



Abbott

# ELEVATE' 26

EVERY **STEP**. EVERY **EFFORT**. EVERY **GOAL**

2026 Commission Circular

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PSM,MR,PSR,TR | Respicare





# RAMANATHAN V.

MANAGING DIRECTOR AND GENERAL MANAGER  
ABBOTT PRIMARY CARE

Dear Team,

As we welcome 2026, I want to start by saying thank you—your passion and commitment have been the driving force behind everything we've achieved so far.

**This year, our theme is Elevate—because success isn't just about moving forward, it's about moving forward with purpose:**

- ✓ **Every Step:** How we progress as one team
- ✓ **Every Effort:** How we work smarter and stay disciplined
- ✓ **Every Goal:** How we aim higher and deliver excellence

Yes, growth expectations are more modest than before, but that only means we need to focus harder, execute better, and think smarter.

**Our 2026 priorities are clear:**

- **Strengthen margins with the right product mix**
- **Deliver on focus brands and NPIs**
- **Maintain business hygiene and compliance**
- **Keep customers at the center of everything we do**

What will make the difference this year is consistency, integrity, and passion. Every call, every interaction, every decision matters.

Together, we can turn challenges into opportunities and make 2026 a year we'll all be proud of.

**Let's Elevate Every Step, Every Effort, Every Goal—and make it count!**





# SANJAY BAYAD

COMMERCIAL DIRECTOR  
ABBOTT PRIMARY CARE

Dear Colleague,

Welcome to 2026! With Elevate as the mindset for 2026, we move forward to strengthen our fundamentals, drive smarter execution, and create impact in every interaction. This year is about making every step purposeful, every effort count, and every goal a steppingstone to sustainable success.

## Key Priorities for 2026

- **Margin Improvement:** Strengthen profitability by optimizing product mix and minimizing claims and discounts.
- **Brand Delivery:** Execute with precision—timely doctor coverage, balanced specialty mix, and strong NPI performance.
- **Business Hygiene:** Keep claims and returns within norms and uphold compliance—integrity is our foundation.
- **Field Excellence:** Meet field working norms, ensure optimal DVL coverage, and maintain accurate reporting.

## Continuing Our Core Focus Areas:

- **Build brands**—make them the centerpiece of your calls.
- **Embrace RCPA culture**—understand HCP preferences and use data to sharpen Rx strategy.
- **Execute with discipline**—Dr call average
- **Put customers first**—meet their needs and build lasting loyalty.
- **Stay consistent**—sustained excellence brings bigger rewards.

Together, let's turn priorities into achievements and make 2026 a year of resilience and success.

**Here's to Elevating Every Step, Every Effort, Every Goal!**

# Brand classification and commission categories

<b>Group A Brand</b>	<ul style="list-style-type: none"><li>• Cefchamp 325</li><li>• Asert D</li><li>• Ebasil range</li><li>• Enliva</li><li>• Famtac Tab</li></ul>	<b>Commission Categories</b>	
<b>Group B Brand</b>	<ul style="list-style-type: none"><li>• Basitone Forte</li><li>• Setgi</li><li>• Zil-O</li></ul>	1	Monthly Overall
		2	Monthly Brand – Group A & B brand
		3	Month Win-back
		4	Brand Win-back
		5	Annual Commission
		6	Deduction on claims
		7	Connect Excellence Club (CEC) Travel Voucher

# Monthly Overall Commission

Monthly	Commission
<b>Overall Achievement</b>	$\geq 100\%$
<b>Payout on Overall Ach</b> (of net Primary sales 100% to max 110% ach )	<b>2.00%</b>



Mid month commission	Payout (INR)
$\geq 40\%$ target achievement by mid month	1000

Overall PMPM (Lakhs)	Min Payout (INR)	Max Payout (INR)
$\geq 1.50 - < 2.50$	3,200	4,500
$\geq 2.50 - < 3.50$	5,200	6,700
$\geq 3.50 - < 4.50$	7,200	9,000
$\geq 4.50$	9,200	13,700

# Monthly Overall Commission

## Commission Eligibility:

- Next month value target achievement should be  $\geq 95\%$
- For mid month, month end target should be  $\geq 100\%$
- Monthly daily Call average should be as per norms bases agreements
- Overall achievement will be capped at 110% for commission calculation
- Target achievements will be rounded off to nearest whole number

## Brand Commissions – Group A Brands-

Overall PMPM Ach (Lakhs)	Total Payout (INR)
$\geq 1.50 - < 2.50$	350
$\geq 2.50 - < 3.50$	700
$\geq 3.50 - < 4.50$	1,000
$\geq 4.50$	1,400

### Commission Eligibility:

- Monthly Group A Brand Ach  $\geq 100\%$
- Overall month value ach should be  $\geq 95\%$
- Next Month Group A Brand Ach  $\geq 95\%$

**Contributing SKUs** – Cefchamp 325, Asert D, EBASIL Range, Enliva, Famtac tab,

## Brand Commissions – Group B Brands-

Overall PMPM Ach (Lakhs)	Total Payout (INR)
$\geq 1.50 - < 2.50$	350
$\geq 2.50 - < 3.50$	700
$\geq 3.50 - < 4.50$	1,000
$\geq 4.50$	1,400

### Commission Eligibility:

- Monthly Group B Brand Ach  $\geq 100\%$
- Overall month value ach should be  $\geq 95\%$
- Next Month Group B Brand Ach  $\geq 95\%$

**Contributing SKUs** – Basitone Forte, SetGI, Zil-O



## Month Win-back on same Quarter (1/2)

**Criteria:** If monthly commission is missed due to month overall ach <100% **OR** due to next month ach < 95%

**BUT** if same quarter (that contains missed month) ach >= 100%

**THEN** employee is eligible for winback of missed month earning if missed month ach is min 80%

**Reward:** 80% of month payout on 100% slab

Period	Overall Value Ach%	Overall Commission	Eligible amount (assume 5.0 lakh PMPM)
Month 1	83%	80% of month win-back	5.0 lakh * 2.0% * 80% = 8,000
Month 2	100%	Earned	
Month 3	118%	Earned	
Quarter	100%		

### Commission Eligibility :

- Missed month overall ach should be >= 80% to be eligible for win-back
- Missed month month's daily Call average should be as per norms bases agreements
- Monthly win-back is not applicable to mid-month phasing Commission
- Subsequent month clause is not applicable for month win-back

## Month Win-back on Annual (2/2)

**Criteria:** If monthly commission is missed due to month overall ach < 100% **OR** due to next month ach < 95%  
**AND** missed winback due to same quarter ach < 100%  
**BUT** Annual i.e., YTD Dec'26 overall ach >=100%  
**THEN** employee is eligible for winback of missed month earning if missed month ach is min 80%  
**Reward:** 80% of month payout on 100% slab

Period	Overall Value Ach%	Overall Commission	Eligible amount (at 5 Lakh PMPM)
Month 1	85%	80% of month win-back	$5L * 80\% * 2.0\% = 8,000$
Month 2	100%	Earned	Actual
Month 3	115%	Earned	Actual
Quarter	99%	-	-
Annual	101%	80% of Month 1 month commission	

### Commission Eligibility :

- Missed month overall ach should be >= 80% to be eligible for win-back
- Missed month's daily Call average should be as per norms bases agreements
- Monthly win-back is not applicable to mid-month phasing
- Subsequent month clause is not applicable for month win-back

## Brand Win-back on same Quarter

IF Monthly brand commission is missed due to **Brand Value Ach % <100%** or **Due to next month Brand ach<95%**

**THEN 80% win-back of missed brand monthly commission will be applicable at 100% payout slab**

**Eligible brands: Group A brand & Group B brands**

### **Eligibility clauses:**

**For the Quarter (in which Brand Group A & Brand Group B monthly commission was missed):**

- Brand value ach%  $\geq 100\%$
- Overall quarter value ach%  $\geq 95\%$

### **For the Missed month:**

- Respective Brand value ach %  $\geq 80\%$
- Overall month value ach %  $\geq 95\%$
- Missed month's daily Call average should be as per norms bases agreements.

## Brand Win-back on Annual

IF Monthly brand commission is missed due to **Brand Value Ach % <100%** and **Quarter Brand Value Ach of the missed month <100%** or **Due to next month Brand ach <95%**

**THEN 80% win-back of missed brand monthly commission will be applicable at 100% payout slab**

**Eligible brands: Group A brand & Group B brands**

### **Eligibility clauses:**

**For the Annual (in which Brand Group A & Brand Group B monthly commission was missed):**

- Brand Annual value ach%  $\geq 100\%$
- Overall Annual value ach%  $\geq 95\%$

### **For the Missed month:**

- Respective Brand value ach %  $\geq 80\%$
- Overall month value ach %  $\geq 95\%$
- Missed month's daily Call average should be as per norms bases agreements.

# Annual Commissions

Overall PMPM Ach (Lakhs)	Total Payout (INR)
$\geq 1.50 - < 2.50$	10,000
$\geq 2.50 - < 3.50$	15,000
$\geq 3.50 - < 4.50$	20,000
$\geq 4.50$	25,000

## Commission Eligibility:

- Annual YTD Primary Ach  $\geq 102\%$



# Deduction on Claims

If actual claims >3.00%, then 0.5x deduction from net sales on monthly, quarter, CEC (Travel Voucher) and all eligible commissions

Division claims benchmark 3.00%

**Illustration:** Assuming Target of 5 lakh

Scenario	Claims Value	Primary Sales value (Net Sales Value)	% Claims of Net Sales value	Deduction from Net Primary Sales value	Additional claims deduction from Net Primary sales value	Primary Value for Commission Calculation	Final Target % Ach for Commission
Scenario 1	20,000	5,00,000	4%	0.5x	10,000	4,90,000	98%
Scenario 2	5,000	5,10,000	1%	Nil	0	5,10,000	102%

# Travel Voucher



CEC Eligibility	Requirement
<b>Voucher Based on YTD Achievement</b>	<ul style="list-style-type: none"><li>• 1 Voucher : Overall YTD Ach <math>\geq</math> 110%</li><li>• 2 Voucher : Overall YTD Ach <math>\geq</math> 115%</li></ul>
<b>Performance Requirements</b>	<ul style="list-style-type: none"><li>• Group A Brand TA <math>\geq</math> 100%   January 2027 TA <math>\geq</math> 100%</li></ul>
<b>Dr Call Average norms</b>	<ul style="list-style-type: none"><li>• Annual Doctor Call Average <math>\geq</math> 10</li></ul>
<b>Additional Conditions</b>	<ul style="list-style-type: none"><li>• YTD Dec Months on Target <math>\geq</math> 8/12   DOJ or before first onboarding on 1<sup>st</sup> of May 2026</li><li>• *Single Travel voucher value would be 25,000 INR</li></ul>

# Commission payment schedule and DOJ conditions

## MONTHLY COMMISSION

Month+ Brand Commission	Payout Month
Jan'26	Mar'26
Feb'26	Apr'26
Mar'26	May'26
Apr'26	Jun'26
May'26	Jul'26
Jun'26	Aug'26
Jul'26	Sep'26
Aug'26	Oct'26
Sep'26	Nov'26
Oct'26	Dec'26
Nov'26	Jan'27
Dec'26	Feb'27

## OTHER COMMISSIONS

Commission Type	Payout Month
Annual Cash Reward	Mar'27
Connect Excellence club	As per SLT decision

## DOJ CLAUSE FOR COMMISSION

Commission period	DOJ Terms	Payout Month
Monthly /win-back Commission	On or before 15 <sup>th</sup> Calendar day of Month	May'26/Aug'26/Nov'26/Feb'27
Annual Cash	On or before 1 <sup>st</sup> Onboarding of May'26	Mar'27
Annual CEC Commission	On or before 1 <sup>st</sup> Onboarding of May'26	As per SLT discussion

*\*Note-*

- 1. The payment schedule above is applicable for regular payouts.*
- 2. Payouts subject to exception approvals may vary case by case*

# General terms and conditions

- The employee has to be on the rolls of the company at the time of disbursement of the Commissions
- Taxation on Commissions will be applicable as per prevailing tax rules
- Non availability of stocks due to reasons beyond the company's control will not be considered for Commissions
- The management reserves the right to modify, revise or withdraw the Commission scheme either in part or in whole at any time during the year without assigning any reason
- NSM/DH/Management has all the rights to withhold/recover Commissions if anyone is found influencing sales through unethical means
- All target achievement requirements are basis primary TA, unless specified otherwise
- Circular to be received from the division DH/NSM/MM
- Analyzers shared by Business Intelligence team is final for all primary sales
- Target Achievements will be rounded off to nearest whole number for cases near slab change values

## ***Handling special cases***

- Employees have to mandatorily adhere to the call average requirements. Commission exceptions for call average will not be considered
- Abbworld reporting data will be considered final and binding for PSMs and selective PSRs who already on abbworld . Manual reporting on Microsoft Excel®/on paper shall be considered only for MR, PSR, TR for Commission purposes
- In case of transfers within a Qtr, the territory in which the employee has spent more than 2.5 months will be considered for Commission calculations. For example:
  - In Qtr 1, the employee spent the first month of the Qtr in the old territory and joined the new territory on 10 Feb, then he/she will be eligible for Commissions based on the performance in the new territory
- Employees who spent 2 months in one territory and 2 in another will not be eligible for Qtr Commissions



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