



INTER OFFICE MEMO

OUR REF: IOAOD/LUBES/LRS/24-25/01E

DATE: 1st Jan'2025

POLICY CIRCULAR REFERENCE HO/LUBES/RLS/2024-25/01E

SUB: AMENDMENT IN INCENTIVE SCHEME FOR CHANNEL PARTNERS FOR 2024-25

This is in further reference to incentive scheme for channel partners for 2024-25 announced vide policy circular ref no. HO/LUBES/RLS/2024-25/01 dtd. 03.04.2024, we are pleased to announce below mentioned amendments for Jan-March'25:

AMENDMENT I : Servo Performer Scheme -4A

The amendment for the incentive for Stockist mentioned as Servo Performer Scheme under above circular reference is given below:

S.No	Criteria	Criteria Applicable on	Existing Incentive (Rs/Lit or Kg)	Revised Incentive (Rs/Lit or Kg)
1	For achieving Primary Sales Target*	Total Primary Sales volume uplifted during the Quarter	1.40	0.70
	Growth over target for primary sales volume (Rs. 0.25 per ltr for growth of every 1% and maximum upto Rs. 1.00 per ltr .		1.00	0.40 (Rs. 0.10 per ltr for growth of every 1% and maximum upto Rs. 0.40 per ltr .
2	For achieving target of no of Net new Counters addition during the Quarter (Bazaar/Workshop/ Garages)(Counters with sale of Min 120 L /Quarter) (Net New counter addition =Counter billed during the quarter of 2024-25 - Counter billed during the same quarter of 2023-24). Net new Counter addition target; For SSR: 15 per Quarter and for GSS: 5 per Quarter		0.20	0.20 (no change)
3	Stockist bonus scheme: For achieving Primary volume during the quarter: Stockist: SSR : Rs. 0.50 per liter, GSS: Rs. 0.25 per liter	For getting this incentive, SSR/GSS has to achieve 95% of the target during the quarter.	0.50/0.25	SSR : Rs. 0.20 per liter/Kg, GSS: Rs. 0.10 per liter/Kg
4	For achieving growth in Gold grade sales during the quarter: > 20 % - Rs. 0.20 PL, > 10-=< 20% - Rs. 0.10 PL		0.20	0.20 (No change)

AMENDMENT II: Reseller Performance Incentive

The amendment for the incentive scheme for Reseller mentioned as Reseller Performance Incentive Scheme is given below:

Existing Scheme		Revised Scheme
Slab on Reseller Sales volume during a Quarter (Lit)	Vol Incentive (Rs/L)	Scheme Withdrawn for period Jan-Mar'25
Less than 120	0.00	
120 <= Vol < =500	1.50	
>500	2.00	

AMENDMENT III: Reseller Growth Incentive

The amendment for the incentive scheme for Reseller mentioned as Reseller Growth Incentive Scheme is given below:

Existing Scheme		Revised Scheme
Slab on Reseller Sales volume during a Quarter (Lit)	Vol Incentive (Rs/L)	Scheme Withdrawn for period Jan-Mar'25
0 to <10%	0.00	
>=10%	2.00	

Note:

- Other schemes will remain same as per the existing circular.
- State offices are requested to send a separate communication regarding this scheme to all LSEs, & Stockist & Resellers immediately.



(P P Barua)
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