



28 February 2015
PU/91/14-15

TATA MOTORS PROLIFE UPDATE

All Tata Motors Prolife Dealers

Sub: Special incentive scheme for Tata Motors Prolife Dealers – 28th Feb 2015 to 31st Mar 2015

The scheme is applicable for all Engine long blocks / Gear box 600 & Gear box 750 in Tata Motors Prolife product range as of 30th Jan 2015 sold during the period **28th Feb 2015 to 31st Mar 2015** by Tata Motors Prolife Dealers.

- I. All Tata Motors Prolife dealers will be eligible for the base incentive / commission for all engine long blocks as per existing norms as enumerated in Tata Motors Prolife Update PU/65/14-15, and PU/66/14-15 dated 28 Nov 2014. The base commission is inclusive of service tax and TDS will be deducted at source as per applicable IT rules.
- II. In addition to the base incentive/commission, Tata Motors Prolife Dealer / Agents will be eligible for incentive amounts based on the number of Engine Long blocks & Gear box sold during the period. **28th Feb 2015 to 31st Mar 2015** The details are given below.
- III. Tata Motors Prolife Dealers who sell up to 2 engine long blocks & Gear box for the month, irrespective of the models sold, will be entitled to incentive of Rs. 1,000 (Rs. One thousand only) per long block for 4/6 Cylinder & Gear box over and above the base incentive/ commission as applicable. For ACE long block it will be RS 200 (Rs. Two hundred only)
- IV. Tata Motors Prolife Dealer who sell 3 to 6 engine long blocks & Gear box during the month, irrespective of the model will be entitled to incentive of Rs. 2,000 (Rs. Two thousand only) per long block for 4/6 Cylinder & Gear box over and above the base incentive / commission applicable. For ACE long block it will be RS 350 (Rs. Three hundred and fifty only).
- V. Tata Motors Prolife Dealers who sell 7 to 11 engine long blocks & Gear box during the month, irrespective of the model will be entitled to incentive of Rs. 3,000 (RS. Three thousand only) per long block for 4/6 Cylinder & Gear box over and above the base incentive /commission applicable. For ACE long block it will be RS 400 (Rs. Four hundred only).
- VI. Tata Motors Prolife Dealers who sell 12 and above engine long blocks & Gear box during the month. Irrespective of the model sold will be entitled to incentive of Rs. 3,500 (Rs. Three thousand and five hundred only) per long block for 4/6 Cylinder & Gear box over and above the base incentive / commission as applicable. For ACE long block it will be RS 500 (Rs. Five hundred only)
- VII. Sales to STU and to designated key customers will not be entitled to incentives and the commission applicable for these customers is/will be notified to the relevant Tata Motors Prolife dealers separately. The sale made to such customers will not be considered for determining the applicable incentive amount.

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- VIII. Sales booked during the month, if subsequently reversed and/or utilized under warranty (OE & Tata Motors Prolife) or returned to plant un-utilized as RFG, if incentives have been paid, the same will be recovered along with 10% of recoverable incentive amount as administrative charges through suitable debits.
- IX. The incentives as above will not be payable in cases where special schemes consisting of additional commission/incentives have been extended for specific periods on specific products. However the number of such Tata Motors Prolife engine long blocks sold will be counted for determining the applicable incentive.
- X. The cores against the engine long blocks should be dispatched by the Tata Motors Prolife Dealers to Tata Motors Prolife Plant so as to reach by **15th May 2015** through usual transporters and the dispatch details uploaded on RDW VCM at the time of dispatch.
- XI. The incentives will be credited in **May 2015**. However if cores are not dispatched to Tata Motors Prolife Plant and uploaded on RAW, 50% of the incentive as mentioned above will be paid.
- XII. The scheme is applicable only for sale of Tata Motors Prolife engine long blocks, Gear box and is not applicable to any other Tata Motors Prolife products.

In case you need any clarification on this, please contact the respective Territory Manager – Prolife.



Subir Biswas

Head - Sales & Marketing (Tata Motors Prolife)

CC: ALL RMCC/ All RSM/ All ASME/All Territory Manager – Prolife.