

## Retail IC Incentive Policy-FY24-25

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## Retail IC Incentive Policy – FY24-25

**Introduction:** This incentive policy is for the Retail IC's for FY24-25 will follow per POS approach as mentioned in table below

**Eligibility:** Individual Contributors (team members with no direct reports) in the Retail team

### Details:

- This scheme is applicable from 1st May 2024
- The target definition and incentive payout would happen monthly.

The incentive components and their target are as follows:

Merchant Funded POS	
POS Deployment	Incentive per POS (Rs.)
No advance/No Licence fee. Only rental	200
Cheque value: <2K	400
Cheque value: 2K-3K	500
Cheque value: 3K-4K	750
Cheque value: >4K	1000
Lifetime*	1600
Bank Funded	150
BPCL (Per PO)	500

\* Incentive for Lifetime will be paid against payment collection only

**Note:** The deployment targets would be defined by business ranging from 15 to 25. Minium target achievement for incentive payout is >=80%.

### Incentive for Aggregator

	Incentive Amt.	Comments
Agg Sign up with >5K GTV within 3M	200	Additional Incentive. Payout is post meeting aggregator target as mentioned below
For above, If Agg TID Cards GTV>2L within 3M then additional incentive	500	
Aggregator Target		50% of overall deployment target

**Note:** The IC needs to meet the minimum deployment target of 80% to be eligible for Aggregator payout as mentioned above.

## New Joiners: Deployment Target

% Deployment Target					
Joining Week	M0	M1	M2	M3	M4
1st week (1-7)	0%	32%	52%	67%	100%
2nd week (8-14)	0%	25%	45%	67%	100%
3rd week (15-21)	0%	16%	36%	67%	100%
4th week (22-28)	0%	9%	33%	67%	100%
5th week (29-31)	0%	0%	33%	67%	100%

**Deployments in M0:** No Target assigned on M0. Incentive will be paid as per the POS deployment grid.

## Kickers:

The below grid Incentive will be paid out post deployment eligibility criteria is being met i.e.80%.

Details	Incentive (Rs)
For the deployments during Apr24-25, additional payout if overall GTV>=50 Lakh by 31 <sup>st</sup> Mar25 on new aggregator merchant. This will be paid post completion of FY.	2,000
10+POS (PER DEAL)	2,000
25+ POS (PER DEAL)	As per approval from Finance
E-NACH per merchant	100
Additional kicker on incremental fixed paying TID (i.e. not primary TID) with lock in of 12 months	60/TID

## VAS:

The VAS will be paid out over and above the Target based on the approved product grid; if applicable.

Details	Incentive (Rs)
Integration completion and go-live at > 50% POS (Merchant Level - CC/DC & UPI)	For <= 25 POS merchants- Rs. 1,000 For >25 POS merchants - Rs. 5,000
Amex (activation per TID)	100
QC, Plural, E700/E600 and any new launched product offerings	Incentive to be paid as per product approved Grid

## Incentive Clawback:

Details	Amount per POS (Rs.)	Remarks
ACH Waiver/approval	As per Actual Incentive	Incentive clawback per POS if ACH not received within M+1
FTR < 80%	100	Incentive claw back per Order Id
*De-Installation (Merchant Funded)	600	Incentive clawback per POS (within 9 months of deployment)

### Note:

**ACH Waiver/approval:** ACH deferral approval sought at the time of deployment. Actual incentive paid against the POS would be clawed back if approved/registered ACH not received within M+1. Any successful ACH post the given period will not be considered for any payout.

**FTR:** This would be evaluated on all the order/case id in the given month. There would be a clawback as mentioned above on every failed order id; wherein the overall threshold criteria is not being met.

**Attrition:** This includes any revenue churn (e.g. DI, stop billing, NTNP). This will be done for all deployments where incentive has been earned. No clawback on LF POS deployments.

## Additional Guardrails:

- **ACH/non-ACH:**
  - Incentive on POS deployment will be done only on **Registered/approved ACH only**.
  - **Non-ACH:** Registered/approved ACH received post M+2 will not be considered for incentive payout. (**Effective July'24**)
    - Example: Any ACH conversion on Non-ACH for Jul24 deployments would be considered with the status as of Sep24 end(M+2) only.
    - **ACH is not mandatory for LF 11K and 14K only.**
    - On High POS merchants ( $\geq 25$ ), ACH deviation only to be approved by VH/Business Head.
    - ACH is not applicable for **BPCL and Bank funded cases**

Non-ACH (Overall Achievement)	Count, Scenario-1	Count, Scenario-2
Target	15	15
Total Deployment for the month	15	15
<b>ACH</b>	<b>13</b>	<b>11</b>
<b>Non-ACH</b>	<b>02</b>	<b>04</b>
Non-ACH will not be considered for achievement in the current month, Overall achievement %	<b>87 %</b>	<b>73%</b>

- ~~**Non-ACH** – Only 50% of the non-ACH count would be considered only for the purpose to calculate overall Ach% for a given month (Illustration given below). **This was applicable from May'24 to June'24**~~

• **Account Receivables:**



**Applicable Criteria:** This is applicable for deployment in MSF  $\leq 3$  month (within 6 months of deployment)

- AR due  $> 1,000$  in DPD 60+
- 25% of earned incentive will be put on hold till the time AR Due in 60+ bucket is cleared.
- Minimum of (25% Incentive, AR Due) with a maximum incentive CAP of 5K.
- This will be followed on quarterly basis and the above criteria would be checked on M3 and M6.
- 'Payout on Hold' would be re-evaluated for release on a quarterly cycle only.
- AR clause will be applicable for billing done April'24 onwards for POS deployed.

**Terms & Conditions:**

1. Minimum qualification is 80% of deployment target to be eligible for any incentive.
2. Bank funded payout is applicable for bank funded cases sourced via HDFC Bank, ICICI Bank / IMSL, Kotak Bank, State Bank of India (SBI), Axis Bank, South India Bank (SIB), IDFC First Bank and Yes Bank.
  - Incentive for bank funded sourcing done for other banks will be followed as per Merchant Funded policy and all the criteria's will be applied accordingly.
3. Order splitting is not permitted, i.e. achievement will not be accorded to more than 1 IC for same customer ID level order in the same month. If there is a large multicity deal, then local representation is allowed. The deviation can be approved from BH/VH
4. Short term tactical deployments like EOSS, Flipkart BBD not to be counted as fresh deployments.
5. The policy is applicable for all merchants sourced by the respective channel irrespective of the POS count.
6. Management reserves the right to decline any order based on risk perception regarding collection, safety, deployment, execution etc. In case of any such decline incentives will not be payable
7. The employee needs to serve complete incentive cycle(quarterly/monthly) to be eligible for payout. However, if the employee meets the qualifying criteria/Target, incentive would be paid out as per policy. Any incentive on hold will only be released if the criteria for payout is being met within the last working day of the employee.

**Timelines and Owners:**

1. Approved incentive payout to be shared with Payroll by 20th of the Incentive Payout month.
2. Data input to be shared with sales efficiency by 10th of the subsequent month.
3. Owners for inputs and incentive calculation:
  - a. AR calculations - Finance
  - b. Business Inputs - Retail Vertical Head
  - c. Incentive Calculation - Sales Efficiency - Incentive Lead
  - d. Approver - Finance FP&A

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