

SubS DECK – Feb'23



PWS Loyalty Program

WEST 1

Udaan | PWS Stks | JFM'23

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Brand Inputs

Pregtest
Cipladine

Maxirich Extensions

Jan-Jun Tie-up

Prolyte ORS Portfolio
(Jan-Jun'23)

Seasonal Inputs

Clocip Powder + Cream
Naselin
Glucose






Trade Offer

Cofsils ML
Cofsils Syrup

QTD – QTLI

Turnover based tier
approach. Refer to
table on next slide

PWS STOCKIST TIERS

| | Slab | JFM'23 Value | QTD | QTLI |
|--|----------|--------------|-------|---------------|
|  | Emerald | 30L+ | 1% | > 100% - 0.5% |
|  | Platinum | 20L+ | 0.85% | |
|  | Gold | 10L+ | 0.75% | |
|  | Silver | 5L+ | 0.65% | |
|  | Bronze | 2L+ | 0.50% | |

Key Points:

- *For JFM'23 targets for PWS Stks (QTLI) – contact CHL representative.
- *For any individual PWS Stks – pay out would be **capped @ 15% of PWS SS** turnover for JFM'23.
- *Any new brand extensions for existing brands launched during JFM'23 would be included in the achievement.
- *All the claims pertaining to PWS stockists will be settled through Interact based secondary sales only.

PROLYTE ORS

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| Details | Liquid | | Powder | |
|--------------------|---|---|---|----------------------------|
| SKU | Apple, Orange, Lemon | Black currant, Mixed Fruit, Nimbu Paani | 21g | 4.2g |
| MRP | 32.57 | 32.57 | 21.82 | 4.31 |
| PTS (excl GST) | 15.46 | 14.46 | 6.64 | 3.01 |
| Formulation | Sodium Chloride 0.52g, Potassium Chloride 0.30g | | | |
| Stockist Incentive | QTD: Upto 1%,QTLI: 0.5% | | | |
| | Additional Rs 1/- per unit On- invoice scheme | | 9.64% on-invoice scheme on ORS 21g Powder (net rate : Rs6.00/-) | |
| | Prolyte season Dhamaka Jan-Jun’23 | | | |
| Inner Size | 2 Trays x30 units/tray | | 8 outers x 40units/outer | 90 outers x 20 units/outer |
| Case Lot | 60 | | 640 | 1800 |
| Case Value (PTS) | 927.60 | 867.6 | 3840 | 5418 |



All the trade offers (monthly and quarterly) will be applicable only on live Interact bills given in market

PROLYTE GLUCOSE POWDER

New packs

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| Details | Gluko-D++ | Gluko-C++ |
|--------------------|---|-----------|
| Pack Size | 75+50 Gms | 75+50 Gms |
| MRP | 35 | 47 |
| PTS (excl GST) | 16.26 | 21.84 |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% Prolyte season Dhamaka Jan-Jun'23 | |
| Case Lot | 144 | 144 |
| Case Value (PTS) | 2341.45 | 3145 |



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Consumer offer:
Mechanical Pencil and eraser of 20/- free with Gluco C++

NICOTEX | Nicogum

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| Details | Strips | | Tins | | Nicogum | |
|--------------------|-----------------------------|----------|---------|--------|-----------------------------|----------|
| Pack Size | 2mg | 4mg | 2mg | 4mg | 2mg | 4mg |
| MRP | 101 | 115 | 245 | 284 | 99 | 115 |
| PTS (excl GST) | 63.99 | 72.87 | 155.24 | 179.95 | 62.73 | 72.87 |
| Formulation | Nicotine Polacrilex USP | | | | | |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% | | | | | |
| Inner Size | 27 inners x 18 strips/inner | | NA | | 27 inners x 18 strips/inner | |
| Case Lot | 486 | 486 | 54 | 54 | 486 | 486 |
| Case Value (PTS) | 31099.14 | 35414.82 | 8382.96 | 9717.3 | 30486.78 | 35414.82 |



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COFSILS: CCD



| Details | CCD | | |
|--------------------|---|---------|---------|
| Pack Size | 220 | 500 | 1300 |
| MRP | 210 | 460 | 1200 |
| PTS (excl GST) | 119.16 | 251.80 | 680.91 |
| Formulation | 41 herbs including Pudina, Amla, Pippli, Agnimath | | |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% | | |
| Case Lot | 32 Jars | 9 Jars | 4 Jars |
| Case Value (PTS) | 4485.98 | 2763.68 | 3204.27 |



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COFSILS: SYRUPS & GARGLE

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| Details | Syrups | | | | Gargle | |
|--------------------|---|--|--|--|--|-------------|
| SKU | Med Syrup | Dry/ Wet | Nat Syrup | Dx Syrup | 100 ml | 50 ml |
| MRP | 90 | 95 | 82 | 110 | 170 | 99 |
| PTS (excl GST) | 16.02 | 21.14 | 27.37 | 26.57 | 45.39 | 26.44 |
| Formulation | Diphenhydramine Hydrochloride IP...14.08 mg; Ammonium Chloride IP... 138 mg; Sodium Citrate IP 57.03 mg | Dry: Dextromethorphan Hydrobromide (15 mg); Wet: Ambroxol Hydrochloride (100 mg), Guaiphenesin (15 mg) | Honey, Tulsi, Ginger, Banaspha & Mulethi | Dextromethorphan Hydrobromide + Chlorpheniramine Maleate (DMP + CPM) | Povidone-Iodine IP 2% w/v (available iodine 0.2% w/v); Absolute alcohol content 8.38% v/v in a Mint flavour aq. base | |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% | | | | | |
| Case Lot | 120 Bottles | 120 Bottles | 100 Bottles | 120 Units | 100 Bottles | 220 bottles |
| Case Value (PTS) | 1922.4 | 2536.46 | 2737.0 | 3188.4 | 4539.4 | 5815.8 |



Free Cofsils Branded Handtowel with every 30 bottles of Medicated/Dx Syrup (till stocks last)



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CIPLADINE: POWDER & OINTMENT (new)

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| Details | Powder 5% | Ointment 5% | | | | | | |
|--------------------|---------------------------|-----------------------|-----------------------|---------------------|-----------------------|---------------------|--------------------|--------|
| Pack Size | 10 Gms | 10 Gms | 15 Gms | 20 Gms | 25gms | 30gms | 125gms | 250gms |
| MRP | 74.41 | 29.04 | 43.56 | 53.84 | 72.6 | 87.12 | 170 | 434.99 |
| PTS (excl GST) | 18.37 | 16.65 | 19.26 | 26.06 | 28.15 | 34.60 | 90.64 | 163.30 |
| Formulation | Povidone-Iodine IP..5%w/w | | | | | | | |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% | | | | | | | |
| | QPS as per the construct | | | | | | | |
| Inner Size | 20 Units / Inner x 36 | 10 Units / Inner x 54 | 30 units / Inner x 20 | 20 Units/Inner X 20 | (20 units/Inner x 18) | 20 Units/Inner x 20 | 4 Units/Inner x 20 | NA |
| Case Lot | 720 | 540 | 600 | 400 | 360 | 360 | 80 | 50 |
| Case Value (PTS) | 13226.4 | 8991 | 11556 | 10424 | 10134 | 12456 | 7251.2 | 8165 |

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| Additional input | On- invoice Scheme |
|------------------|--------------------|
| 125 gm pack | 10% |
| 250 gm pack | 12% |

CIPLADINE: SOLUTION+GARGLE+SCRUB

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| Details | Scrub 7.5% | | | | Solution 5% | | | | | | Gargle |
|--------------------|--|-------|--------|--------|---------------------------|-------|--------|--------|--------|--------|--------|
| SKU | 100ml | | 500ml | | 100ml | | 500ml | | 2000ml | | 100 ml |
| MRP | 86.7 | 95.2 | 433.51 | 480.18 | 43.59 | 48.16 | 217.97 | 240.8 | 642 | 711.11 | 198.44 |
| PTS (excl GST) | 41.56 | 45.63 | 203.44 | 225.34 | 27.35 | 30.22 | 102.44 | 113.17 | 366.0 | 405.40 | 38.88 |
| Formulation | Povidone-Iodine IP.7.5%w/w | | | | Povidone-Iodine IP..5%w/w | | | | | | |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% QPS as per the construct | | | | | | | | | | |
| Case Lot | 100 | 100 | 20 | 20 | 100 | 100 | 20 | 20 | 4 | 4 | 100 |
| Case Value (PTS) | 4156 | 4563 | 4068.8 | 4506.8 | 2735 | 3022 | 2048.8 | 2263.4 | 1464 | 1621.6 | 3888 |

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CIPLADINE CALAMINE LOTION 100 ml



| Details | Cipladine Calamine Lotion |
|--------------------|---|
| Pack Size | 100 ml |
| MRP | 90 |
| PTS (excl GST) | 22.5 |
| Formulation | Calemine 8% w/v Diphenhydramine Hydrochloride 1% w/v Ethanol (95%) 2.37 v/v |
| Stockist Incentive | QTD: Upto 1%; QTLI: Upto 1% |
| Inner Size | 6 Units Shrink Wrap |
| Case Lot | 96 |
| Case Value (PTS) | 2160 |



CIPLADINE Festival Bonanza JFM'23



| Stockist Incentive Slabs (in ₹) Cipladine Portfolio (including Calamine) | | | |
|---|---|--------------------|-------|
| From | To | Per Invoice Scheme | QPS |
| 0 | 9999 | 5% | 0% |
| 10000 | 100000 | 5% | 1.00% |
| 100001 | 300000 | 5% | 1.50% |
| 300001 | 750000 | 5% | 2.00% |
| >750001 | | 5% | 3.00% |
| DMS definition | 5% Scheme to be mapped in DMS. QPS To be settled through CN post Qtr | | |

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MAXIRICH : RANGE

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| Details | Strip | Bottle | Vit C + Zinc |
|--------------------|--|----------------------------|----------------------------|
| Pack Size | 10*3 | 30 | 15 tabs |
| MRP | 119 | 280 | 70 |
| PTS (excl GST) | 19.26 | 62.98 | 42.06 |
| Formulation | Vit - A, C, D, D3, E, B1/2/6/12; Nicotinamide; Molybdenum; Ca; Ph; Mg; Mn; K; Zn; Cu; Iodine; et al | | Ascorbic Acid IP 100 mg |
| Stockist Incentive | QTD: Upto 1% QTLI: 0.5% | | |
| Inner Size | 16 outers x 10 box/ outer x 3 strips/box | 30 softgels in a bottle | 15 tabs in a strip |
| Case Lot | 480 | 120 | 400 |
| Case Value (PTS) | 9244.8 | 7557.6 | 16824 |

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only on live Interact bills given in market**



MAXIRICH: EXTENSIONS



| Details | Liver Care Syrup | Multivitamin Syrup | Cal 500 | Maxirich Gold |
|--------------------|---|---|---|---|
| Pack Size | 200 ml | 200 ml | 20 strips | 7s |
| MRP | 125 | 135 | 86.50 | 69 |
| PTS (excl GST) | 28.12 | 42.77 | 15.59 | 29.15 |
| Formulation | Each 5ml contains extract of Kasani seed* 35 mg Himsra Root# 35mg Arjuna Bark* 15 mg, kakamachi Fruits* 15 mg Bhumyaamalaki whole plant* 8 mg, BiranONDipha Fruit* 8mg, Jhavuka Leaf* | Vitamin A,B1, B2,B6,B12,C,D3, E,Nicain, Pantothenic acid,s,Zinc, , copper(Al), iodine, Selenium | Calcium Carbonate(Oyster Shell) 1250mg, equivalent to elemental calcium 500mg, vitamin D3 IP 250 IU,excipients q.s. | Vitamin A,B1, B2,B3,B6,B12,C, D3,E, Folic Acid, Calcium ,Phosphorous,Zinc,iron, Magnesium, Pottasium , Mangenese(Al), copper(Al), iodine, Panax ginseng root extract 2% |
| Stockist Incentive | QTD: Upto 1% QTLI: 0.5% | | | |
| Inner Size | NA | NA | NA | 7s |
| Case Lot | 48 bottles | 50 bottles | 480 strips | 300 strips |
| Case Value (PTS) | 1349.76 | 2138.5 | 7483.2 | 8745 |

All the trade offers (monthly and quarterly) will be applicable only on live Interact bills given in market

| Brand SKU | Slab | % discount |
|----------------------|-------------|------------|
| Maxirich Cal500 | >=2 outer | 14% |
| Maxirich base strips | >= 1 case | 4% |
| Maxirich gold strips | >= 1/2 case | 4% |
| Maxirich LiverCare | >=1/2 case | 5% |
| Maxirich MVS | >=1/2 case | 5% |

To be settled on invoice to stockiest



CLOCIP: ANTI FUNGAL RANGE



| Details | Powder | | Creams | | | | | KZ Soap |
|--------------------|--------------------------|--------|------------------------------|--------------------|--|---------------|-----------------------------|--------------------------------|
| Pack Size | 75 gm | 100 gm | Luliconazole 10gms | Luliconazole 20gms | B Cream 5 gm | B Cream 10 gm | Clotrimazole 15 gm | Singles |
| MRP | 79 | 119 | 150 | 250 | 31 | 57.75 | 47.23 | 99 |
| PTS (excl GST) | 44.30 | 58.39 | 23.99 | 40.89 | 10.35 | 19.28 | 15.76 | 30.02 |
| Formulation | Clotrimazole 1% | | Luliconazole Cream IP 1% w/w | | Clotrimazole & Beclamethasone Dipropionate Cream | | Cloxacillin Cream IP 1% w/w | Ketoconazole 2% Cetrimide 0.5% |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% | | | | | | | |
| | Jan- Feb QPS | | | | | | | |
| Case Lot | 108 | 80 | 720 | 360 | 1000 | 600 | 600 | 72 |
| Case Value (PTS) | 4784.4 | 4671.2 | 17272.8 | 14720.4 | 10350 | 11568 | 9458.6 | 2161.4 |

| *Stockist Slabs (in ₹) - Jan-Feb'22 | | | DMS definition |
|-------------------------------------|-------|-------|---|
| Clocip Powder + Cream | | | |
| From | To | QPS | To be settled post reconciliation after Feb closure |
| 8000 | 11999 | 5% | |
| 12000 | 19999 | 6% | |
| >=20000 | | 7.69% | |

All the trade offers (monthly and quarterly) will be applicable only on live Interact bills given in market



CLOCIP: PRICKLY HEAT POWDER

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| Details | PHP | |
|--------------------|--|---------|
| Pack Size | 150 gm | 50 gm |
| MRP | 99 | 45 |
| PTS (excl GST) | 63.61 | 28.91 |
| Formulation | Dugdh Pasan, Makhya Satva, Tankan Amla, ONDad Bhasma, Neem Oil, Pudina Ark, Fitkari, | |
| Stockist Incentive | QTD: Upto 1% QTLI: 0.5% | |
| Case Lot | 72 | 144 |
| Case Value (PTS) | 4579.92 | 1300.95 |

****PHP 150gms :Consumer Promo to be supplied till stocks last**

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NASELIN

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| Details | Spray | | Drops | | Saline Spray | CP Rub | CP Rub |
|--------------------|--|---------|--------|--------|-----------------------|--|--------|
| Pack Size | 10 ml | | 10 ml | | 20 ml | 5g | 25g |
| MRP | 76.45 | 84 | 64.13 | 70.5 | 46 | 20 | 85 |
| PTS (excl GST) | 40.83 | 44.86 | 34.25 | 37.65 | 15.05 | 10.7 | 45.4 |
| Formulation | Oxymetazoline Hydrochloride Nasal Solution 0.05% w/v | | | | Sodium Chloride 0.65% | Camphor, Owa Phool, Turpentine Oil, Pudina Phool, Eucalyptus Oil, Nutmeg Oil | |
| Stockist Incentive | QTD: Upto 1% QTLI: 0.5% | | | | | | |
| | Jan QPS | | | | | | |
| Inner Size | 60 | | 25 | | 60 | 24 | 10 |
| Case Lot | 240 | | 150 | | 240 | 576 | 200 |
| Case Value | 9290.4 | 10204.8 | 4869.0 | 5353.5 | 3422.4 | 6163.2 | 9080 |

| *Stockist Incentive Slabs (in ₹) - Feb'22 | | | DMS definition |
|---|-------|-----|---|
| Naselin Spray + Drops | | | |
| From | To | QPS | To be settled post reconciliation after month closure |
| 5000 | 9999 | 5% | |
| 10000 | 19999 | 7% | |
| >=20000 | | 8% | |



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NASELIN Inhaler

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| Details | Inhaler |
|--------------------|------------------------------------|
| Pack Size | 12 packs of 0.5 ml |
| MRP | 50 |
| PTS (excl GST) | 13.94 |
| Formulation | Menthol, Camphor & Wintergreen Oil |
| Stockist Incentive | QTD: Upto 1% |
| | QTLI: 0.5%; |
| Inner Size | 12 blisters X 60 |
| Case Lot | 720 |
| Case Value | 10036.8 |

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CiplaHealth

INTRODUCING

Naselin™ INHALER

QUICK RELIEF FROM BLOCKED NOSE

NET CONTENTS 0.5 ml

TURN TO OPEN

CONTAINS GOODNESS OF WINTERGREEN OIL, MENTHOL & CAMPHOR

MRP ₹50
Net Contents 0.5 ml

Available in a pre-packed pack of 12

*Band naak jhat se khole,
taaki aap khul ke so lein.*

Naselin™
SHUBH RATRI

Naselin Steam Inhalation Capsule



| Details | SIC |
|--------------------|--|
| MRP | 67.5 |
| PTS (excl GST) | 18.02 |
| Formulation | Camphor, chloromylthol, eucalyptol, menthol, Terpineol |
| Stockist Incentive | QTD: Upto 1% |
| | QTLI: 0.5% |
| Inner Size | 20 strips X 10 capsules |
| Case Lot | 600 strips |
| Case Value | 10812 |

NEW
PRODUCT



All the trade offers (monthly and quarterly) will be applicable only on live Interact bills given in market

Cetafresh

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| Details | Petroleum Jelly | Lipbalm |
|--------------------|----------------------------|---------------------|
| Pack Size | 100 gm | 10 gm |
| MRP | 120 | 49 |
| PTS (excl GST) | 60.83 | 23.29 |
| Stockist Incentive | QTD: Upto 1% QTLI: 0.5% | |
| Inner size | 5 units shrink wrap | 24 tubes in a jar |
| Case Lot | 5X20 = 100 units | 24 X 12 = 288 tubes |
| Case Value | 6083 | 6707.52 |



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Endura Mass



| Details | Endura Mass |
|--------------------|--|
| Pack Size | 500 gm |
| MRP | 625 |
| PTS (excl GST) | 396.01 |
| Formulation | Maltodextrin, Soy protein, milk solids, Whey protein, vitamin and minerals |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% |
| Case Lot | 24 |
| Case Value (PTS) | 9008.64 |

**Endura
MASS**



| Launch Offer | | |
|--------------|---------|-------------------|
| Min Slab | Scheme% | DMS Definition |
| 12 units+ | 5% | On invoice scheme |

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MAMAXPERT

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| Details | Pregtest |
|--------------------|--|
| Pack Size | 1 Pack which includes Cassette and Dropper |
| MRP | 70.5 |
| PTS (excl GST) | 15 |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% |
| Inner Size | 18 boxes x 20 units/box |
| Case Lot | 360 units |
| Case Value (PTS) | 5400 |

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**On purchase of
180 units**

Free

MRP Rs 1045

Milton Copper Bottle

CIPOFRESH



| Details | Cipofresh Mouth Wash | Cipofresh Mouth Ulcer Gel |
|--------------------|--|---|
| Pack Size | 100 ml | 12 Gms |
| MRP | 99 | 70 |
| PTS (excl GST) | 26.76 | 12.85 |
| Formulation | Chlorhexidine Gluconate 2% Sodium Fluoride 0.05% Zinc Chloride 0.09% | Choline Salicylate 8.7% Lignocaine Hydrochloride 2% Benzalkonium Chloride 0.01% |
| Stockist Incentive | QTD: Upto 1%; QTLI: 0.5% | |
| Inner Size | NA | 15 Units/ Inner x 20 |
| Case Lot | 100 | 300 |
| Case Value (PTS) | 2676 | 3855 |



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OMNIGEL Tablets & Balm



| Details | Omnigel 100 SR | Omnigel 50 | Omnigel Balm |
|--------------------|---|----------------------------|---|
| Pack Size | 100 mg 10's | 50 mg 10's | 8 ml |
| MRP | 62 | 23.63 | 40 |
| PTS (excl GST) | 9.47 | 6.67 | 22.25 |
| Formulation | Diclofenac Sodium Ip 100 mg Sustained Release | Diclofenac Sodium Ip 50 mg | Menthol 7% w/w Camphor 10% w/w Citronella Oil 1% w/w Eucalyptus Oil 14.5% w/w Lemon Grass Oil 5% w/w Peppermint Oil 1.5% w/w Turpentine Oil 7% w/w Thymol 1% w/w Wintergreen Oil 7% w/w |
| Stockist Incentive | QTD: Upto 1%; QTLI: Upto 1% | | |
| Inner Size | 30 Strips / Inner | 100 Strips/ Inner x 20 | 24 |
| Case Lot | 1080 (36 x 30 x 10's) | 3600 (36 X 20 X5X 10's) | 384 |
| Case Value (PTS) | 10227.6 | 24012 | 8544 |

| OMNIGEL Extensions Bonus Offer | | |
|--------------------------------|----------|-------------------|
| SKU | Scheme % | DMS Definition |
| OMNIGEL 100 SR Tab | 10% | On Invoice Scheme |
| OMNIGEL 50 Tab | 10% | |
| Omnibalm 8 ml | 6% | |



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FIBOCARE

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| Details | Fibocare |
|--------------------|----------------------------|
| Pack Size | 100 gm |
| MRP | 185 |
| PTS (excl GST) | 102.90 |
| Formulation | Isabgol (Psyllium Husk) |
| Stockist Incentive | QTD: Upto 1% QTLI: 0.5% |
| Inner Size | NA |
| Case Lot | 90 Jars |
| Case Value | 10881 |

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