

**Utkarsh**



begin here.

*Rewarding Experiences*



## VNR SEEDS PVT. LTD.

### Registered Office :

Corporate Centre, Canal Road Crossing, Ring Road No.1  
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### Terms & Conditions :

1. **Utkarsh** Scheme is being run for all the VNR Distributors of Field Crop (Except Mustard, Wheat and Research Paddy) & Vegetable Business.
2. Duration of **Utkarsh** Scheme is from 1st April 2022 to 31st March 2023.
3. **Utkarsh** Scheme will comply with all applicable laws and VNR Seeds will not be held responsible for any unprecedented circumstances.
4. **Utkarsh** Scheme benefits cannot be combined with the benefits of any other scheme run by VNR Seeds.
5. In case of unavailability of the declared gift/benefit, VNR Seeds reserves the right to provide any other similar kind of gift/benefit.
6. Under no circumstances, any of the benefits will be passed on in terms of cash or credit note in the scheme benefits.
7. Any tax liability arising out of the scheme benefits will be the sole responsibility of the participating business partner.
8. VNR Seeds reserves the rights to make amendments/modify/cancel the scheme at any point in time without prior notice.
9. VNR Seeds reserves the rights to disqualify any business partner if found indulging in any malpractices detrimental to the interest of scheme/trade/company.
10. Business partners are required to sign receipts, affidavits, indemnity, agreements and/or document as required by VNR Seeds at any stage of scheme.
11. Any loss/liability/expense arising out of participation/misinterpretation of **Utkarsh** scheme will be the sole responsibility of the business partner and no compensation can be claimed for it. The business partner will keep VNR Seeds indemnified against any such losses/liabilities/expenses.
12. If the business partner fails to abide by the financial and market related disciplines set by the company then he will be disqualified from the scheme.
13. Any dispute arising out of the scheme will be settled in Raipur (Chhattisgarh) court.
14. For any suggestions/information's/clarifications, please contact the VNR representative of your area.



Dear Business Partner,

Namaste & Warm Welcome !

The Reward and Recognition Program "**Utkarsh**" has encouraged us to continue to grow in business with a sustained and strong partnership. VNR's commitment to the best products and your continued cooperation will further maintain the trust of farmer brothers and realize the resolution of **Vocal for Local**.

In resolution of **Aatm Nirbhar Bharat**, the goal of VNR "**Kisano ke hit me**" is also part of this resolution. Hence, we expect your cooperation to achieve this resolution.

The global pandemic Covid-19 has also affected our business activity in the last 3 years. Financial year 2021-22 has witnessed the worst effect of Covid-19 in Agriculture sector as the virus reached to village level. The good news is Indian economy is slowly emerging now from the effects of the Covid-19 pandemic and progress is visible in the field of Agriculture as well. We all should contribute to the country's economy by becoming partners in progress.

I firmly believe that **Utkarsh** scheme will be mutually beneficial for both of us to take our business to new heights in the new financial year.

My best wishes in advance to get desired success and prosperity in new financial year.

Atul Sah

(Business Head)

### Utkarsh qualifying criteria and benefits

- All the Business partners whose net sales of vegetable and field crop seeds (Paddy, Maize and Bajra) meets the required criteria will be eligible to qualify for the scheme and enjoy the benefits of Utkarsh.
- Net sales will be calculated on the basis of the criteria given below :

Crop (Category)	Weightage	Terms and Conditions
Vegetable Seeds	100 %	None
Field Crops	100 %	If sales return is less than 15 %
	75 %	If sales return is between 15 % to 25 %
	50 %	If sales return is more than 25 % and Less than 30 %
		(If sales return in field crops is more than 30 % then field crop sales will not be considered for net sales calculation under the scheme)

\* Net Sales - The Net Value of sales after deducting all discounts/sales return from the invoice value.

On the basis of Net Sales this scheme is divided into 5 categories:

\* Mustard, Wheat and Research Paddy Business excluded.

## Utkarsh Club Benefits

### Bronze Club

15 to 35 Lakhs

- ★ Gold Voucher/Gift Card: 0.90% of Turnover (FY 2022-23)
- ★ Growth Linked TOD (Gold Voucher) 0.1% of Turnover (FY 2022-23) for every 25% growth in business over last year

### Silver Club

> 35 to 75 Lakhs

- ★ Gold Voucher /Gift Card: 1.10% of Turnover (FY 2022-23)
- ★ Growth Linked TOD (Gold Voucher) 0.1% of Turnover (FY 2022-23) for every 20% growth in business over last year

### Gold Club

> 75 to 150 Lakhs

- ★ Gold Voucher /Gift Card: 1.25% of Turnover (FY 2022-23)
- ★ Growth Linked TOD (Gold Voucher) 0.1% of Turnover (FY 2022-23) for every 15% growth in business over last year

### Emerald Club

> 150 to 300 Lakhs

- ★ Gold Voucher /Gift Card: 1.35% of Turnover (FY 2022-23)
- ★ Growth Linked TOD (Gold Voucher) 0.1% of Turnover (FY 2022-23) for every 10% growth in business over last year

### Platinum Club

> 300 Lakhs

- ★ Gold Voucher /Gift Card: 1.45% of Turnover (FY 2022-23)
- ★ Growth Linked TOD (Gold Voucher) 0.1% of Turnover (FY 2022-23) for every 10% growth in business over last year