

# July Promotional Schemes



**RURAL  
VISTAAR**

## Monthly Base scheme

- ❖ **CN @ 3.5% on all Consumer Lighting Products**
- ❖ **Additional payout of 3.0% on LED Panel, LED Surface Panel, LED COB and Home Art COBs**

### Pre-Monsoon On-Invoice Product Offer

**July 2025**

Category	Products	Master Packing	On-Invoice Offer
LED Batten (Pride Plus NXT/ Ultra NXT)	22W, 25W	30 Pcs	27 + 3 pcs
	30W, 36W, 40W	20 Pcs	17 + 3 pcs
LED Rope	120 Rope	2 Pcs (100 Mtr)	90M + 10M
	96 Rope	100 Mtr	90M + 10M
	144 Rope	100 Mtr	90M + 10M
LED Strip	240 Strip	40 Pcs	Flat discount of INR 1058/- on 10 pcs
LED Lamp (Adore Jumbo)	26W, 30W, 40W, 50W	6 Pcs	5 + 1 pcs
	LED Plus 12W B22 CDL	50 Pcs	44 + 6 pcs
LTS	Solar Lighthouse 360, Galaxy Neo NXT Lantern 6W	6 Pcs	5 + 1 pcs

**This offer is applicable for Master packs only.**

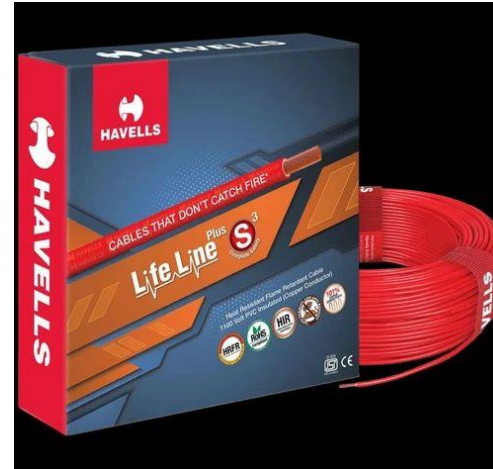
# Havells Building Segment

## EWA



Product	Scheme
EWA	4.5%
GI Box	

## Wire



Product	Scheme
FR & HRFR S3 90M	<b>1.5%</b>
All ranges of 180M	2% ( on monthly sale > 2 lakhs)

## BCP



Product	Scheme
All range except SP	4%
Single Pole(SP)	2%

\*\* GI box- On invoice scheme of Rs **10/pc** on purchase of 100 Pc of any module of GI box for SS in single invoice.

# Inputs – FR wire(90m) & Havells Life Shield/Life Guard (90m)

## Additional Input FR Wire-90m



States	Undercut	CN
Tamil Nadu	2%	
MH & GJ	2%	2%

\*\* This is additional input apart from 1.5%

## All States



## Life Shield



## Life Guard

Industrial cables, Communication Cables & FRLSH/HFFR 90M	
Billing	Growth Incentive
Min 1 lakh & less than 3 lakhs	2%
Min 3 lakh & less than 5 lakhs	3%
From 5 lakhs & Above	4%

Additional 1.5% is not applicable for Life shield/guard

***Get 1.5% additional Invoice discount on all purchases done between 1st-20th July***



RD & Utsav



Criteria	Additional Input
>50% growth over LYSM- July('24) on Adiva series	1.00%

**\*\* DMS billing only**

**\*\*Minimum Billing should be 30K in July'25 to qualify for this incentive**



# Havells EWA – Festive Bonanza

RD & Utsav

1<sup>st</sup> April- 30<sup>th</sup> Sept



**HAVELLS**  
Crabtree  
— Switching solutions since 1918 —

**Festivo Bonanza**  
Retailer scheme for Urban/Semi Urban & Rural distributors  
Scheme period – 1<sup>st</sup> April 2025 to 30<sup>th</sup> Sep 2025

**Gift Box**  
Thailand Trip

Pre GST Slab (in Rs.)	Gift	Pre GST Slab (in Rs.)	Gift
₹ 10 00 000/-	Thailand Trip 3 Night / 4 Days	₹ 2 00 000/-	Credit Note of Rs. 3 500/-
₹ 7 50 000/-	Credit Note of Rs. 22 500/-	₹ 1 00 000/-	Credit Note of Rs. 1 500/-
₹ 5 00 000/-	Credit Note of Rs. 12 000/-	₹ 60 000/-	Credit Note of Rs. 600/-
₹ 3 00 000/-	Credit Note of Rs. 6 000/-		

Slab	Reward
₹ 10,00,000	Thailand Trip 3 N /4days
₹ 750,000	Amazon Voucher of ₹ 22500
₹ 5,00,000	Amazon Voucher of ₹ 12000
₹ 3,00,000	Amazon Voucher of ₹ 6000
₹ 2,00,000	Amazon Voucher of ₹ 3500
₹ 1,00,000	Amazon voucher of ₹ 1500
₹ 60,000	Amazon Voucher of ₹ 600

**\*\* DMS billing only**

**Only for RD & Utsav, Not for Retailers**

## 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 5 / Unit
MCB Protected Socket	5 Units	INR 5/ Unit

**Secondary Discount:** Valid for entire BCP range except PRCD (RCCB Adaptor and Plug).



## MFD/Agri Starters/CP SCHEMES



Product	Scheme
Undercut on all SKUs & billing to be done on master carton package only.	10%
Flat scheme for rural retailer	.5%

**Additional .5% CN on purchase of 20K in a month**

# Reo Range- (Apr-Jul'25)

Product	CN
Flat REO EWA All Ranges	5.25%
GI Box (W/o Surface Boxes) – Primary Settlement	Rs. 6/ - per unit
Flat -REO BCP All Ranges	1.75%
Additional Support on MP/ISOLATOR/CONTROL DEVICES/RCCB	1.75%
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.

Scheme Period : 1<sup>st</sup> Apr'25 to 31<sup>st</sup> July'25

Slab(Rs)	Incentive
10L & Above	3.5%
750000-999999	3.0%
500000-749999	2.5%
250000-499999	2.0%
100000-249999	1.5%

**Qualification Criteria** : Minimum **10% growth** on LY Base of Apr'24 to July'24 For RDs & Utsav Store

**Terms and Condition\***

- ☐ The above Schemes are applicable for Rural Distributors & Utsav Stores [Channel : DC 16 & DC 12 only].
- ☐ The Scheme Valid from 1st Apr 25 to 31<sup>st</sup> July 2025
- ☐ 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 as CN after deducting TDS as per applicable income tax rules.
- ☐ All sales values are pre GST only.

## Energex



Qty (Nos) Monthly Slabs & Settlement	ENERGEX BLDC Incentive/Pc
> = 6	₹ 40
2 - 5	₹ 25

**Launch Scheme Offer :** Any RD/Utsav Store would like to purchase >10 Fans will get additional ₹15.0 / Fan.

### Terms and Condition\*

- ☐ REO BLDC FAN Scheme is applicable for RDs & Utsav Store only.
- ☐ This Scheme is Applicable for June'25
- ☐ 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.
- ☐ All Sales values here are pre GST only.

## Monthly Base scheme

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

Category	Product	Master Packing	On-Invoice Offer
LED Lamps	26w,30w,40w,50w	6 Pcs	5 + 1 pcs
	LED Lamp 12w	30 Pcs	26 + 4 pcs

**This Offer is applicable for Master Pack only**

# REO Lighting

## Panel scheme

**Scheme : July'25~Aug'25**

Category	Product	Master Packing	On-Invoice Offer
<b>Panels</b>	All skus Blaze Panel	8 Pcs	15 + 1 pcs

**This Offer is applicable for Master Pack only**

# SDA scheme-(July-Dec)- North & East

Retailer/Direct Dealer/Galaxy Scheme (1st July'25 to 31st Dec'25)			
SLABS	Target Value (DMS Sales)	Sale Incentive (CN/Month)	Festival Incentive
Ignite	Upton ₹ 4.99 Lacs	3.0%	CN of 2.5%
Rise	₹ 5 Lacs	3.0%	Lloyd 43-inch LED smart TV 
Thrive	₹ 8 Lacs	3.0%	Domestic Trip <b>AYODHYA /Lloyd 2 Ton AC (3 Star</b>  or Equivalent
Excel	₹ 12 Lacs	3.0%	FTS-1. <b>GENTING MALAYSIA</b> or Equivalent For 1 Person for 3 Nights 
Prime	₹ 20 Lacs	3.0%	FTS-2 <b>GEORGIA/Dubai / Abu Dhabi</b> or Equivalent 1 Person Cape Town for 4 Nights 
Summit	₹ 40 Lacs	3.0%	FTS-3 <b>CAPE TOWN, SA</b> or Equivalent 1 Person Cape Town 4 Nights 
Nova	₹ 50 Lacs	3.0%	FTS-4 <b>EUROPE</b> or Equivalent 1 Person Europ for 5 Nights 
Star	₹ 65 Lacs	3.0%	FTS-5 <b>EURO CRUISE/ SWITZERLAND</b> or Equivalent 1 Person Europ Cruise /Switzerland for 6 Nights 
Legend	₹ 1 Crore	3.0%	FTS-6 (For 2 person ) <b>EURO CRUISE/ SWITZERLAND</b> or Equivalent 2 Person Europ Cruis /Switzerland for 6 Nights 



## Scheme explanation

	Retailer payout	RD payout
If RD achieves less than 4.99 lakhs	0	2.50%
If RD achieves greater than 4.99 lakhs ,but no retailer achieves any slab	0	2.50%
If RD achieves greater than 4.99 lakhs ,any retailer achieves slab, than retailer will get his prize and RD gets CN of remaining amount. Eg RD achieves 10 lakhs and 1 retailer achieves 5 lakh out of 10 lakhs	43 inch LED TV	2.50% on 5 lakhs

\*Monthly incentive of flat 3% will be settled to Rd every month basis DMS sales



# SDA scheme-(July-Dec)-South & West

Retailer/Direct Dealer/Galaxy Scheme (1st July'25 to 31st Dec'25)			
SLABS	Target Value (DMS Sales)	Sale Incentive (CN/Month)	Festival Incentive
Ignite	Upton ₹ 4.99 Lacs	3.0%	CN of 2.5%
Rise	₹ 5 Lacs	3.0%	Lloyd 43-inch LED smart TV 
Thrive	₹ 8 Lacs	3.0%	Domestic Trip <b>AYODHYA /Lloyd 2 Ton AC (3 Star</b>  or Equivalent
Excel	₹ 12 Lacs	3.0%	FTS-1. <b>GENTING MALAYSIA</b> or Equivalent For 1 Person for 3 Nights 
Prime	₹ 20 Lacs	3.0%	FTS-2 <b>GEORGIA/Dubai / Abu Dhabi</b> or Equivalent 1 Person Cape Town for 4 Nights 
Summit	₹ 40 Lacs	3.0%	FTS-3 <b>CAPE TOWN, SA</b> or Equivalent 1 Person Cape Town 4 Nights 
Nova	₹ 50 Lacs	3.0%	FTS-4 <b>EUROPE</b> or Equivalent 1 Person Europ for 5 Nights 
Star	₹ 65 Lacs	3.0%	FTS-5 <b>EURO CRUISE/ SWITZERLAND</b> or Equivalent 1 Person Europ Cruise /Switzerland for 6 Nights 
Legend	₹ 1 Crore	3.0%	FTS-6 (For 2 person ) <b>EURO CRUISE/ SWITZERLAND</b> or Equivalent 2 Person Europ Cruis /Switzerland for 6 Nights



# SDA scheme-(July-Dec)- Terms & conditions

## Terms and Conditions – Retailer Incentive Scheme (July 2025 to December 2025)

### **Bonus Eligibility**

50% Bonus applicable for month of July'25

Bonus applicable only on Festival Incentive Slabs.

### **Monthly Scheme Settlement**

3% scheme to be settled monthly via credit note to the distributor, based on DMS sales .

Ignite 2.5% incentive will be settled post completion of scheme targets, based on DMS sales to the distributor.

### **Retailer Slab Reimbursement**

Slab values for the period Jul'25 to Dec'25 will be reimbursed purely based on DMS billing.

### **Rural Channel Retailers**

Scheme will be settled based on actual invoice (RD to Retailer).

### **Primary Sales Requirement**

Minimum primary sales should be 90% of the distributor's secondary sales for the six-month scheme duration.

### **Retailer Incentive Options**

Retailers may opt for a 3% credit note in lieu of an LED TV.

### **Slab Value Conditions**

Slab values are exclusive of GST.

All Trips and Gifts are non-cashable no CN will be issued

Retailers may opt for multiple slabs.

### **Exclusions**

Scheme not applicable on DC-19 models, promotional products, and heating category items (Room Heaters & OFRs).

### **Tax Deduction**

TDS at 10% will be applicable as per Section 194R of the Income Tax Act, 1961.

**Festival Bonanza (DMS billing ) July –Sep’25****Monthly Incentive (DMS)**

	<b>0-12 units</b>	<b>12 units and above</b>
Rigo ,Aspro Plus ,Vortex & Power Hunk	Rs.100	Rs.125



**HAVELLS**

## Product offer for Season

Buy Havells Hydro Plus 1000W & Get Havells Volumizer Free Worth Rs. 3495  <b>FREE</b>	Buy Havells Zelio Mixer Grinder & Get Havells Hair Dryer 2122 worth Rs.1295  <b>FREE</b>
Buy Havells ATHENA 3000W Steam Iron & Get Havells HS4122 Hair Straightener Free RS: *  <b>FREE</b>	Buy Havells air fryer & Get Havells Hair Dryer 2122 worth Rs.1295  <b>FREE</b>
Buy Havells Induction ET-X 1900W & Get Havells Stealth Dry Iron Worth Rs. 1570  <b>FREE</b>	Buy Havells induction ET-X 1900W & Get Havells Stealth Dry Iron Worth Rs. 1570  <b>FREE</b>








1. Offer Valid for General Trade & MFR
2. BTL –Banner ,Peaster ,Dangler ,gate etc.
3. Digital AV plan to run during festival Facebook ,Instagram ,New channel ,you tube etc
4. News Paper advertisement during festival period
5. Radio Plan for selected states with offer

# Personal Grooming

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									
GHPHHCAPPK00	Straightener	HS4104	1695	1525	915	64	851	1004	975
GHPHHCASBK00	Straightener	HS4106	1695	1525	915	64	851	1004	975
GHPHHCAXBL00	Straightener	HS4109	1695	1745	1047	73	974	1149	1116
GHPHHIALPP00	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

Target Value (DMS Sales)	Monthly CN	Gift Scheme
upto 49,999	3%	
50,000	3%	Fyber Garment Steamer 
1,00,000	3%	Havells RO+UV 
2,00,000	3%	43" SMART LED TV 
3,00,000	3%	1.5 Ton AC 3 Star 
5,00,000	3%	2 Ton Floor Standing AC 

**July-Dec'25**





The advertisement features a woman in a light blue traditional Indian outfit sitting on a patterned armchair in a modern living room. She is looking up at a white Havells fan with three blades. A speech bubble from the fan says "Hello Havells". The room includes a green sofa, a side table with a lamp, and a potted plant.

**HAVELLS**

LOOK UP TO  
**Stealth BLDC+ FAN**

WITH DIRECT VOICE COMMAND FOR  
EFFORTLESS COMFORT.

"Hello Havells"

**FAN LIST PRICE** Updated As On 1<sup>st</sup> June 2024  
(Only For Havells Direct Trade Partners)

+DIRECT VOICE COMMAND  
NO INTERNET REQUIRED



## Fans secondary Scheme-RD

Slab	Payout
20-50	1.00%
>50	1.50%

\*\* All ceiling & TPW



\*\* scheme will be settled directly to RD basis DMS

# Mega Input Havells Fan- June

## Addition Scheme- RD

QTY	Ceiling Fan + Ventilator	BLDC	TPW
10+	1.50%	3%	2.50%

**\*\* scheme will be settled directly to RD basis DMS**

**\*\* Express Air is not included in this scheme.**

# Havells Fan- XPRESS FAN(June)

Slab	Payout CN(Rs)
12-24	25
25-48	30
48+	35



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

## Ceiling + BLDC

Jul-25	CEILING FANS															
MODEL / BILLING TREND	XPRESS AIR	EXTER	MM QUICK AIR	DROVE DECO	COMFORT AIR DECO	ENTICER	ENTICER ART	1200 MM EVA	1200 MM IONIQ	STEALTH BLDC	EPIC	EPIC PRO	EPIC SIGNIA	EPIC UL	EPIC WOOD	EPIC VOICE
List price	2705	3355	3650	3920	4275	5050	5930	4995	5510	10640	4420	4575	5025	5680	5250	5900
RD Landing Pre Tax	1505	1820	1980	2181	2379	2740	3218	2780	3066	5921	2460	2546	2796	3161	2922	3283
GST Paid Billing	1776	2148	2337	2574	2807	3233	3797	3280	3618	6987	2902	3004	3300	3730	3447	3874
Add 4.5% RD	68	82	89	98	107	123	145	125	138	266	111	115	126	142	131	148
Retailer landing Pre Tax	1573	1902	2070	2280	2486	2863	3362	2905	3204	6188	2570	2661	2922	3303	3053	3431
GST Addition @ 18%	283	342	373	410	447	515	605	523	577	1114	463	479	526	595	550	618
Rural Retailer landing with GST	1856	2245	2442	2690	2934	3379	3968	3428	3781	7301	3033	3139	3448	3898	3603	4049
Rural retailer net landing	1856	2245	2442	2690	2934	3379	3968	3428	3781	7301	3033	3139	3448	3898	3603	4049
GT 10 FANS DBT (RD)		29	31	34	37	43	50	44	48	186	77	80	88	99	92	103
GT 50 FANS RD (DBT) 1.5% SPL	24	29	31	34	37	43	50	44	48	93	39	40	44	50	46	51
NET LANDING (Retailer) After all scheme	1833	2188	2380	2622	2859	3293	3867	3340	3685	7023	2917	3020	3317	3749	3465	3894

## TPW & Venti

Jul-25		NON CEILING FANS																			
MODEL / BILLING TREND		CANDY	BIRDIE	500 MM WINDSTORM ULTRA PLUS	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	6" THRILL AIR DX (150 MM)	8" THRILL AIR DX (200 MM)	10" THRILL AIR DX (250 MM)	9"DSP (230 MM)	12"DSP (300 M)	9"VENT. DS HS REV.	12"VENT. . DS HS REV.	9"VENT. DB (230 MM)	12"VENT. . DB (300 MM)	HDEF 18" 1400 RPM Turbo F. DX
List price		2575	2565	4775	3405	3430	4400	3360	3820	4575	4040	1705	1880	1995	1995	2490	2390	2885	2885	3500	7300
RD Landing Pre Tax		1433	1427	2657	1866	1880	2412	1870	2126	2546	2248	949	1046	1110	1110	1386	1330	1605	1605	1948	3602
GST Paid Billing		1691	1684	3136	2202	2219	2846	2206	2508	3004	2653	1120	1235	1310	1310	1635	1569	1894	1894	2298	4250
Add 4.5% RD		64	64	120	84	85	109	84	96	115	101	43	47	50	50	62	60	72	72	88	162
Retailer landing Pre Tax		1497	1492	2777	1950	1965	2520	1954	2221	2661	2349	992	1093	1160	1160	1448	1390	1678	1678	2035	3764
GST Addition @ 18%		270	268	500	351	354	454	352	400	479	423	178	197	209	209	261	250	302	302	366	677
Rural Retailer landing with GST		1767	1760	3277	2302	2318	2974	2306	2621	3139	2772	1170	1290	1369	1369	1709	1640	1980	1980	2402	4441
Rural retailer net landing		1767	1760	3277	2302	2318	2974	2306	2621	3139	2772	1170	1290	1369	1369	1709	1640	1980	1980	2402	4441
GT 10 FANS DBT (RD)		37	37	50	49	49	63	49	56	67	59	25	27	29	29	36	35	42	42	51	
GT 50 FANS RD (DBT)1.5% SPL		22	22	42	29	29	38	29	33	40	35	15	16	17	17	22	21	25	25	31	56
NET LANDING ( Retailer) After all scheme		1707	1700	3185	2223	2240	2873	2228	2532	3033	2678	1130	1246	1323	1323	1651	1584	1913	1913	2320	4385

# Water Heater- Storage/Instant

## All regions except TN

Month	UC				Immersion WH
	Storage		Instant		
	1st~20th	21st~31st	1st~20th	21st~31st	
July	12.00%	10.00%	17.00%	16.00%	10.00%

## Tamil Nadu

Month	UC		Immersion WH
	Storage	Instant	
July	12.00%	17.00%	10.00%

### Terms & Conditions :

- The under-cut discount is only applicable for Storage & Instant water heater .
- The under –cut discount is not applicable for Gas & Immersion water heater .
- Pending orders on closure of scheme will be cancelled and not accounted for the scheme .



# Water Heater- Pre season Gas WH

All regions

Month	LP	Under Cut	Add. Support on Invoice
July	9390	10.00%	350



## Terms & Conditions :

- ☐ The under-cut is applicable only for Gas Water Heater .
- ☐ Prices and schemes are subject to change without any prior notice .
- ☐ Pending orders at the time of scheme closure will be cancelled and will not be considered under the scheme .



# Water Heater- QTLY Tie up Scheme : RD & Utsav Store

## All regions except GJ & MH

Slab	Target Value	Incentive CN %
1	1L~2.99L	2.00%
2	3 L~6.99L	2.50%
3	7 L & Above	3.00%

## GJ & MH

S.NO.	SLAB QTY	Scheme Payout Per Unit	
	Storage , Instant	Instant	Storage WH
1	12~16 units	35	75
2	17~24 units	50	100
3	25 units & Above	75	150

### Terms & Conditions :

- ☐ The RD scheme will strictly be settled through DMS reports.
- ☐ **The tie up scheme is only applicable for Storage & Instant water heater**
- ☐ The rural Utsav store scheme will be settled on primary billing .
- ☐ The scheme will be settled through credit note on Pre GST value after completion of month.
- ☐ The Slab 1, 2 for retailers will be settled to distributor through credit note & Slab 3 will be settled directly with retailers through DBT mode.
- ☐ TDS will be applicable @ 10% as per section 194R of Income Tax Act,1961 .
- ☐ **The QTLY tie up scheme will not be applicable on Gas , Immersion , Heat Pump WH & DC 19 billing .**
- ☐ DC 18 shall be considered only for growth eligibility / target achievement and no incentive is applicable on the same.
- ☐ Pending orders on closure of scheme will be cancelled and not accounted for the scheme

## Bianca+ Dual Element

- **Capacity** : 10 L ,15L, 25L
- **Color** : White Blue
- ☐ 3-in-1 Convertible Dual Element Water Heater with 3 heating modes
- ☐ Incoloy Glass Coated Heating Element
- ☐ Dual adjustable knobs ( For Temp.& Wattage )
- ☐ Shock Safe Plug



\*In Case of Tank Leakage



**7** YEAR PRODUCT  
REPLACEMENT  
WARRANTY\*



**5 YEARS WARRANTY\***  
ON HEATING ELEMENT



**2 YEAR WARRANTY\***  
COMPREHENSIVE

# Water Heater- Zeta Immersion WH Slab Scheme

All regions

Zeta Immersion WH Slab		
Channel	QTY	CN Amount Per Unit
Super Stockist & Utsav Store	144 units	Rs 40
	216 units	Rs 50
	300 units & Above	Rs 60

## Terms & Conditions :

1. The monthly tie up scheme will be settled through credit note on primary billing .
2. **The monthly tie up scheme is only applicable for Zeta Immersion water heater .**
3. **The monthly tie up scheme will not be applicable on Zella & HP Immersion water heater models**
4. After slab achievement , the scheme will be settled in multiple of 12 units .
5. Prices and schemes are subject to change without any prior notice .
6. All schemes will be settled net of sales return if any.
7. Pending orders on closure of scheme will be cancelled and not accounted for the scheme .

## Monthly

Slab	Applicable for RD (Secondary Scheme) (Applicable for MGs-MP01/MP02/MP03/MP04)	
	Qty	Incentive
Slab 1	12--24	2.00%
Slab 2	25--50	2.50%
Slab 3	>51 Number	3.00%

LIFTING  
DISCOUNT

BOOKING  
DISCOUNT

		Jul	Aug	Sep
On- Invoice	Billing Undercut	25.0%	24.0%	23.0%
Off- Invoice (CN)	Billing Bonus	10.0%	9.0%	6.0%
TTL	Lifting Discount%	35.0%	33.0%	29.0%

On- Invoice	Booking Undercut	25.0%	24.0%	23.0%
Off- Invoice (CN)	Billing Bonus		9.0%	6.0%
Booking Criteria		Booking Amount Rs. 1000/- per cooler		

Billing Bonus is applicable as per respective month billing

CLASSIFICATION | INTERNAL



## Havells Coolers

# Havells Air Cooler- Tie Up Scheme(Jul-Dec)

Scheme Period	Branches	Partner Type	SLAB	Qty Target (In Units)	PAYOUT PER UNIT		
					Commercial	Desert	Personal / Tower/ Window
Jul'25 ~ Dec'25	All Branches	DC-16 DC-12	Slab A	70	Rs. 450/-	Rs. 250/-	Rs. 200/-
			Slab B	50	Rs. 400/-	Rs. 200/-	Rs. 150/-
			Slab C	20	Rs. 350/-	Rs. 150/-	Rs. 100/-

## Terms & Conditions :

- Slab Value achieved during Scheme will be reimbursed on DMS billing for DC-16 (Super Stockist) & on Primary billing for DC-12 (Utsav Store)
- **Payout to eligible retailers under Slab A, B & C will be settled to Super Stockist through credit note.**
- The slab scheme is not applicable for DC-19 billing.
- DC-18 shall be considered only for slab eligibility / Target achievement and no incentive is applicable on the same.
- **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.

# Havells Air Cooler- Growth Scheme(Jul-Dec)

## Structure for Growth Scheme

Growth Slab	Val Growth : Pre GST (Vs. Jul'24 ~ Dec'24)	Payout %
A	↑ 20% →	2.0%
B	↑ 15% →	1.5%
C	↑ 10% →	1.0%

## GROWTH CONDITION

LY PERIOD	TY PERIOD	GROWTH %
JUL'24 ~ Dec'24	JUL'25 ~ DEC'25	Measured against respective period

### A) Example

#### Example 1:-

If Super Stockist LY revenue is 20 Lacs (Pre GST) during Jul'24 ~ Dec'24 an incentive of 2.0% will be applicable if TP registers a growth of  $\geq 20\%$  TY i.e., 24 Lacs during (Jul'25 ~ Dec'25)

#### Example 2:-

If Utsav Store LY revenue is 3 Lacs (Pre GST) during Jul'24 ~ Dec'24 an incentive of 1.5% will be applicable if TP registers a growth of  $\geq 15\%$  TY i.e., 3.45 Lacs during (Jul'25 ~ Dec'25)

## Entry Gate for Scheme

	Pre GST Target (Value – In Lacs)	
	Super Stockist	Utsav Store
Slab	5 Lacs	2 Lacs

### B) Example

**Entry Gate is applicable for New Trade Partner.**

#### [For New Trade Partner]

If a New Trade Partner enrolls during Jul'25 ~ Dec'25 and takes Primary Billing.



# Thank You

