



## INTER OFFICE MEMO

**OUR REF: IOAOD/LUBES/LRS/24-25/01F**

**DATE: 06<sup>st</sup> Jan'2025**

**POLICY CIRCULAR REFERENCE HO/LUBES/RLS/2024-25/01F**

**SUB: AMENDMENT IN INCENTIVE SCHEME FOR CHANNEL PARTNERS FOR THE FINANCIAL YEAR 2024-25 FOR JAN-MAR'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 1 : Servo Performer Scheme -4A**

Incentive for Stockist mentioned in the Servo Performer Scheme S.No.4A under above circular reference, following amendment is being done

S.No	Criteria	Criteria Applicable on	Existing Incentive (Rs/Lit or Kg)	Revised Incentive (Rs/Lit or Kg)
1	For achieving Primary Sales Target of Q4	Total Primary Sales volume uplifted during the Quarter	0.70	Withdrawn
	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 .		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	
3	Stockist bonus scheme: For achieving Primary volume during the quarter: Stockist: SSR : Rs. 0.50 per liter, GSS: Rs. 0.25 per liter		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	
5	For achieving Primary Sales Target of FY 2024-2025			<b>Rs. 4/per ltr/Kg of Primary Purchase Volume of Jan-Mar'25 Excluding IOC Clear Blue and Servohydrashakti 68</b>

## AMENDMENT 2 : Reseller Growth Incentive

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

Applicable for: Bazaar & Servoxpert

Existing Scheme	Revised Scheme	
Scheme Withdrawn for period Jan-Mar'25	Slab on Reseller Sales volume during a Jan-March'25 (Excluding IOC Clearblue)	Vol Incentive (Rs/L) (Excluding IOC Clearblue)
	>= 5 to <10%	2.00
	>=10%	4.00

- The above scheme is valid only for existing resellers.

### 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 SO