

## Consumer Schemes September '20

Model	Variants	Cash Discount			Total Benefit
		Cash Discount All Customers	Additional For Exchange Customers	Additional For POI /Corporate Customers	
Santro	Era	15,000	15,000	5,000	35,000
	Other Variants	25,000	15,000	5,000	45,000
Grand i10		40,000	15,000	5,000	60,000
NIOS		10,000	10,000	5,000	25,000
Elite i20	Magna +	No Consumer Offer			
	Other Variants	35,000	20,000	5,000	60,000
Xcent Prime		30,000			30,000
AURA			15,000	5,000	20,000
Elantra	Petrol	30,000	30,000		60,000
	Diesel		30,000		30,000

### Important Notes

- **No Consumer offer will be applicable on Venue ,Creta , Verna , Tucson & KONA**
- **Additional Offer of Rs. 3000 to the Medical Professionals\***
  - Doctors (IMA/IDA/State Level)
  - Registered Nurses (Sister/Brother)
  - Pharmaceutical Companies
- **NO Exchange claim cap for the month**

# Retail Support September'20

Model		HMIL & Dealer Sharing				HMIL Sharing Only			
		Cash Discount For all Customers				Additional Cash Discount For Exchange Customer		Additional Cash Discount For POI /Corporate Customer	
		Discount to be Given on Invoice Before GST		HMIL Share	Dealer Share				
						Discount to be Given on Invoice Before GST	Discount to be Given on Invoice Before GST		
Santro	Era	15,000	11,628	6,202	5,426	15,000	11,628	5,000	3,876
	Other Variants	25,000	19,380	13,953	5,426	15,000	11,628	5,000	3,876
Grand i10		40,000	31,008	23,256	7,752	15,000	11,628	5,000	3,876
NIOS	Petrol	10,000	7,752	5,426	2,326	10,000	7,752	5,000	3,876
	Diesel	10,000	7,634	5,344	2,290	10,000	7,634	5,000	3,817
Elite i20	Magna +	No consumer Offer							
	Other Variants	35,000	27,132	15,504	11,628	20,000	15,504	5,000	3,876
Xcent Prime		30,000	23,256	15,504	7,752				
AURA	Petrol					15,000	11,628	5,000	3,876
	Diesel					15,000	11,450	5,000	3,817
Elantra	Petrol	30,000	20,270	16,216	4,054	30,000	20,270		
	Diesel					30,000	20,270		

## Dealer Incentive :- September'20

Models		Retail Incentive	
Santro, Grand i10, NIOS & AURA (Except CNG Variants) Elite i20 (Except Magna+) & Venue		3,000	6,000
Santro, NIOS & AURA CNG Variants		2,000	3,000
Elite i20 Magna+		-	-
Wholesale Target Ach. Condition	All Model Combined	>=100%	>=100%
	Elite i20 & Venue Combined	>=100%	>=100%
Retail Target Ach. Condition	All Model Combined	>=90%	>=100%

Models	Variants	Additional Retail Incentive	
NIOS & AURA	Turbo Only	20,000	
Elantra	Petrol (Blue Color Only)	30,000	
Target Achievement Condition		Irrespective of any target achievement	

### Important Note (Insurance Verification)

- All the retails should be verified through insurance.  
In case of non HAP insurance, dealer need to upload the insurance copy
- Retails in the month of September'20 and Insurance by 10th October'20
- For Retail target Achievement also ,only insurance verified retails will be considered

#### Note (for Incentive Qualifying)

1. Test Drive Car Capitalization to be 100% as per new Test Drive Policy
2. Aged car more than 180 days to be < 2% of Total Stock.
3. Creta & Venue to be allocation based.

## QUATERLY BONUS - Q3

Q3 Wholesale Target Achv.		Category	Incentive Amount	Monthly Condition (All Model Combined W/S Target Ach)		
All Models Combined	Santro, Grand i10, NIOS and AURA Combined			JUL	AUG	SEP
<100%	>=80%	Regular	-	>=95%	>=95%	>=95%
>=100%	>=80%	Gold	1,500			
>=105%	>=80%	Diamond	1,800			
>=110%	>=80%	Platinum	2,200			

## YEARLY BONUS

Yearly W/S Target Achv.	Category	Quarterly Condition Q1 : Order Target Achv. II Q2,Q3,Q4 : W/Sale Target Achv.			
		Any 1 Quarter >=100%	Any 2 Quarters >=100%	Any 3 Quarters >=100%	All 4 Quarters >=100%
<100%	Regular	-	-	-	-
>=100%	Gold	-	600	700	800
>=105%	Diamond	-	700	800	900
>=110%	Platinum	-	900	1,000	1,100

Models excluded for both Incentive & Target Achv.	Quarterly & Yearly Bonus	Qtr 1	Qtr 2	Qtr 3	Qtr 4
		New Creta	New Creta & New Elite i20		

Incentive Calculation Basis & Amount Payable on	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
	Quarterly Bonus	Order	Wholesale	Wholesale	Wholesale
	Yearly Bonus	Wholesale			

### Important Note :

1. Any Pending Order of Q1, wholesaled in Q2, will not be considered for Target Achv & Incentive for Quarterly Bonus(Q2)
2. Target Achv. will be calculated based on Round Down Formula (example 102.2 % & 102.9 % both will be considered as 102%)

**Change in Calculation method for DBUs & Groups will be applicable for Quarterly & Yearly bonus also  
(Calculation method change Annexure is attached)**

# Finance Schemes

## ✓ Low EMI Scheme

- 9 Months Low EMI scheme for Salaried.
- 6 Months Low EMI scheme for Self employed
- 6 Months Low EMI scheme for Salaried
- 3 Months Low EMI scheme for salaried & Self employed
- Special rate of interest for Salaried customers- 7.9%
- Balloon Scheme
- Longest Duration scheme
- Step Up scheme – 1234 (HDFC Bank)
- Step Up scheme – Axis Bank, KMPL, IndusInd Bank, Yes Bank
- Combination scheme- Step up & Balloon -1111

## ✓ Low Down payment scheme

- Up to 100% on road financing

## ✓ Moratorium Scheme

- Buy Now , Pay after 90 days – KMPL, IndusInd Bank
- Buy Now , Pay after 60 days – Yes Bank

## ✓ Free Covid Cover ( Rs 30,000/-) for cases financed through IndusInd Bank

Complete details of the schemes will be shared separately

## Change in Calculation of Incentive: DBUs & Group Dealers

### Background

- Currently, evaluation for Incentives is done basis individual target achievement for Main Dealerhip/DBU
- Change in incentive calculation methodology will be applicable from Jan'20 onwards
- Purpose is to engage the entire Dealer (Main+DBU) as well as entire Groups for Target Achievement

### DBU Incentive Calculation

#### FORMER

- Main dealership & DBU are considered as an independent dealerships
- Incentive : **Basis individual performance**

Dealer	Target	Actual	%
Main	100	100	100% ✓
DBU	40	10	25% ✗

#### REVISED

- DBUs will be considered as part of Main dealership
- Incentive : **Basis combined performance of Main Dealership & DBU**

Dealer	Target	Actual	%
Main	100	90	90%
DBU	40	50	125%
<b>TOTAL</b>	<b>140</b>	<b>140</b>	<b>100%</b> ✓

### Group Dealer Incentive Calculation

- **Separate Grouping will be done for Monthly Dealer Incentives based on region**  
i.e., if dealerships of a group are across multiple Regions, each region will have 1 sub-group for Incentive calculations

#### FORMER

- No linkage with groups target achievement
- Incentive based on individual dealer performance

Group	Target	Actual	%
Dealer 1	100	80	80%
Dealer 2	80	80	100% ✓
Dealer 3	50	40	80%
GROUP	230	200	87%

#### REVISED

- **Basic Eligibility: Target Achievement for Group/Sub-group**
- Incentive based on individual dealer performance

Group	Target	Actual	%
Dir 1	100	80	80%
Dir 2	80	80	100% ✗
Dir 3	50	60	120% ✗
Group	230	220	96% ✗

Group	Target	Actual	%
Dir 1	100	90	90%
Dir 2	80	80	100% ✓
Dir 3	50	60	120% ✓
Group	230	230	100% ✓

- Group condition will not be applicable for EB target achievement; however a group will have to achieve monthly Target conditions for EB incentive of Dealers in the group

**Above Change is applicable on all incentives (Monthly, Quarterly & Yearly)**

## Rural Sales Consumer Scheme: SAMBANDH

### Objective

-Rural market is driven by farm income and small traders play an important role in market demand.

-This is an opportunity to establish relationship with rural customers & increase car sales.

### Scheme Period

1st September 2020 - 30th September 2020

### Eligibility Criteria

All the below mentioned categories are identified under "Sambandh Scheme" and will be eligible for the scheme benefits.

1. Farmers
2. Sarpanch & Panchayat Members
3. Rural & Cooperative Banks
4. Rural Traders
5. Tractor Owners

### Scheme Benefits

Models	Additional Cash Offer	Share	
		HMIL Share	Dealer Share
Santro	2100	1600	500
Grand i10	2100	1600	500
NIOS	2100	1600	500
Elite i20	2100	1600	500

HMIL share on account of above scheme will be disbursed to dealer after deducting applicable GST

### Documents Required :: Mandatory

- GDMS Invoice Copy
- ID Proof
- Insurance Copy
- Relationship proof (if applicable), Eligible relationship: Parents, Children & Spouse.

### Documents Required :: Additional as per category of rural customer

1	Farmer	Land Record/ Farad to certify He/ She is a farmer. <b>OR</b> Kisan Card Pass Book (all pages are mandatory).
2	Sarpanch & Panchayat Members	ID card in case buyer is a Sarpanch or Panchayat Member. Ex Panchayat member are <b>NOT</b> included.
3	Rural & Cooperative Banks	ID card in case buyer is an employee in Rural/ Cooperative bank <b>AND</b> latest Salary slip.
4	Rural Traders	Copy of Current Financial Year Trade license issued from Gram Panchayat/ Panchayat Samiti <b>OR</b> Copy of Shop establishment act
5	Tractor Owners	Clear Readable Tractor RC without change in ownership.

### Important Note

-This Rural Sales Consumer Scheme is applicable on sales done through RSO outlets only.