

This is used for scheme creation

**DALMIA CEMENT
(BHARAT)
LIMITED**

Scheme No. 14
Break Through
Project – Apr'23 to
Jun'23
31st Mar 2023

**Regional Sales
Director**

**Title of the
Scheme:** Break
Through Discount

1. **Scheme
Objective:** To
achieve
incremental
volume [4.8
KMT per month]
through dealers
with 18%
Growth in Q1
FY'24 average
[30.9 KMT per
month] over Q1
FY'23 average
[26.1 KMT per
month]
2. **Selection
Criteria:** All
“Ship to party” in
Selected
Districts [As per
District
Annexure]
3. **Target
Segment:** All
“Ship to party”
4. **Settlement
Period:**
Quarterly
5. **Scheme
Start Date:**
01.04.2023
6. **Scheme
End Date:**
30.06.2023
7. **Incentive
mode:** Kind
8. **Measurement
of incremental
sales due to
scheme:** 4.8 KT
/ Month