

Monthly Base scheme

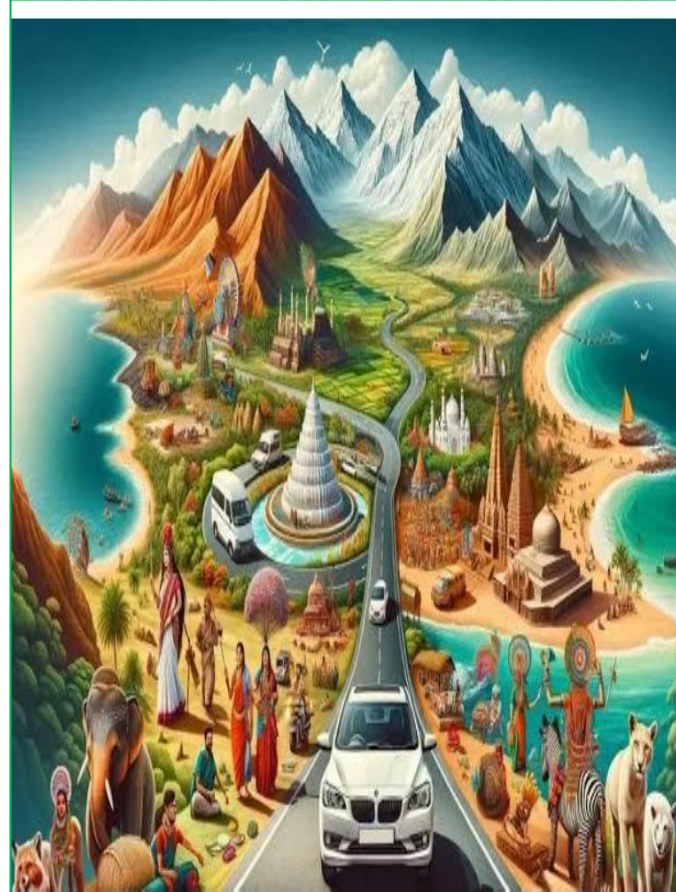
CN @ 3.5% on all Consumer Lighting Products

Festive offer

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)

**Only RD
& Utsav**

***DMS Billing**

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

Applicable for RDs as per terms & conditions

1st July- 31st Dec'24

EWA



Product	Scheme
EWA	4.5%
GI Box	Rs 5/Unit on 20 units

Wire



Product	Scheme
FR & HRFR S3 90M	1.25%
All ranges of 180M	2% (on monthly sale > 2 lakhs)

BCP



Product	Scheme
All range except SP	5%
Single Pole(SP)	3.5%

BCP product Specific

Product	Qty	Discount
X7 Distribution Board	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- EWA

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



Product	Scheme
Undercut on all SKUs & billing to be done on master carton package only.	9%
Flat scheme for rural retailer	1.5%

Product	CN
Flat REO EWA All Ranges	5.65%
GI Box (W/o Surface Boxes) – Primary Settlement	Rs. 6/ - per unit
Flat -REO BCP All Ranges	2.25%
Flat REO Wires	1.50%
Flat REO Wires (MH/Goa/Guj) only	3.1%
Flat REO Fans	Rs. 17/- per Unit




Terms and Condition*

- The above Schemes are applicable for Rural Distributors & Utsav Stores [Channel : DC 16 & DC 12 only].
- 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.
- Schemes to be settled Post Completion of Offer period and disbursed to Superstockists after deducting TDS as per applicable income tax rules.
- All sales values are pre GST only.



Growth Secondary Over (1 st Nov'23 to 31 st Mar'24)	Incentive
15%	2.0%

Terms and Condition*

- REO EWA Modular Scheme is applicable for Rural Distributors & Utsav Stores [Channel : DC 16 / DC 12 only]
- The Scheme Valid from 1st Nov '24 to 31st March'25
- 1st Nov'23 to 31st Mar'24 Secondary Sales will be the Base for Rural Distributor's.
- All Sales value to be considered & will be based on DMS report.
- Schemes to be settled Post Completion of Offer period and disbursed as CN after deducting TDS as per applicable income tax rules.
- This scheme is applicable Only Modular Range of REO. (REO Bliss/REO Elegant and REO Elegant Bold/Marvel AS22/AS39/AS56/AS69 only)
- MANDATORY - Min value to be achieved in Scheme period for Rural distributors to qualify is Rs. 25K.
- All Sales values here are pre GST only



SDA scheme- Oct- Dec'24(North)

On Invoice Incentive

On Invoice

Oct	Nov	Dec
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

Vortex



Rs 75/- off

Aspro Plus



Rs 100/- off

Rigo



Rs 125/- off

SDA scheme- Oct- Dec'24(West & East)

On Invoice Incentive

On Invoice

Oct

Nov

Dec

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

Vortex



Rs 75/- off

Aspro



Rs 100/- off

Zello



Rs 100/- off

Hydro



Rs 100/- off

Maxx Grind- L shape Mixer Grinder

- Under cut –Rs.370 per unit (On invoice support)



On Invoice Incentive

On Invoice

Oct

Nov

Dec

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

Retro Mixer

Rs
100/-
off



Hydro Plus- 1000W
3 & 4 Jar



Material	Material description	Offer
GHFMGFHE100	HYDRO PLUS 1000 W MG 4 JAR	Buy 12 unit Get 200 per unit /- (Billing of individual SKU)
GHFMGFGE100	HYDRO PLUS 1000 W MG 3 JAR	

Power Hunk-800 W
3 & 4 Jar



Material	Material description	Offer
GHFMGDPE080	POWER HUNK 3JAR 800W	Buy 12 unit Get 100 per unit /- (Billing of individual SKU)
GHFMGDPK080	POWER HUNK 4 JAR 800W	

**** scheme will be applicable only in multiple of 12 only for both Hydro Plus & Power hunk**



Hand blender- Classique Plus

Buy 12 unit & Get 1 unit discount on invoice

**** scheme will be applicable only in multiple of 12.**

Material	Material description
GHFHBEBW030	HAND BLENDER CLASSIQUE PLUS 300 W

Offer Applicable – On invoice



Product	Description
F47GHFJMDHK095HBCL	HEXO BLACK 2 JAR 950 W JMG+HB CLASSIQUE
F47GHFMGDIK110HBCL	HEXO PLUS BL 3 JAR 1100W MG+HB CLASSIQUE
F47GHFMGDXX110HBCL	HEXO PLUS BL 4 JAR 1100W MG+HB CLASSIQUE

Stilus 3 Jar JMG combo offer



Material(Combo Code)	Material description
TBC	STILUS 3 JAR 500W JUICER MIXER GRINDER

Dry Iron Offer- Blaze Iron



Item code	Cutlery Set (Evo Cook Range)	Offer
GHCICEHK120	INDUCTION-COOKTOP EVO COOK PB-12	2+1 Cutlery Set (Evo Cook Range)
GHCICEIK130	INDUCTION-COOKTOP EVO COOK PB-13	
GHCICEJK140	INDUCTION-COOKTOP EVO COOK PB-14	
F47GHCICEKK160	EVO COOK PB16 -CUTLERY SET 12P(82159900)	1+1 Cutlery Set (Evo Cook Range)
F47GHCICELK180	EVO COOK PB18 -CUTLERY SET 12P(82159900)	
F47GHCICELK180	EVO COOK PB18 -CUTLERY SET 12P(82159900)	
F47GHCICEMK200	EVO COOK TC20 -CUTLERY SET 12P(82159900)	



Sapphire
Cutlery Set
12 PIECES

STAINLESS STEEL CUTLERY SET

Sapphire Cutlery Set

Product of the month -50% Bonus (Dec'24)



Product	Description
GHCICAXK190	INDUCTION-COOKTOP ET X
GHCICBLK160	INDUCTION-COOKTOP PT
GHCICDGK120	INDUCTION-COOKTOP QT
GHCICDPK160	INSTA COOK TC16 1600 W
GHCICDQK180	INSTA COOK TC18 1800 W
GHCICDRK120	INSTA COOK TC20 2000 W

Product	Description
GHCOTCOK123	OTG 16T BL 1200W
GHCOTCRK150	OTG 28R BL 1500W
GHCOTCSK150	OTG 36RC BL 1500W
GHCOTCTK180	OTG 48RC BL 1800W
GHCOTCUK220	OTG 66RC BL 2200W
GHCOTCVK138	OTG 20R BL 1380W
GHCOTCWK138	OTG 24R BL 1380W

- 50% bonus applicable on retailer scheme based on DSM sale value
- Scheme applicable for Retailer /Direct dealer /Galaxy / Rural Channel –Retailers

Code	Item	Under Cut	Secondary Support
GHCICDGK120	Induction-Cooktop QT		200
GHCICBLK160	INDUCTION-COOKTOP PT	100	200
GHCICAXK190	INDUCTION-COOKTOP ET X	100	200
GHCICDPK160	Insta Cook TC16 1600 W	100	200
GHCICDQK180	Insta Cook TC18 1800 W	100	200
GHCICDRK120	Insta Cook TC20 2000 W	100	200

Primary billing scheme

Primary Billing Qty			
Distributor / Super Stockiest			
Nov	Dec	Total	Incentive
1200	800	2000	100000
600	400	1000	40000
300	200	500	15000
120	80	200	4000

Buy 20 Units and Get 1 Retro MG Free



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



Room Heater(without OFRs)

Base Scheme

Heating Cat.	Dec'24
ROOM HEATER	2%

December Bonanza- CN

Criteria	Additional Incentive
>=15% growth over LYSM	3.5%

Aug- Dec Slab scheme-CN

QTY	Incentive
Upto 100	2.5%
101-200	3.5%
Above 200	4.0%



Please note:--

The Room Heater discount would not be included in Appliances Discount Scheme (either Monthly, Quarterly, Half Yearly or Yearly)

Room Heater(OFRs)

Base Scheme

Heating Cat.	Dec'24
OFR	6%

December Bonanza- CN

Criteria	Additional Incentive
>=15% growth over LYSM	3.5%

Aug- Dec Slab scheme-CN

QTY	Incentive
Upto 50	2.5%
51-100	3.5%
Above 100	4.0%



Please note:--

The Room Heater discount would not be included in Appliances Discount Scheme (either Monthly, Quarterly, Half Yearly or Yearly)

		Models	Models			5 SHADE	3 SHADE		NO LP CHANGE			NO LP CHANGE
DEC 2024	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL
Pricing Heads	EXTER	XPRESS AIR	COMFORT AIR	COMFORT AIR DECO	DROVE DECO	ENTICER ES (36,42,48)	STEALTH ES 1200 /1400 MM	EFFICIENCIA DX	ELIO	ELIO PRIME	ELIO PRIME WOOD	EPIC
List price	3225	2600	2975	4110	3770	5210	10835	4845	5650	6900	7140	4250
GST Paid Landing SS/Dlr Billing	2006	1617	1751	2556	2345	3114	6267	2572	3372	4034	4174	2698
RD Landing Pre Tax	1776	1432	1551	2264	2076	2757	5550	2277	2986	3572	3696	2389
GST Paid Billing	2096	1690	1830	2671	2450	3254	6549	2687	3523	4215	4362	2820
Retailer landing Pre Tax	1856	1496	1620	2365	2170	2881	5799	2380	3120	3733	3863	2497
GST Addition @ 18%	334	269	292	426	391	519	1044	428	562	672	695	449
Rural Retailer landing with GST	2190	1766	1912	2791	2560	3400	6843	2808	3682	4405	4558	2946
Secondary Scheme						57.6	130.5		31.2	37.3	38.6	25.0
Rural retailer net landing	2190	1766	1912	2791	2560	3342	6713	2808	3651	4368	4519	2921

DEC 2024	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	RURAL	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	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
List price	4390	4960	4000	4910	3620	3195	3905	3170	3780	1640	1810	1920	7985	15570	2775
GST Paid Landing SS/Dlr Billing	2730	3085	2488	3054	2251	1987	2429	1971	2351	1020	1126	1194	4397	8574	1726
RD Landing Pre Tax	2418	2732	2203	2704	1994	1760	2151	1746	2082	903	997	1057	3894	7593	1528
GST Paid Billing	2853	3223	2600	3191	2353	2076	2538	2060	2457	1066	1176	1248	4595	8959	1803
Retailer landing Pre Tax	2527	2855	2302	2826	2083	1839	2247	1824	2176	944	1042	1105	4069	7934	1597
GST Addition @ 18%	455	514	414	509	375	331	405	328	392	170	188	199	732	1428	287
Rural Retailer landing with GST	2981	3369	2717	3335	2458	2170	2652	2153	2567	1114	1229	1304	4802	9363	1885
Secondary Scheme	63.2	71.4	57.6	70.6	52.1	46.0	56.2	45.6	54.4	23.6	26.0	27.6			
Rural retailer net landing	2918	3297	2659	3264	2406	2124	2596	2107	2513	1090	1203	1276	4802	9363	1885

Slab	Payout CN(Rs)
50-199	30
200-499	40
500+	50



Fans secondary Scheme

Slab	Payout
20-50	1.00%
>50	1.50%

** All ceiling & TPW



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
GPHHHIALPP00	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**

Month	UC		Monthly Inv.Sch	Monthly Inv. Sch
	Storage, Gas & Immersion WH	Instant	Storage	Gas & Instant WH
Sep	7%	11%	150	125

- Fabia 10 L,15 L,25 L : 3% Price support on Invoice



The monthly Invoice scheme is not applicable for Immersion water heater

© all right reserved

Bonus on Magnatron WH

1st Dec ~31st Nov

100%



1. **The bonus is only applicable for tie up scheme target achievement.**
2. The bonus is applicable for RD through DMS billing & Utsav store on primary billing.
3. **The bonus is only applicable for Magnatron Model.**
4. Pending orders on closure of scheme will be cancelled and not accounted for the scheme

Bonus on Tie Up scheme

Storage WH except Magnatron
1 st Dec ~ 21 st Dec
30%

Instant & Gas WH
1 st Dec ~ 21 st Dec
20%

Terms & Conditions :

1. The bonus is only applicable for tie up scheme target achievement.
2. The bonus is applicable for **RD through DMS billing & Utsav store on primary billing.**
3. **The bonus is only applicable for Storage , Gas & Instant WH.**
4. Pending orders on closure of scheme will be cancelled and not accounted for the scheme

Water Heater-RD Tie Up scheme

**Only RD
& Utsav**

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 .

© all right reserved

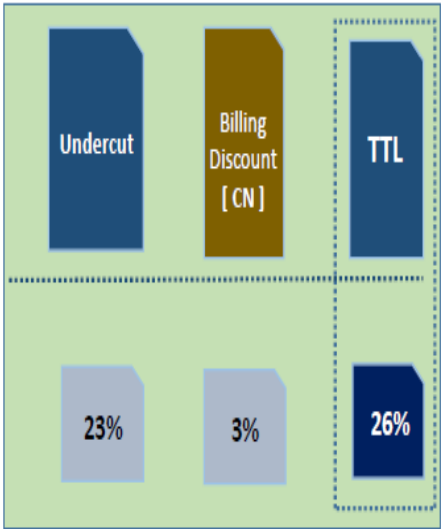


HAVELLS

Havells Cooler

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

Nov



Havells Coolers

© all right reserved



***DMS Billing**

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

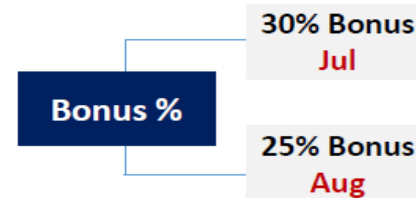
[1st July ~ 31st Dec'24]

SLAB TARGET (Pre-GST)		INCENTIVE	Image
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:

- 1) Bonus is only applicable for July & Aug on:
DMS billing for DC-16 (RD's) & Primary billing for DC-12 (Utsav Stores) as mentioned.
- 2) Slab Value achieved during Scheme will be reimbursed on DMS billing for DC-16 & on Primary billing for DC-12
- 3) 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



Thank You



HAVELLS