

Retail IC Incentive Policy – FY 25-26

Document Name	Retail IC Incentive Policy
Version	V3.0
Author	Tarunay Dayal
Reviewer	Saurabh Sharma, Bhavin Rambhia, Aarti Jakhar
Policy Effective Date	1st April 2025

RETAIL IC INCENTIVE POLICY FY 25-26

Introduction: This incentive policy is for the Retail IC's for FY25-26 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 April 2025
- The target definition and incentive payout would happen monthly.
- Responsibility of target definition would be with the business leader

The incentive components and their target are as follows:

1. 1-24 POS Deals

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 (non-A50) *	1600
A 50 Lifetime*	800
Bank Funded	150
BPCL (Per RO)	500
Mini	300

**Incentive for Lifetime would be paid against payment collection only*

% Achievement Slab

Less than 80% Achievement	No Payout
80-100%	Actuals
100-125%	1.2X of achievement
125% -200%	1.3X of achievement
200%+	1.5X of achievement

Note:

1. The overall payout would be capped at 3X the variable component for the month.
2. Multiplier to be effective only on Cheque value-based slabs. LT, Mini, BPCL and bank Funded deployment payouts to be fixed as per the grid (granted 80% achievement)

Device Type Based Deployment Weightage

Mini	0.33
A50	0.5
A910	1
E600/E950/E700	2

The deployment weightage to be utilized only for slab determination in achievement calculation.

Incentive for aggregator deployments

	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	
For new aggregator merchant, if Agg GTV>50L post the end of FY (31 st Mar 2026), then additional incentive	2,000	
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.

2. 25+ POS Deals

- Incentive disbursement to be decided by Business Finance for case-to-case basis
- Incentive amount to be finalized at the time of deal approval

Kickers

1. Mini Deployments

Role	Per Mini deployment
IC	300
CH	30
SH	15
RH	10
VH	5

2. Growth X (quarterly payouts)

% AOP Achievement on Gross Revenue (Growth X)	Kicker
100%	2.5% of Growth X Revenue AOP (Gross)
110%	3% of Growth X Revenue AOP (Gross)
120%	3.5% of Growth X Revenue AOP (Gross)
130%	4% of Growth X Revenue AOP (Gross)
140%+	4.5% of Growth X Revenue AOP (Gross)

- Exact distribution across the hierarchy to be done by Retail Head (Pratyush) at the end of **each quarter** on case-to-case basis

Role	Growth X (% of Net Revenue)
IC	0 to 5%
CH	0 to 5%
SH	0 to 4%
RH	0 to 3%
VH	1%

3. EMI GTV

Role	EMI GTV
IC	0.035%
CH	0.025%
SH	0.015%
RH	0.015%
VH	0.010%

4. Soundbox Deployment (On Old Book)

Role	Payout (per deployment)
IC	300
CH	30
SH	15
RH	10
VH	5

Note:

RBL DCC: Payouts for RBL DCC to be run via targeted contests

Multi TID: 25+ Multi TID payouts to happen post discussion with Business Finance on case-to-case basis. Only non-sole acquiring cases to be applicable for these payouts.

Minimum qualification is 80% of deployment target to be eligible for any incentive.

Incentive Clawback

1. 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

2. **ACH deferral cases** – If registered ACH not received within M+2 months then INR 500/POS clawback to be levied.

3. **Account Receivables** – If AR [DPD>60 bucket] is greater than INR 2K/POS then INR 500/POS clawback to be levied. (to be checked quarterly)

4. **Deinstallation Clawback** – Overall Incentive clawback for the POS in case of DI (including Stop Billing and NTNP) within 9 months of deployment. No clawback for lifetime deployments

Terms and 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. o 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.

8. Any deviation from the Incentive policy is to be approved by the VH/BH.

Timeline 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