



INTER OFFICE MEMO

OUR REF: IOAOD/LUBES/LRS/24-25/79

DATE: 6TH Feb '2025

POLICY CIRCULAR REFERENCE HO/LUBES/RLS/2024-25/79

SUB: SERVO AGRO BONANZA SCHEME- FEB-MARCH'25

We are pleased to announce Servo Agro Bonanza scheme for Feb-March'25 as details given below:

1. Period: 1st Feb to 31st March'25
2. Applicable to: All Secondary Channel Except Fleet & OEM
3. Grades & Pack covered in the scheme:

Code	PRODUCT	PACK	PACK
7563	Servo Tractor Oil MG 20W-40	7.5L	Promo/Non-Promo
7227	Servo Tractor Green	1L, 7.5L & 8.5L	
4950	Servo OIB Oil	1L, 5L, 20L & 26 L	
3725	Servo Super PSO	3.5 L	

4. Scheme details are given below:

Achievement criteria (Feb-March'25)	RATE OF INCENTIVE (Rs. Per ltr)
10% Growth in Feb-March'25 over Feb-March'24 for mentioned SKU	Rs.5/- per ltr on the secondary sales of applicable SKU
5% Growth in Feb-March'25 over Feb-March'24 for mentioned SKU	Rs.3/- per ltr on the secondary sales of applicable SKU

5. Scheme Details: Settlement of claims will be through SDMS claim process
6. For new resellers or resellers not having any base for Feb-March'24, base volume will be 60 L.

Note:

- State offices are requested to send a separate communication regarding this scheme to all LSEs & Stockist immediately.

(P P Barua)
CM (L-RS), IOAOD