



HAVELLS

March Promotional Schemes



**RURAL
VISTAAR**

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

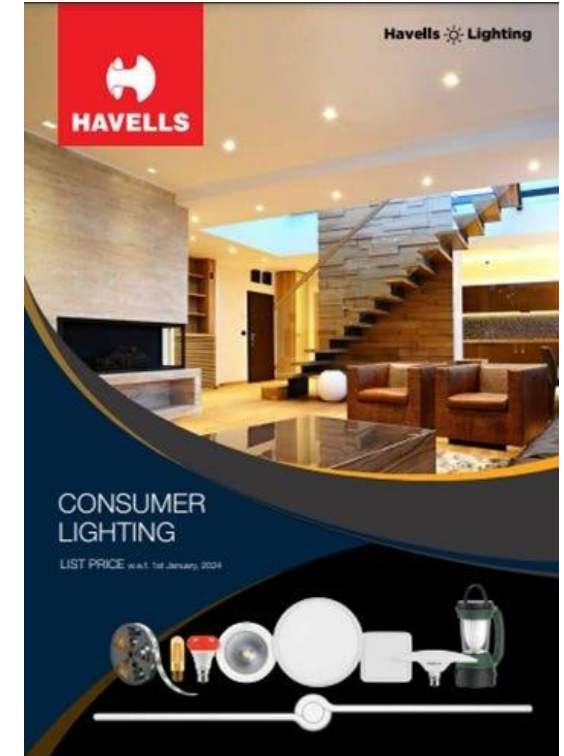
-LF08

-22W Austra Inverter batten

Jan- Mar'25

Slabs	Jan'25	Feb'25	Mar'25	Monthly consistency Bonus
50k-99.99K	1%	0.75%	0.5%	0.5%
>=1 lakh	1.25%	1%	0.75%	0.5%

- ❖ Scheme disbursement will be monthly
- ❖ **Monthly Consistency Bonus** will be settled after quarter end on the achievement of consistent monthly sales as per slabs above.



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)	2.5%

Scheme reduced

Jan- Mar'25

Slabs	Jan'25	Feb'25	Mar'25
> 2 Lacs	0.5%	0.4%	0.35%
>1 Lacs	0.4%	0.3%	0.25%



Last month for closure

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

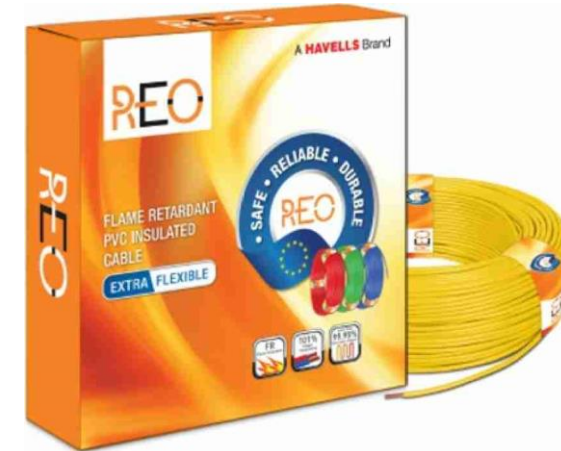
MFD/Agri Starters/CP SCHEMES



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

***Additional 1.5% CN on purchase of 20K in a month**

Product	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	1.50%
Flat REO Wires (MH/Goa/Guj) only	3.1%
Flat REO Fans	Rs. 17/- per Unit
Additional Support on Utsav ES & TEJAS ES	Rs.7 > 48 units

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



Monthly Base scheme

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

Festive offer

Product	Quantity	Scheme/Pc
Blaze Panel 5W/10W/15W/20W)	Flat	12
Batten(20W)	>=30	3
Strip(Wave 24w Strip 5M)	Flat	20

RD/Utsav Scheme

Slab(Quarter)		CN (Monthly)	Quarterly Tie Up	Quarterly Growth Incentive
0	100000	2.5%		2.0%
1,00,000	3,00,000	2.5%	0.50%	2.0%
3,00,000	5,00,000	2.5%	1.00%	2.0%
5 Lac and above		2.5%	1.5%	2.0%

2 % Growth incentive

- **** Growth incentive Reimbursement****: RD/Utsav will receive a 2% quarterly reimbursement based on their DMS billing, provided they achieve a 25% growth over the same period last year.

- ❖ 2.5% Scheme settle every month based on DMS sales through DBT , and balance will be disbursed after scheme closer (DBT)
- ❖ 5% Undercut on invoice will continue for Q4.
- ❖ **Scheme will be settled based on primary equal to secondary**
- ❖ Above scheme not applicable on DC-19,18 ,Promotional products & Room Heater /OFR

SDA scheme-Jan-March'25(North ,East & MPCG)



Rs 125/-off

Aspro Plus

GHFMGCYW055 ASPRO PLUS 3 JAR 550 W MG
Additional Support (CN)-Rs.125Per Unit

Rigo



Rs 150/-off

Vortex



Rs 75/-off

Hydro



Rs 100/-off

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**

RD/Utsav

Slabs (Quarterly)	CN (Monthly)	Quarterly Tie Up	KRO Display Tie Up/(Quarterly)
Upto 50K	3%		
50K	3%	1%	
1 L	3%	2%	
1.5 L	3%	2.50%	3%
2 L & Above	3%	3%	3%

Product sellout Scheme	MG	100 Rs/Pc
	ICT/Slow Juicer/Garment Steamer	60 Rs / Pc
	DI & SI	20 Rs / Pc

- ❖ 3% Scheme settle every month based on DMS sales through DBT , and balance will be disbursed after scheme closer (DBT)
- ❖ 5% Undercut on invoice will continue for Q4.
- ❖ **Scheme will be settled based on primary equal to secondary**
- ❖ Above scheme not applicable on DC-19,18 ,Promotional products & Room Heater /OFR

Vesta

Item Code	GHBKTD FE200
GSTIN/EAN	8901762 05011 6
Product Name	Vesta
Product Description	VESTA SS KETTLE 1.7L
MRP	₹ 2,495
LP	₹ 1,800
Disty Landing	₹ 1,150



Maxx Grind- L shape Mixer Grinder

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





Code	Material Description	Under Cut	Secondary Support
GHCICDGK120	Induction-Cooktop QT	100	200
GHCICAXK190	INDUCTION-COOKTOP ET X	200	200
GHCICDPK160	Insta Cook TC16 1600 W	200	200
GHCICDQK180	Insta Cook TC18 1800 W	200	200

Primary Billing Qty (Jan-Mar'25)	
Distributor / Super Stockiest	
Qty	Incentive
200	8000
500	25000
1000	60000



RD/Utsav scheme

Slab	Incentive for Jan-Mar
25 Pcs	100g Silver Coin
50 Pcs	Lloyds 1.5T Split AC
100 Pcs	Honda Activa 6G

Material	Material description	SS Landing	RD Landing	RDP
GHFJMDHK095	HEXO BLACK 2 JAR 950 W JMG	5078	5307	5651
GHFMGDIK110	HEXO PLUS BLACK 3 JAR 1100W MG	5609	5861	6242
GHFMGDXX110	HEXO PLUS BLACK 4 JAR 1100W MG	6310	6594	7023



- ❖ This scheme is applicable to RD only basis DMS bills.
- ❖ Scheme Duration- 24th January to 31 march'25
- ❖ Applicable for above mentioned skus only.

**HAVELLS**

Havells Fan

1ST FEB 2025

Pricing Heads	EXTER	XPRESS AIR	COMFORT AIR	COMFORT AIR DECO	DROVE DECO	ENTICES (48)	STEALTHES	ELIO	ELIO PRIME	ELIO PRIME WOOD	EPIC	MARVEL WIND WALL	MARVEL WIND PED.
List price	3225	2600	2975	4110	3770	4856	10077	5421	6624	6854	4250	4390	4960
RD Landing Pre Tax	1813	1462	1585	2311	2120	2730	5666	3048	3724	3854	2389	2468	2789
GST Paid Billing	2140	1725	1870	2727	2501	3222	6685	3596	4395	4547	2820	2912	3291
Add 4.5% RD	82	66	71	104	95	123	255	137	168	173	108	111	125
Retailer landing Pre Tax	1895	1528	1656	2415	2215	2853	5921	3185	3892	4027	2497	2579	2914
GST Addition @ 18%	341	275	298	435	399	514	1066	573	701	725	449	464	525
Rural Retailer landing with GST	2236	1803	1954	2849	2614	3367	6986	3758	4592	4752	2946	3044	3439
Secondary Scheme						57.1	133.2	31.9	38.9	40.3	25.0	64.5	72.9
Rural retailer net landing	2236	1803	1954	2849	2614	3310	6853	3726	4553	4712	2921	2979	3366

1ST FEB 2025

Pricing Heads	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
List price	4960	4000	4910	3620	3195	3905	3170	3780	1640	1810	1920	7985
RD Landing Pre Tax	2789	2249	2761	2035	1796	2196	1782	2125	922	1018	1079	3985
GST Paid Billing	3291	2654	3257	2402	2120	2591	2103	2508	1088	1201	1274	4703
Add 4.5% RD	125	101	124	92	81	99	80	96	41	46	49	179
Retailer landing Pre Tax	2914	2350	2885	2127	1877	2294	1862	2221	964	1063	1128	4165
GST Addition @ 18%	525	423	519	383	338	413	335	400	173	191	203	750
Rural Retailer landing with GST	3439	2773	3404	2510	2215	2707	2198	2621	1137	1255	1331	4915
Secondary Scheme	72.9	58.8	72.1	53.2	46.9	57.4	46.6	55.5	24.1	26.6	28.2	
Rural retailer net landing	3366	2714	3332	2457	2168	2650	2151	2565	1113	1228	1303	4915

1ST FEB 2025	NEW ADDITON IN FEB 2025									
Pricing Heads	24"/36 " MM QUICK AIR	48" MM QUICK AIR	56" MM QUICK AIR	12" MM SWING WALL	16" MM SWING WALL	16" MM SWING PEDE.	16" MM SWING TABLE	16" MM SWING WALL HS	16" MM SWING PEDE. HS	16" MM SWING TABLE HS
List price	3376	3511	3545	3275	3300	4230	3230	3675	4400	3885
RD Landing Pre Tax	1898	1974	1993	1841	1855	2378	1816	2066	2474	2184
GST Paid Billing	2240	2329	2352	2173	2189	2806	2143	2438	2919	2577
Add 4.5% RD	85	89	90	83	83	107	82	93	111	98
Retailer landing Pre Tax	1984	2063	2083	1924	1939	2485	1898	2159	2585	2283
GST Addition @ 18%	357	371	375	346	349	447	342	389	465	411
Rural Retailer landing with GST	2341	2434	2458	2271	2288	2933	2239	2548	3050	2693
Secondary Scheme										
Rural retailer net landing	2341	2434	2458	2271	2288	2933	2239	2548	3050	2693

Slab	Payout CN(Rs)
30+	30
100+	40
250+	50



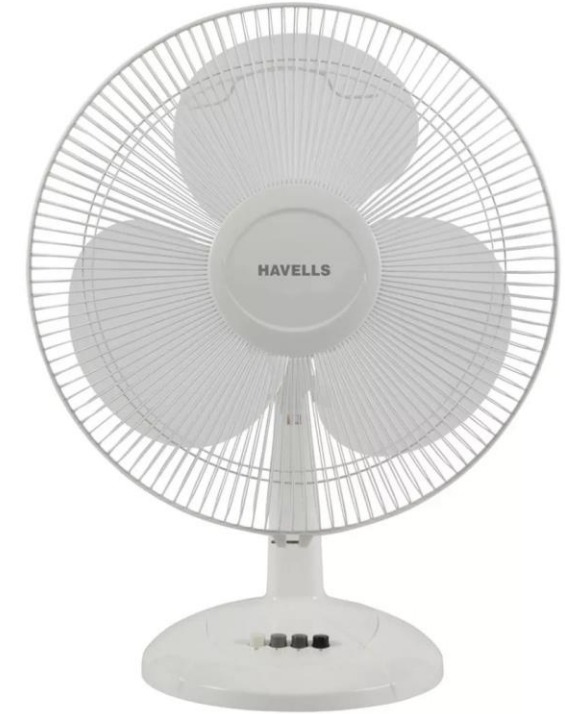
**** scheme will be settled to Super basis primary through CN**

QTY	Rs/FAN
50+	60



**** scheme will be settled to Super basis primary through CN**

Quantity	Swing Pedestal	Swing Wall (12"&16")
100 - 175	60	25
176 - 250	75	35
251 & more	100	45



**** scheme will be settled to Super basis primary through CN**

Fans secondary Scheme

Slab	Payout
20-50	1.00%
>50	1.50%

** All ceiling & TPW

** scheme will be settled directly to RD basis DMS



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**

Month	UC		Monthly Inv.Sch	Monthly Inv. Sch
	Storage, Gas & Immersion WH	Instant	Storage	Gas & Instant WH
Sep	5%	9%	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

Water Heater- Storage/Instant-(MHGJ & South)

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

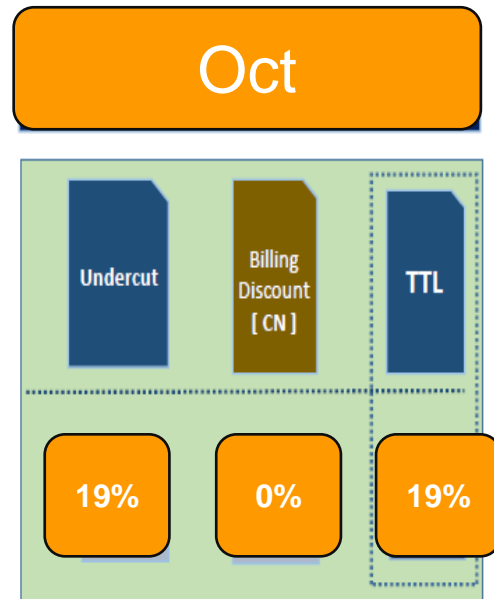
Monthly

Slab	Applicable for RD (Secondary Scheme) (Applicable for MGs-MP01/MP02/MP03/MP04)	
	Qty	Incentive
Slab 1	12--24	1.50%
Slab 2	25--50	1.75%
Slab 3	>51 Number	2.00%

Quarterly

Slab	Applicable for RD (Secondary Scheme) (Applicable for MGs-MP01/MP02/MP03/MP04/MP05)	
	Value	Incentive
Slab 1	> 1.5 Lacs	1.50%
Slab 2	>2.5 Lacs	1.75%
Slab 3	>3.5 Lacs	2.00%

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



Havells Coolers

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Tie-Up Slab Scheme

[Feb'25 ~ Mar'25]

Scheme Period	Branches	Partner Type	SLAB	Qty Target (In Units)	PAYOUT		
					Commercial	Desert	Personal / Tower / Window
Feb'25 ~ Mar'25	All Branches	DC-16 DC-12	Slab A	≥ 100	Rs. 450/-	Rs. 250/-	Rs. 125/-
			Slab B	60	Rs. 350/-	Rs. 200/-	Rs. 100/-
			Slab C	40	Rs. 300/-	Rs. 175/-	Rs. 90/-
			Slab D	20	Rs. 250/-	Rs. 150/-	Rs. 75/-
			Slab E	10	Rs. 200/-	Rs. 100/-	Rs. 50/-

Terms & Conditions :

- Slab Value achieved during Scheme will be reimbursed on DMS billing for DC-16 & on Primary billing for DC-12.
- The scheme payout will be settled directly through DBT Mode for DC-16.
- TDS will be applicable @ 10% as per section 194R of Income Tax Act,1961 .
- All schemes will be settled net of sales return if any.

Thank You



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