



## INTER OFFICE MEMO

**OUR REF: IOAOD/LUBES/LRS/24-25/67**

**DATE: 1st Jan' 2025**

POLICY CIRCULAR REFERENCE HO/LUBES/RLS/2024-25/67

SUB: RESELLER PRODUCT DISCOUNT SCHEME FOR JAN-MAR'25

The Product discount scheme for Reseller channel has been approved by management for the period JAN-MAR'25. The details are given below.

### **Products discounts Scheme for Reseller Channel**

SKU wise product discount scheme applicable for reseller channel for the period Jan-Mar'25, is given in the attached annexures **1/6, 2/6 & 3/6**.

S. No	Category of SKUs	Annexure
1	Discount scheme on all packs of Genuine Oils & Co branded Oils	1/6
2	Discount scheme on Servo Automotive Grades	2/6 & 3/6
3	Discount Scheme for Listed Gold Grades	4/6
4	Discount Scheme for Listed Bronze Grades	5/6
5	Discount Scheme for Listed Grease Grades	6/6

### **Discount Scheme for Listed Gold Grades**

**Product: As per Annexure- 4/6**

**Pack: All pack sizes upto 20L**

**Scheme:**

- One Purchase of every 5 cartons/cans/buckets/liters, reseller will get 1 carton/cans/bucket/liter free in single invoice with same product/SKU. Billing would be done for 6 cartons/cans/buckets/liters and 1 cartons/cans/buckets/liters pack/sku equivalent amount will be given as manual discount in SDMS invoice by stockist in lieu of free product (Equivalent to one litre RSP less product discount). In case of multiple product/SKU, discount will be given for lowest price product/SKU(Equivalent to RSP less product discount).
- The stockist has to give the discount on the secondary invoice only in SDMS.
- Stockist has to submit claims for discount passed on account of free product as per scheme.

### **Discount Scheme for Listed Bronze Grades**

**Product: As per Annexure- 5/6**

**Pack: All pack sizes upto 20L**

**Scheme:**

- One Purchase of every 10 cartons/cans/buckets/liters, reseller will get 1 carton/cans/bucket/liter free in single invoice with same product/SKU or multiple product/SKU. Billing would be done for 11 cartons/cans/buckets/liters and 1 cartons/cans/buckets/liters pack/sku equivalent amount will be given as manual discount in SDMS invoice by stockist in lieu of free product (Equivalent to one liter RSP less product discount). In case of multiple product/SKU, discount will be given for lowest price product/SKU(Equivalent to RSP less product discount)..

- b. The stockist has to give the discount on the secondary invoice only in SDMS.
- c. Stockist has to submit claims for discount passed on account of free product as per scheme.

### **Discount Scheme for Listed Grease Grades**

**Product: As per Annexure- 6/6**

**Pack: All pack sizes upto 20 Kg**

**Scheme:**

- a. One Purchase of every 5 cartons/cans/buckets/Kg, reseller will get 1 carton/cans/bucket/Kg free in single invoice with same product/SKU. Billing would be done for 6 cartons/cans/buckets/Kg and 1 cartons/cans/buckets/Kg pack/sku equivalent amount will be given as manual discount in SDMS invoice by stockist in lieu of free product (Equivalent to one Kg RSP less product discount). In case of multiple product/SKU, discount will be given for lowest price product/SKU(Equivalent to RSP less product discount).
- a. The stockist has to give the discount on the secondary invoice only in SDMS
- b. Stockist has to submit claims for discount passed on account of free product as per scheme.

### **Guidelines:**

1. The exclusive genuine oils like Mahindra Earth Master and KIA are to be sold only to authorized OE dealers/workshops and Spare Parts Distributors of respective OEMs. Other genuine/cobranded oils can be sold to any channel depending on the applicability of the product for that channel.
2. Stockist must use CRM-SDMS as Secondary transaction software, and no alternate software should be used by the Stockist for this purpose. The product discount shall be passed on by the Stockist to the customers on CRM-SDMS invoices only.
3. The HO Scheme discounts are loaded under **ZTRV on primary billing** and same is loaded in **CRM-SDMS for secondary billing** for RO & Bazaar category of secondary customers.
4. Product discounts are not extended to Fleet & OEM channels in SDMS. Hence State office should load **full applicable discounts** to OEM/Fleet channel **as Claimable discounts** while defining Customer specific discounts in SDMS.
5. In SDMS, differential discount will be calculated irrespective of type of secondary discounts. That means, differential will be calculated for any difference in Secondary discount and Primary discount for a SKU. Primary discounts are flown into SDMS from Primary purchase orders. While considering the primary discounts for any SKU, SDMS will go as per **First In First Out (FIFO)** basis.
6. In case of Customer Specific discounts, the minimum applicable discounts for each Stockists may be loaded in **SAP using ZTRV & SAP Contracts** (Customer-Material combination).
7. The applicable discounts are passed on to the SSR/GSS on purchase, through their primary SAP invoices.
8. **Maximum billing of products to any reseller except OEM & Fleet should be restricted to 3 KL only in a month or cumulatively 12 KL in a quarter. For billing more than 12 KL in a quarter, SO needs to take approval from HO -LRS with proper justification.**

**Note:**

- A separate communication on the scheme should be sent to your LSEs & Stockists immediately so that the same reaches all the resellers at the earliest.
- SO are not authorized to launch state specific scheme without the permission of HO.

A handwritten signature in blue ink, appearing to read 'P P Barua', with a large, stylized loop at the beginning.

**(P P Barua)**

**CM (LRS), IOAOD SO**

**PRODUCT DISCOUNT SCHEME - GENUINE OILS & CO-BRANDED OILS JAN-MAR'25 (Rs per L/Kg) - Annexure-1/6**

**MARUTI GENUINE OILS & MGA OIL**

GRADE CODE	PRODUCT NAME	1L	2.1 L	3L	3.5 L	4L	5L	50L	210L
		N	N	N	N	N	N	N	N
7427	ECSTAR PETROL 0W-20				25				
7428	ECSTAR DIESEL 5W-30				25				
7600	MGO 20W-40	10		25					10
7670	MGDO 15W-40				23		23		
7688	MGO 5W-30			25	25				

**HYUNDAI GENUINE OILS**

GRADE CODE	PRODUCT NAME	0.5 L	1L	2.5 L	3.0 L	3.5 L	4/5 L	210 L	
		N	N	N	N	N	N	N	
2968	HYUNDAI SERVO ENG OIL 5W-30 (A3/B4)					20			
7477	HY.SERVO PRM.EO SM 5W-30				20				
7638	HYUNDAI SERVO CRDi PREMIUM ENGINE OIL						15		

**ALT GRAGES**

GRADE CODE	PRODUCT NAME	1L	10 L		11 L	15L/16L/18 L		50 L	210L
		N	N	P	N	N	P	N	N
7677	SERVO PRIDE ALT PLUS 15W40	50	55	55	55	55	55	55	35

**TVS GENUINE OILS**

GRADE CODE	PRODUCT NAME	0.8 L	0.9 L	1L	
		N	N	N	
2896	TRU4 KRAAFT		15	15	
2933	SERVO HONDA SCOOTONXT	18			
2927	SERVO HONDA JOSH		25	25	

**SERVO PRODUCT DISCOUNT SCHEME - SERVO AUTOMOTIVE GRADES - JAN-MAR'25 (Rs per L/Kg) - Annexure-2/6**

**DIESEL ENGINE OILS**

GRADE CODE	PRODUCT NAME	0.5L	1L		1.2L	2.5L	3L		4L	5L/6 L	
		N	N	P	N	N	N	P	N	N	P
1404	SERVO PRIDE40		9							9	
7617	SERVO PRIDE GEO 15W40		45				45			45	
7485	SERVO SUPER 20W-40 MG		15							30	
7489	SERVO PRIDE XL PLUS 15W40		50				50	50		50	40
7530	SERVO CHHAKADAENGINEOIL20W-40				40						
7556	SERVO PRIDETC15W-40		20			20	50	45		30	
7577	SERVO PREMIUMCF-4 15W-40	15	15				30		30	40	35
7429	SERVO SUPERMILE 10W-30		25							25	25
GRADE CODE	PRODUCT NAME	7/7.5		10L		15L		20L	26 L	50 L	210L
		N	P	N	P	N	P	N	N	N	N
1404	SERVO PRIDE40			9				9		18	18
5034	SERVO GASENGINEOIL										17
7617	SERVO PRIE GEO 15W40	45		45		45					20
7485	SERVO SUPER 20W-40 MG	30		30				30	25	25	25
7489	SERVO PRIDE XL PLUS 15W40	60	50	60	50	60	50	60		35	35
7494	SERVO SUPER MULTIGRADE 20W40									30	25
7556	SERVO PRIDETC15W-40	55	50	55	50	55	50	45			25
7577	SERVO PREMIUMCF-4 15W-40	40		40		35		40	30	30	25
7429	SERVO SUPERMILE 10W-30	25	25								
7430	SERVO SUPERMILE PLUS 5W-30										20
7472	SERVO FLEET CF4 15W-40										15
7470	SERVO FLEET SUPREME CI4 PLUS 15W-40										15
7473	SERVO FLT XTRA CH4 15W-40										10
7474	SERVO FLEET SUPREME CI4										10
7434	SERVO PRIDE NXT CK4 10W-30										30
7435	SERVO PRIDE NXT CK4 10W40										30
7436	SERVO PRIDE NXT CK4 15W-40										30
7231	SERVO RAFTAAR					40					
7561	SERVO PREMIUM 20W-40										20
7612	SERVO PRIDE XL 15W-40										30
7663	SERVO PRIDE SUPREME 15W-40										20
7687	SERVO PRIDE SU PLUS 15W40										15

**GEAR OIL**

GRADE CODE	PRODUCT NAME	0.5L	1L	2.5L	5L		7.5 / 10 L	20L		26/50L	210L
		N	N	N	N	P	N	N	P	N	N
2499	SERVO GEAR HP ALFA 75W-90			10							
2502	SERVO GEARHP90	28	28		38			43		28	28
2503	SERVO GEARHP140		28		28			28			28
4906	SERVO TRANSLUIDA	8	13		13						13
7511	SERVO GEARSUPER80W-90		28		33	18	33	43	28		33
7515	SERVO GEARSUPER85W-140		28		43	28	33	43	33		33
2508	SERVO GEAR HP 80W-90										13
4924	SERVO TRANSMISSION C4 SAE 10W										8
4925	SERVO TRANSMISSION C4 SAE 30										8

**AGRI**

GRADE CODE	PRODUCT NAME	1L	3L	3.5L	5L		7.5L		8.5L / 10 L	20L		26 L
		N	N	N	N	P	N	P	N	N	P	N
3723	SERVO PUMP SET OIL 20W40			20								
4950	SERVO OIB OIL	40			60	40				55	50	50
7227	SERVO TRACTOR GREEN	55					60		60			
7554	SERVO TRACTOR OIL PLUS 15W-40						20	20	20			
7563	SERVO TRACTOR OIL MG 20W-40						40	35				
4964	SERVO MKM OIB OIL	30			30				25	30		
7226	SERVO MKM TRACTOR OIL	30					30					
7553	SERVO TILLER SUPER 20W-40		30	30								

**SERVO PRODUCT DISCOUNT SCHEME - SERVO AUTOMOTIVE GRADES - JAN-MAR'25 (Rs per L/Kg) - Annexure-3/6**
**4T OIL**

GRADE CODE	PRODUCT NAME	0.6 L	0.8L		0.9L		1L		1.2L		26/50L	210L
			N	P	N	P	N	P	N	P	N	N
2885	SERVO SCOOTOMATIC XTRA 5W30	50										
2889	SERVO SCOOTOMTC 4ST 10W30		50									30
2924	SERVO 4T				22	10	22	10			30	30
2944	SERVO 4T 10W-30				28	28	28	28				
2931	SERVO 4T20W-50						30	25	30			25
2936	SERVO 4TZOOM10W-30				28	28	28	28				28
2951	SERVO 4TZOOM10W-40											20
2824	SERVO 4T GREEN				37		37					
2825	SERVO HYPERSPORT F5						175	75	175	75		

**PCMO**

GRADE CODE	PRODUCT NAME	1L		3L		3.5L		4L		4.6L	50 L	210 L
		N	P	N	P	N	P	N	P	N	N	
2967	SERVO FUTURA G PLUS 5W-30										25	35
7211	SERVO GREENMILE					75						
7271	SERVO FUTURA NXT 0W-16											20
7275	SERVO BLACK BIRD X	150					150		150			

**2W**

GRADE CODE	PRODUCT NAME	0.25L	0.5L	1L	5L	20L	50L	210 L				
		N	N	N	N	N	N					
2941	SERVO OBM2TOIL			10	10	10	10	10				

**GREASE**

GRADE CODE	PRODUCT NAME	200 gm	1/2 Kg	1Kg	2 Kg	3 Kg	5Kg	7 / 10 Kg	20 Kg	182 KG		
		N	N	N	N	N	N	N	N	N		
7701	SERVO GREASE MP			30					30	40		
7705	SERVO GREASE MP3									50		
7727	SERVO GEM RR3									50		
7849	SERVO LONG LIFE GREASE									50		
7903	SERVO GREASE MIRACLE 3									50		
7854	SERVO CRUSHER GREASE									20		

**OTHER GRADES**

GRADE CODE	PRODUCT NAME	20/26L	210L									
		N	N									
1301	SERVO ULTRA 10W	18	18									
1303	SERVO ULTRA 30		18									
1304	SERVO ULTRA 40		18									
1305	SERVO ULTRA 50		18									
1403	SERVO PRIDE 30		18									
1405	SERVO PRIDE 50		18									
3712	SERVO ULTRA KB 10		18									
3713	SERVO ULTRA KB 30		18									

**SERVO PRODUCT DISCOUNT SCHEME - GOLD GRADES - JAN-MAR'25 - Annexure-4/6**

SKU Code	SKU Name
2828	SERVO 4T XTRA
2829	SERVO 4T XTRA 10W-30
2830	SERVO 4T XTRA 20W-50
2949	SERVO 4T SYNTH
2967	SERVO FUTURA G PLUS 5W-30
2971	SERVO 4T HD
7271	SERVO FUTURA NXT 0W-16
7388	SERVO PRIDE XTRA CK4 15W-40
7430	SERVO SUPERMILE PLUS 5W-30
7434	SERVO PRIDE NXT CK4 10W-30
7436	SERVO PRIDE NXT CK4 15W-40
7660	SERVO FUTURA D

**SERVO PRODUCT DISCOUNT SCHEME - BRONZE GRADES - JAN-MAR'25 - Annexure-5/6**

SKU Code	SKU Name
3725	SERVO SUPER PUMP SO 40
5034	SERVO GAS ENGINE OIL
7470	SERVO FLEET SUPREME CI4 PLUS
7472	SERVO FLT CF4 15W-40

**SERVO PRODUCT DISCOUNT SCHEME - BRONZE GRADES - JAN-MAR'25 - Annexure-6/6**

SKU Code	SKU Name
7705	SERVO GREASE MP3
7727	SERVO GEM RR3
7849	SERVO LONG LIFE GREASE
7903	SERVO GREASE MIRACLE 3