08
-22W Austra Inverter batten**

RD Festival Bonanza (Jul- Dec'24)



Domestic Trip (2N/3D)



***DMS Billing**

| Slabs | Destination (1 PAX) |
|-----------|-----------------------|
| >=30 Lacs | Domestic Trip (2N/3D) |

Applicable for RDs as per terms & conditions

1st July- 31st Dec'24

| Havells EWA | |
|-------------|-------------------------------------|
| Havells EWA | Monthly scheme 4.5% |
| GI box | Rs 5/unit is applicable on 20 units |

| Havells Wire- Secondary Base | |
|------------------------------|---------------------------------|
| FR & HRFR S3 90M | 1.25% |
| all ranges of 180M | 2% (on monthly sale > 2 lakhs) |

| Havells BCP - Secondary Base | |
|------------------------------|---------------------|
| All range except SP | Monthly scheme 5% |
| Single Pole(SP) | Monthly scheme 2.5% |

| Havells BCP - Secondary Base- Product specific | | |
|---|----------|--------------|
| Product | Qty | Discount |
| X7 Distribution Boardi | 10 Units | 4% |
| Entire RCCB Range (<i>except RCCB Adaptor and Plug</i>) | 5 Units | INR 40 |
| Home Safe Mini MCB | 6 Units | INR 10/ Unit |
| MCB Protected Socket | 5 Units | INR 5/ Unit |

Sapno Ki Udaan



Dear Channel Partner,

We are pleased to announce our Unique Engagement Program *Sapno ki Udaan* for the FY 24-25. Partners will have a chance to travel to exotic locations. Please find details and qualifying criteria of this program:

| Slab in Lakhs | Reward |
|---------------|------------------------------------|
| >225 | 1 PAX New Zealand for 7 Nights* |
| >185<225 | 1 PAX Western Europe for 5 Nights* |
| >125<185 | 1 PAX Turkey for 4 Nights |
| >60<125 | 1 PAX Vietnam for 3 Nights |
| >35<60 | Amazon Voucher worth 50K |
| >25<35 | Amazon Voucher worth 30K |
| >15<25 | Amazon Voucher worth 16K |

Growth Criteria over last FY for Qualifying in Sapno Ki Udaan

| Sale LY in Lakhs | Growth %age |
|------------------|-------------|
| >200 | 10 |
| 100-200 | 20 |
| <100 | 30 |

1st Apr- 31st Mar'25

***DMS Billing**

- ❖ RD to achieve 20% of their annual target in Q1 and 25% in Q2 to qualify for the scheme.
- ❖ RD can avail multiple tickets of a destination on achievement of higher sales in respective slabs

MFD/Agri Starters/CP SCHEMES RURAL DISTRIBUTORS



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| | |
|---|------------------------------------|
| | |
| Products Covered | HAVELLS MFD CAPACITORS |
| Channels Applicable | Distributor/ Super Stockist |
| | |
| Undercut on all SKUs & billing to be done on master carton package only. | 9% |
| Flat scheme for rural retailer | 1.5% |

| | | 5 SHADE | | | | 3 SHADE | | | | | | |
|---------------------------------|------------|-------------|------------------|------------|---------------------------|--------------------------|----------------|-------|------------|-----------------|-------|--|
| | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | |
| Pricing Heads | XPRESS AIR | COMFORT AIR | COMFORT AIR DECO | DROVE DECO | ENTICER ES (24, 36,42,48) | STEALTH ES 1200 /1400 MM | EFFICIENCIA DX | ELIO | ELIO PRIME | ELIO PRIME WOOD | EPIC | |
| LP w.e.f. 1st MAY 2024 | 2500 | 2860 | 3950 | 3625 | 5010 | 10420 | 4660 | 5650 | 6635 | 6865 | 4250 | |
| RD Landing Pre Tax | 1406 | 1520 | 2221 | 2038 | 2594 | 5712 | 2232 | 2922 | 3432 | 3551 | 2389 | |
| GST Paid Billing | 1659 | 1794 | 2621 | 2405 | 3061 | 6740 | 2634 | 3449 | 4050 | 4190 | 2820 | |
| Retailer landing Pre Tax | 1469 | 1588 | 2321 | 2130 | 2710 | 5969 | 2333 | 3054 | 3586 | 3711 | 2497 | |
| Rural Retailer landing with GST | 1733 | 1874 | 2738 | 2513 | 3198 | 7043 | 2753 | 3604 | 4232 | 4379 | 2946 | |
| Secondary Scheme | | | | | 54.2 | 134.3 | | 30.5 | 35.9 | 37.1 | 25.0 | |
| Rural retailer net landing | 1733 | 1874 | 2738 | 2513 | 3144 | 6909 | 2753 | 3573 | 4196 | 4342 | 2921 | |

| | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | URBAN | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL | RURAL |
|---------------------------------|------------------|------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|-------------------|-------------------|--------------------|--------------------|---------------------|-----------------|----------------|------------|
| Pricing Heads | MARVEL WIND WALL | MARVEL WIND PED. | Accelero Pedestal NS | Accelero Pedestal HS | 12"Accelero Wall HS | 16"Accelero Wall NS | 16"Accelero Wall HS | 16"Accelero Wall HS | Accelero Table NS | Accelero Table HS | Accelero 6" Ventil | Accelero 8" Ventil | Accelero 10" Ventil | 18"1400 TF. NEO | 24"900 TF. NEO | 9"VENT. DB |
| LP w.e.f. 1st MAY 2024 | 4220 | 4770 | 3845 | 4720 | 3480 | 3070 | 3755 | 3755 | 3050 | 3635 | 1575 | 1740 | 1845 | 9060 | 14970 | 2,670 |
| RD Landing Pre Tax | 2373 | 2682 | 2162 | 2654 | 1957 | 1726 | 2111 | 2098 | 1715 | 2044 | 886 | 978 | 1037 | 4522 | 7472 | 1501 |
| GST Paid Billing | 2800 | 3165 | 2551 | 3131 | 2309 | 2037 | 2491 | 2475 | 2023 | 2412 | 1045 | 1154 | 1224 | 5336 | 8817 | 1771 |
| Retailer landing Pre Tax | 2479 | 2803 | 2259 | 2773 | 2045 | 1804 | 2206 | 2139 | 1792 | 2136 | 925 | 1022 | 1084 | 4726 | 7808 | 1569 |
| Rural Retailer landing with GST | 2926 | 3307 | 2666 | 3272 | 2413 | 2128 | 2603 | 2525 | 2115 | 2520 | 1092 | 1206 | 1279 | 5576 | 9214 | 1851 |
| Secondary Scheme | 62.0 | 70.1 | 56.5 | 69.3 | 51.1 | 45.1 | 55.2 | | 44.8 | 53.4 | 23.1 | 25.6 | 27.1 | | | |
| Rural retailer net landing | 2864 | 3237 | 2609 | 3203 | 2362 | 2083 | 2548 | 2525 | 2070 | 2467 | 1069 | 1181 | 1252 | 5576 | 9214 | 1851 |

Rural Distributor Secondary scheme

| Slab | Payout |
|-------|--------|
| 20-50 | 1.00% |
| >50 | 1.50% |

** All ceiling & TPW





Scheme Period : 1st Sep 24-30th Sep 24

| Pre-GST Slabs | CN |
|---|-------------------|
| Flat REO EWA All Ranges | 6.25% |
| GI Box (W/o Surface Boxes) – Primary Settlement | Rs. 6/- per unit |
| Flat -REO BCP All Ranges | 2.25% |
| Flat REO Wires (Except MH/Goa/Guj) | 1.5% |
| Flat REO Wires (MH/Goa/Guj) | 3.1% |
| Flat REO Fans | Rs. 17/- per Unit |

Terms and Condition*

- The above Schemes are applicable for Rural Distributors billed thru Superstockist only (DC 16)
- The GI Box Scheme** will be directly settled to the Superstockist based on the Primary sales for the month as per SAP reports
- All Sales Qty/Values to be considered will be based on DMS reports only.

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

Scheme Period : 1st Jul 24-30st Sep24

| Growth (Sec Over Q1 FY25) | Incentive |
|---------------------------|-----------|
| 10% | 2.0% |

Terms and Condition*

- Jul'24 – Sep'24 Secondary Sales will be the Base for Rural Distributors
- This scheme is applicable Only Modular Range of REO. (REO Bliss/REO Elegant and REO Elegant Bold AS22/AS39/AS56 only)
- MANDATORY - Min value to be achieved in Scheme period for Rural distributors to qualify is Rs. 25,000/- (Modular Range Only)**



On Invoice Incentive

On Invoice

| Jul | Aug | Sept |
|-------|-------|-------|
| 3.00% | 3.00% | 3.00% |

| Undercut |
|----------|
| 5% |

Credit Note

July- Dec Growth Incentive
(20% Growth)

2% - Monthly CN

- 20% Growth over last year same duration. (DMS billing)
- 2% growth incentive base on (DMS billing) value achievement
- Incentive will be reimbursed purely on DMS billing after every month
- TDS will be applicable @10% as per section 194R of Income Tax Act1961

New Launches



SDA Retailer Tie Up –(July- Dec'24)

(Scheme to be settle through distributor)

| | | |
|--------|-----------|------------------------------------|
| SLAB-1 | 7,00,000 | Domestic Regional Trip |
| SLAB-2 | 12,00,000 | Bangkok /Equivalent |
| SLAB-3 | 20,00,000 | Vietnam |
| SLAB-4 | 35,00,000 | Turkey |
| SLAB-5 | 50,00,000 | Barcelona + Madrid / Equivalent |
| SLAB-6 | 60,00,000 | new zealand / Equivalent |



1st July- 31st Dec'24



| Item Code | SAG | Model | MRP | LP | LP less 40% | Undercut (@ 0-7%) | RETAILER LANDING W/O SCHEME | GST PAID RETAILER NLC W/O Scheme | RETAILER NLC AFTER 3% Scheme |
|-----------------------|---------------|---------|------|------|-------------|-------------------|-----------------------------|----------------------------------|------------------------------|
| Hair Dryers | | | | | | | | | |
| GHPDDABGBL10 | Dryer | HD1835 | 1295 | 995 | 597 | 57 | 540 | 637 | 619 |
| GHPDDABDPK10 | Dryer | HD1800 | 1295 | 995 | 597 | 57 | 540 | 637 | 619 |
| GHPDDAAYPP00 | Dryer MII | HD1902 | 1495 | 1295 | 777 | 54 | 723 | 853 | 828 |
| GHPDDAARBL21 | Dryer | HD2222 | 1595 | 1495 | 897 | 63 | 834 | 984 | 956 |
| GHPDDAAUOR21 | Dryer | HD2223 | 1645 | 1545 | 927 | 65 | 862 | 1017 | 988 |
| GHPDDAAZBK16 | Dryer | HD3191 | 1895 | 1895 | 1137 | 80 | 1057 | 1248 | 1211 |
| Hair Styling | | | | | | | | | |
| GPHHHCAPPK00 | Straightener | HS4104 | 1695 | 1525 | 915 | 64 | 851 | 1004 | 975 |
| GPHHHCASBK00 | Straightener | HS4106 | 1695 | 1525 | 915 | 64 | 851 | 1004 | 975 |
| GPHHHCAXBL00 | Straightener | HS4109 | 1695 | 1745 | 1047 | 73 | 974 | 1149 | 1116 |
| GPHHIALPP00 | Styling Combo | HC4025 | 2895 | 2895 | 1737 | 122 | 1615 | 1906 | 1851 |
| Beard Trimming | | | | | | | | | |
| GHPTTAATRD00 | Trimmer | BT5111C | 1395 | 1375 | 825 | 58 | 767 | 905 | 879 |
| GHPTTAATBR00 | Trimmer | BT5112C | 1395 | 1375 | 825 | 58 | 767 | 905 | 879 |
| GHPTTABRRD00 | Trimmer | BT6111 | 1645 | 1425 | 855 | 60 | 795 | 938 | 911 |
| GHPTTABSBK00 | Trimmer | BT6112 | 1645 | 1425 | 855 | 60 | 795 | 938 | 911 |
| GHPTTAABIB00 | Trimmer | BT6151C | 1895 | 1895 | 1137 | 180 | 957 | 1130 | 1097 |
| GHPTTABNGR00 | Trimmer | BT8700 | 2595 | 1995 | 1197 | 84 | 1113 | 1314 | 1275 |

- 3% scheme for RDs on DMS secondary is included in above to calculate NLC on products
- GHPDDAAZBK16(Dryer)/GHPTTABRRD00/GHPTTABSBK00 (Trimmer) – **New SKU**
- GHPTTABNGR00 Trimmer –**New waterproof Trimmer**



CAMPAIGN DETAILS - GT



***Offer Product:** 200 ml Wild Stone Edge Shower Gel ; MRP : Rs. 299/- Assured Gift on Purchase of Male Grooming Product
 100 ml Secret Temptation Hair Serum, MRP : Rs 299/- Assured Gift on Purchase of Female Grooming Product



MALE GROOMING OFFER



FEMALE GROOMING OFFER



***Eligible SKUs For the Consumer Offer:**

| | |
|------------------------|--|
| Male Grooming | BT6111, BT6112, BT8700, BT9000, GS8714, GS7612 |
| Female Grooming | HD1902, HD3152, HD3191, HC4045, HS4106, HS4122, HD3276, HS4211, HC4055 |

| Month | UC | | Monthly Inv.Sch | Monthly Inv. Sch |
|-------|-----------------------------|---------|-----------------|------------------|
| | Storage, Gas & Immersion WH | Instant | Storage | Gas & Instant WH |
| Sep | 8% | 12% | 200 | 150 |

- Fabia 10 L,15 L,25 L : 3% Price support on Invoice
- Enzo 10 L,15 L,25 L : 4% Price Undercut (only TN1 & TN2)



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Water Heater-RD Tie Up scheme

Only RD

1st Apr- 31st Dec'24

| S. NO | Slab Value in | Incentive - Gifts (1 N each) |
|-------|---------------|------------------------------------|
| 1 | 200,000 | Havells Trinity BLDC Fan- 48" Inch |
| 2 | 450,000 | Havells RO- Albus |
| 3 | 700,000 | Havells RO- Gracia alkaline |
| 4 | 1,100,000 | Lloyd 1.5-ton inverter AC- 3 Star |



***DMS Billing**

This tie up Scheme is not applicable for Immersion water heater .

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Rebate Structure:: Rural Channel (DC-16 & DC-12)

| | | [Jul'24 ~ Sep'24] | | |
|-------|-----|---------------------|-------------------------|-----|
| | | Undercut | Billing Discount [CN] | TTL |
| Qtr-2 | Jul | 25% | 5.0% | 30% |
| | Aug | 24% | 3.0% | 27% |
| | Sep | 24% | | 24% |

Note: Billing Discount will be settled through CN after monthly closing



Havells Coolers

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*DMS Billing

Only
RD

Tie-Up Scheme: (DC-16 & DC-12)

[1st July ~ 31st Dec'24]

| SLAB TARGET (Pre-GST) | | INCENTIVE | |
|-----------------------|------------------------|-------------------------------------|--|
| SLAB | Target Value (In Lacs) | | |
| SLAB-1 | 25 00 000 | Trip to Turkey - 4 Nights & 5 Days |  |
| SLAB-2 | 13 00 000 | Trip to Vietnam - 3 Nights & 4 Days |  |
| SLAB-3 | 7 50 000 | Trip to Goa - 3 Nights & 4 Days |  |
| SLAB-4 | 4 50 000 | Regional Trip - 2 Nights & 3 Days |  |

Note:

- Bonus is only applicable for July & Aug on:
DMS billing for DC-16 (RD's) & Primary billing for DC-12 (Utsav Stores) as mentioned.
- Slab Value achieved during Scheme will be reimbursed on DMS billing for DC-16 & on Primary billing for DC-12
- Under Slab-4: The Regional Trip will be organized for qualified partners with destination within that region.
For Example: The destination for East region qualified partners will be within East region.

CLASSIFICATION | INTERNAL

Bonus %

30% Bonus
Jul

25% Bonus
Aug

Thank You



HAVELL'S