



INTER OFFICE MEMO

OUR REF: IOAOD/LUBES/LRS/24-25/72

DATE: 7th Jan '2025

POLICY CIRCULAR REFERENCE HO/LUBES/RLS/2024-25/72

SUB: SERVO BUCKET PROMOTION SCHEME- JAN-MAR'25

We are pleased to announce Servo Bucket promotion scheme for Jan-Mar'25 as details given below:

- Scheme period from Jan'25 to Mar'25.
- Applicable to all secondary channels except OEM & Fleet.
- Applicable Pack: 7 Ltr/ Kg to 20 Ltr/ Kg.
- Applicable Grade:

Segment	PROD CODE	PROD NAME
Gear Oil	2502	SERVO GEAR HP 90
	2503	SERVO GEAR HP 140
	7511	SERVO GEAR SUPER 80W-90
	7515	SERVO GEAR SUPER 85W-140
Agri	7563	SERVO TRACTOR OIL MULTIGRADE 20W-40
	4950	SERVO OIB OIL
	7227	SERVO TRACTOR GREEN
DEO	7231	SERVO RAFTAAR
	7388	SERVO PRIDE XTRA CK4 15W-40
	7434	SERVO PRIDE NXT CK4 10W-30
	7436	SERVO PRIDE NXT CK4 15W-40
	7470	SERVO FLEET SUPREME CI4 PLUS 15W-40
	7472	SERVO FLEET CF4 15W-40
	7485	SERVO SUPER 20W-40 MG
	7489	SERVO PRIDE XL PLUS 15W-40
	7677	SERVO PRIDE ALT PLUS 15W-40
	7556	SERVO PRIDE TC 15W-40
	7577	SERVO PREMIUM CF-4 15W-40
Grease	7705	SERVO GREASE MP 3
	7849	SERVO LONG LIFE GREASE
	7727	SERVO GEM RR3

- Scheme Details: - The incentive applicable for this scheme is given below:

Scheme Criteria	Incentive Rate (Rs./L)	Incentive Volume
Achieving 10 % Growth in Jan-Mar'25 over Jan-Mar'24 of above-mentioned segment grade & pack by resellers	3.00	Secondary Purchase Volume of Jan-March'25 for applicable segment in given pack sizes only
Achieving 20 % Growth in Jan-Mar'25 over Jan-Mar'24 of above-mentioned segment grade & pack by resellers	5.00	

- For reseller having nil base, base for availing the scheme will be 60 ltr.
- The above scheme will be given to the eligible reseller through SDMS claim process.

Note:

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



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