

September Promotional Schemes



**RURAL
VISTAAR**



Rural 2.0 update

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

Sep

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.

Rope Light Primary Scheme**Sep**

Product	Purchase Quantity Slab	Scheme Per Piece(In Rs.)
96, 120 & 144 LED Rope Light (50 Mtr)	20 – 49 Pcs	50
	>= 50 Pcs	100

Terms and Conditions:

- Applicable for Super Stockiest & Utsav Stores
- Scheme to be settled post completion of scheme period based on actual primary sales report and disbursed directly to partner through CN
- Scheme is applicable on Policy Billing only
- Sister Concern billing cannot be clubbed, and they must achieve the slabs independently
- Scheme is applicable for Pan India

60W Profile Strips Primary Scheme**Sep**

Product	Purchase Quantity Slab	Scheme Per Piece(In Rs.)
60 W 240 Led Strips (Flexion and Brilliance)	240 - 479 Pcs	30
	>= 480 Pcs	40

Terms and Conditions:

- Applicable for Super Stockiest & Utsav Stores
- Scheme to be settled post completion of scheme period based on actual primary sales report and disbursed directly to partner through CN
- Scheme is applicable on Policy Billing only
- Sister Concern billing cannot be clubbed, and they must achieve the slabs independently
- Scheme is applicable for Pan India

Additional support in form of price drop on Batten
,Inverted Lamps, Rope light, strip Light

30W/36W Batten

		Previous			Current		
SAP CODE	SAP DESCRIPTION	RDP	RDP with In-Bill Discount	Net with 3.5% MOU	RDP	RDP with In-Bill Discount	Net with 3.5% MOU
LHEXAZP7PN1W030	LED Pride Plus NxT Batten 30 W 6500 K	340	289	279	305	259	250
LHEXAZP7PN1W036	LED PRIDE ULTRA NXT BATTEN 36W 6500K	380	323	311	354	301	290

Inverter Lamp

		Previous			Current		
SAP CODE	SAP DESCRIPTION	RDP	RDP with In-Bill Discount	Net with 3.5% MOU	RDP	RDP with In-Bill Discount	Net with 3.5% MOU
LHLDDDHAIC4N009	LED 9W B22 CDL INVERTER BULB V2	269		261	269	247	238
LHLDDDEAIB5R012	LED 12W B22 CDL INVERTER BULB V2	279		271	279	256	247



Rope, Strips & Driver

Product	RDP	RDP with In-Bill Discount	Net with 3.5% MOU	Net After Primary	RDP	RDP with In-Bill Discount	Net with 3.5% MOU	Net After Primary
96 LED Rope 50 Mtr	4,130	3,717	3,595		3,752	3,377	3,266	3,166
120 LED Rope 50 Mtr	4,450	4,005	3,873		4,041	3,637	3,517	3,417
144 LED Rope 50 Mtr	4,880	4,392	4,247		4,503	4,053	3,919	3,819
240 LED Profile Strip 5 Mtr	850	725	700		850	725	700	660
5 Amp Driver	540		524		540	475	459	
10 Amp Driver	850		825		850	723	697	

EWA



Product	Scheme
EWA	4.5%
GI Box	

Wire



Product	Scheme
FR & HRFR S3 90M	1.5%
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 Sep



Havells EWA – Festive Bonanza

RD & Utsav

1st April- 30th Sept



HAVELLS
Crabtree
— Switching solutions since 1918 —

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

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



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 Stealth BLDC+ Fan with her hands raised in a gesture of surprise or delight. A speech bubble above her head says "Hello Havells". The room includes a green sofa, a side table with a lamp, and a potted plant. The Havells logo is prominently displayed in the top left corner of the ad.

HAVELLS

LOOK UP TO
Stealth BLDC+ FAN

WITH DIRECT VOICE COMMAND FOR
EFFORTLESS COMFORT.

"Hello Havells"

FAN LIST PRICE Updated As On 1st June 2024
(Only For Havells Direct Trade Partners)

+DIRECT VOICE COMMAND
NO INTERNET REQUIRED

Mega Input Havells Fan

Addition Scheme- RD

QTY	Ceiling Fan + Ventilator	BLDC	TPW	Windstorm
10+	1.50%	3%	2.50%	Rs 50

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

**** Express Air & Thrill Air DECO is not included in this scheme.**

Havells Fan- XPRESS FAN

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

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



Fans Sec scheme

Slab	Payout
20-50	1.00%
>50	1.50%

** All ceiling & TPW



** scheme will be settled directly to RD basis DMS

Thrill Air DECO is not included in this scheme

East Region only- BLDC

Slab	Aug to Oct
500	1.5 TON LLYOD AC or C/N rs.36000/-
300	LED TV 32"/ 165LT Refrigerator/Credit note @ rs.12500/-
200	Wasing machine semi automatic/ credit note @ rs.7500
100	Havells 9L OTG/ credit note rs.4200/-
50	Havells sandwich maker/grill / credit note rs.1200/-

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

Ceiling + BLDC

Sep-25	NEW	CEILING FANS															
MODEL / BILLING TREND	THRILL DÉCOR	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	2765	2760	3455	3760	4040	4405	5200	6110	5140	5675	10640	4555	4710	5175	5680	5410	5900
RD Landing Pre Tax	1539	1536	1875	2040	2248	2451	2821	3315	2860	3158	5921	2535	2621	2880	3161	3011	3283
GST Paid Billing	1816	1812	2212	2407	2653	2893	3329	3912	3375	3727	6987	2991	3093	3398	3730	3553	3874
Add 4.5% RD	69	69	84	92	101	110	127	149	129	142	266	114	118	130	142	135	148
Retailer landing Pre Tax	1608	1605	1959	2132	2349	2562	2948	3464	2989	3300	6188	2649	2739	3009	3303	3146	3431
GST Addition @ 18%	289	289	353	384	423	461	531	624	538	594	1114	477	493	542	595	566	618
Rural Retailer landing with GST	1897	1894	2312	2516	2772	3023	3479	4088	3527	3894	7301	3126	3232	3551	3898	3712	4049
Rural retailer net landing	1897	1894	2312	2516	2772	3023	3479	4088	3527	3894	7301	3126	3232	3551	3898	3712	4049
GT 10 FANS DBT (RD)	0	35	29	32	35	38	44	52	45	50	186	79	82	90	99	94	103
NET LANDING (Retailer) After all scheme	1897	1859	2282	2484	2737	2984	3435	4036	3482	3845	7116	3046	3150	3461	3799	3618	3946

TPW & Venti

Sep-25		NON CEILING FANS																		
MODEL / BILLING TREND	CANDY	BIRDIE	500 MM WINDS TORM 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"DS P (300 M)	9"VEN T. DS HS REV.	12"VE NT. DS HS REV.	9"VEN T. DB (230 MM)	12"VE NT. DB (300 MM)	HDEF 18" 1400 RPM Turbo F. DX
List price	2650	2640	4775	3400	3535	4530	3460	3935	4710	4160	1755	1935	2055	1995	2490	2460	2970	2885	3500	7300
RD Landing Pre Tax	1475	1469	2657	1864	1938	2483	1925	2190	2621	2315	977	1077	1144	1110	1386	1369	1653	1605	1948	3602
GST Paid Billing	1740	1734	3136	2199	2286	2930	2272	2584	3093	2732	1152	1271	1349	1310	1635	1615	1950	1894	2298	4250
Add 4.5% RD	66	66	120	84	87	112	87	99	118	104	44	48	51	50	62	62	74	72	88	162
Retailer landing Pre Tax	1541	1535	2777	1948	2025	2595	2012	2288	2739	2419	1021	1125	1195	1160	1448	1431	1727	1678	2035	3764
GST Addition @ 18%	277	276	500	351	364	467	362	412	493	435	184	203	215	209	261	258	311	302	366	677
Rural Retailer landing with GST	1818	1812	3277	2298	2389	3062	2374	2700	3232	2855	1204	1328	1410	1369	1709	1688	2038	1980	2402	4441
Rural retailer net landing	1818	1812	3277	2298	2389	3062	2374	2700	3232	2855	1204	1328	1410	1369	1709	1688	2038	1980	2402	4441
GT 10 FANS DBT (RD)	39	38	50	49	51	65	50	57	68	60	26	28	30	29	36	36	43	42	51	
NET LANDING (Retailer) After all scheme	1780	1773	3227	2249	2339	2997	2324	2643	3164	2794	1179	1300	1380	1340	1672	1652	1995	1938	2351	4441

SLAB 1



SLAB 2



- Applicable for DC 16 (Rural RD) only.
- Overall Growth (without Bonus) in Q2 & Q3 : 15%
- Not Applicable for Kerala

SLAB(₹)	GIFT
5,00,000/-	CARO BLACK KETTLE 1.5 LTR + HEXO PLUS 4 JAR 1100 W MG
10,00,000/-	SAMSUNG A16 5G (8 GB/128 GB)



Rural 1.0 update

Reo Range- (Aug-Nov'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



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.

Energex



REO

ZYADA

MILEAGE

WAALA BLDC FAN

REO ENERGEX

2-Year Warranty, Wider Blades, Low Noise, RF Remote Control for All Direction Sensing

COLOURS: Cocoa Brown, Stone Grey, Elegant White, Matte Black

KHARCHA KAM, HAWA ZYADA

REO WEB STORE, HAVELLS ONE, CARE360, Reach us on +91-8711717333

Qty (Nos) Monthly Slabs & Settlement	ENERGEX BLDC Incentive/Pc
> = 10	₹ 55
06 - 10	₹ 40
02-05	₹ 25

Modular switches (Aug- Nov)

Base Slab (RD Purchase)*	Growth RD Purchase Over (Aug'24 – Nov'24)	Incentive Monthly LY Base	Incentive 4M LY Base
>25L	10%	1%	1%
10L – 24.9L	15%		
5L – 9.9L	18%		
<5.0L	20%		

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 Aug '25 to 30th Nov'25**
- ☐ Growth Criteria : LY (Aug 2024 - Nov 2024) 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

Pre-GST Slabs	LIGHTING ALL RANGE
Flat	3.5%

Scheme : Aug'25~Sep'25

Product Range: POLO Junction box LED Downlighter range -3W/6W/9W

Applicable States : UP, Delhi Rajasthan, Bihar, West Bengal & Karnataka for all channels on primary.

Slab Qty [Aug to Sep'25]	₹ / Pc
500	10
1000	15

Terms and Condition*

- ☐ REO LIGHTING Scheme is applicable for RDs/Utsav Stores [Channel : 16/12 only].
- ☐ The Scheme Valid from 1st Aug 2025 to 30th Sep 2025
- ☐ All Sales value to be considered & will be based on DMS report.
- ☐ Schemes to be settled Post Completion of Offer period and disbursed as DBT to retailers after deducting TDS as per applicable income tax rules.

REO Lighting(Sep- Nov'25)

This Offer is applicable for Master Pack only

Category	Product	Master Packing	On-Invoice Offer
Panels	All skus Blaze Panel	8 Pcs	15 + 1 pcs
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
	LED Inverter Lamp	24 Pcs	22 + 2 pcs
Category	Product	Master Packing	On-Invoice Offer
Battens	DELITE LED 25W CDL BATTEN	30 Pcs	27 + 3 pcs

Terms and Condition*

- ☐ REO LIGHTING Scheme is applicable for RDs & Utsav Store only.
- ☐ The Scheme Valid from 1st Sep 2025 to 30th Nov 2025
- ☐ All Sales value to be considered & will be based on DMS report.
- ☐ Schemes to be settled Post Completion of Offer period and disbursed as DBT to retailers after deducting TDS as per applicable income tax rules.

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 AYODHYA /Lloyd 2 Ton AC (3 Star  or Equivalent
Excel	₹ 12 Lacs	3.0%	FTS-1. GENTING MALAYSIA or Equivalent For 1 Person for 3 Nights 
Prime	₹ 20 Lacs	3.0%	FTS-2 GEORGIA/Dubai / Abu Dhabi or Equivalent 1 Person Cape Town for 4 Nights 
Summit	₹ 40 Lacs	3.0%	FTS-3 CAPE TOWN, SA or Equivalent 1 Person Cape Town 4 Nights 
Nova	₹ 50 Lacs	3.0%	FTS-4 EUROPE or Equivalent 1 Person Europ for 5 Nights 
Star	₹ 65 Lacs	3.0%	FTS-5 EURO CRUISE/ SWITZERLAND or Equivalent 1 Person Europ Cruise /Switzerland for 6 Nights 
Legend	₹ 1 Crore	3.0%	FTS-6 (For 2 person) EURO CRUISE/ SWITZERLAND 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 AYODHYA /Lloyd 2 Ton AC (3 Star   or Equivalent
Excel	₹ 12 Lacs	3.0%	FTS-1. GENTING MALAYSIA  or Equivalent For 1 Person for 3 Nights
Prime	₹ 20 Lacs	3.0%	FTS-2 GEORGIA/Dubai / Abu Dhabi  or Equivalent 1 Person Cape Town for 4 Nights
Summit	₹ 40 Lacs	3.0%	FTS-3 CAPE TOWN, SA  or Equivalent 1 Person Cape Town 4 Nights
Nova	₹ 50 Lacs	3.0%	FTS-4 EUROPE  or Equivalent 1 Person Europ for 5 Nights
Star	₹ 65 Lacs	3.0%	FTS-5 EURO CRUISE/ SWITZERLAND  or Equivalent 1 Person Europ Cruise /Switzerland for 6 Nights
Legend	₹ 1 Crore	3.0%	FTS-6 (For 2 person) EURO CRUISE/ SWITZERLAND 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)

	0-12 units	12 units and above
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  FREE	Buy Havells Zelio Mixer Grinder & Get Havells Hair Dryer 2122 worth Rs.1295  FREE
Buy Havells ATHENA 3000W Steam Iron & Get Havells HS4122 Hair Straightener Free RS: *  FREE	Buy Havells air fryer & Get Havells Hair Dryer 2122 worth Rs.1295  
Buy Havells Induction ET-X 1900W & Get Havells Stealth Dry Iron Worth Rs. 1570   FREE	Buy Havells induction ET-X 1900W & Get Havells Stealth Dry Iron Worth Rs. 1570   FREE








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
GHPHHCAXML00	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

July-Dec'25

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 

This Year Rebate Structure Heating Range : GT Channel

Month	Undercut (On invoice)	Growth @ 20% (Monthly CN)	TTL
Jul-25	12%	6.0%	18%
Aug-25	11%	4.0%	15%
Sep-25	10%	2.0%	12%
Oct-25	8%	1.0%	9%
Nov-25	6%	0.0%	6%
Dec-25	4%	0.0%	4%

- › Distributor /Dealers /Rural Partners (All direct billing partners of General Trade) must grow 20% over Last FY '24-25 (in billing value pre-tax) including DC 18 billing to get benefit of growth incentive. Growth to be considered month on month.
- › Distributor Dealers with no base of Last FY will be entitled on their actual achievement of CY when they achieve minimum Slab value (Min 30 Lacs for Dist. & Min 3 Lacs for Direct Dealers). The newly appointed parties the growth discount disbursed as per Branch PH Perusal inline with the given scheme & support
- › Scheme will be calculated on total sales of Room Heating /OFR.
- › Company reserves the right to change/change/ short close/ cancel this Scheme without any prior notice and the decision of the company in regard shall be

Room Heater Range Tie Up-(July to Dec)

Tie-Up Scheme: Retailer/ BS/ DD/ RR [1st July ~ 31st Dec']			
Slab	Target Value (In Lac)	Monthly CN (ON DMS SALES)	Gift Voucher
Slab -1	Below 3,00,000	2.50%	
Slab -2	3,00,001	2.50%	Free Havells CISTA Worth ₹ 2,000
Slab -3	5,00,000	2.50%	Free Havells HEXO JMG 2 Jar Worth ₹ 5,000
Slab -4	10,00,000	2.50%	Free Havells Air Purifier BREATH Worth ₹ 12,000
Slab -5	20,00,000	2.50%	Free Apple iPad 11" Worth ₹ 40,000

- Scheme applicable for retailers /Dealers/Galaxy /Rural Channel partners
- Scheme will be calculated on DMS billing of Room Heating /OFR.
- Company reserves the right to change/change/ short close/ cancel this Scheme without any prior notice and the decision of the company in regard shall be final.
- DC -19 billing not included in above scheme

Water Heater- Storage/Instant

All regions except TN

Month	UC		
	Storage	Instant	Immersion
Aug	10.00%	15.00%	10.00%

Tamil Nadu

Month	UC		
	Storage	Instant	Immersion
Aug	12.00%	16.00%	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 .



1-21 SEP

**The additional support scheme @
1.5% for Storage Water Heaters (6L–100L)**

Terms & Conditions:

1. **The scheme will be settled through a credit note on the pre-GST value after completion of the month.**
2. The scheme will be applicable on **primary billing** (Distributor, Dealer, RR , Brand Shop, Utsav Store & Super stockiest)
3. The additional support scheme is only applicable for storage water heater
4. Pending orders on closure of scheme will be cancelled and not accounted for the scheme



Water Heater- Pre season Gas WH

All regions

Month	UC	Add. Support on Invoice
	Gas	
Sept	10.00%	200



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

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 .

Mega Input on pumps- All slab schemes removed, and LP reduced significantly to support rural

Benefit-

- ❖ ***Highest slab scheme benefit is now available even on just 1 piece***
- ❖ ***Time to maximize URDB & overall sales***

LIFTING 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%

BOOKING DISCOUNT

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

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Havells Coolers

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

North, West & South

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)

North, West & South

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

LYPERIOD	TYPERIOD	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.

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

East 1 & 2

Tie-Up Slab Scheme

[Jul'25 ~ Dec'25]

Scheme Period	Branches	SLAB	Value Target (In Lacs)	INCENTIVE
Jul'25 ~ Dec'25	East Region	Slab A	≥32	Cape Town
		Slab B	20	Georgia / Dubai / Abu Dhabi
		Slab C	14	Genting Malaysia
		Slab D	10	Bangkok
		Slab E	7	Gangtok
		Slab F	2	CN of 2.5%

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) .
- The slab scheme is **Not** applicable for DC-18 & DC-19 billing.
- **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

