



28 February 2015
PL/96/14-15

TATA MOTORS PROLIFE UPDATE

All Tata Motors ProLife Dealers.

Incentive scheme for Tata Motors ProLife in-charges at different Tata Motors ProLife dealership for sale of Tata Motors ProLife Products for the period 28th Feb'15 to 31st Mar'15.

1. This scheme will be applicable for the period 28th Feb'15 to 31st Mar'15 only.
2. With the introduction of this scheme, all schemes through which, the Dealers' Tata Motors ProLife in-charges were given incentives till 27th Feb'15 stands withdrawn effective 28th Feb'15.
3. Targets are set for each dealer separately.
4. The sales targets of the dealers are classified into 4 slabs. Incentive amount payable per Tata Motors ProLife engine long block / GB (600 and 750) sold varies for each slab. The dealer has to achieve the slab targets for becoming eligible for the incentive applicable for the slab.
5. The incentive will be for the slab sales Nos. achieved multiplied by the incentive applicable for the slab.
6. GB 000/750 will be considered for achieving slab target.

Given below is the target for incentive for Tata Motors ProLife Agents' staff for 28th Feb'15 to 31st Mar'15 for Long Block.

	Long Block / GB				Pressure Plate		
	Slab - 1	Slab - 2	Slab - 3	Slab - 4	Slab - 1	Slab - 2	Slab - 3
Target	1	3	7	12			
Incentive - 46 Cyl/ GB	300	500	800	1200	4	5	10
Incentive - 2 Cyl	200	300	400	450	100	200	250

7. The incentive amount will be directly credited to the Dealers' ProLife account for the entire Tata Motors ProLife business operations.
8. The credit note will be issued once we get the proof of disbursement of incentives to the ProLife in charge for the respective dealership. A detailed working of the incentive will be sent to the respective Territory Managers from Lucknow by 20th of the subsequent month.
9. The following conditions should be complied with for considering the sale for the calculation of incentive.
 - a. All sales invoices should be raised on RDW VCM immediately after sales.
 - a. All invoices must contain the following data filled in the appropriate fields
 - a. Name and complete postal address of the customer
 - b. Chassis No. of the vehicle on which the Tata Motors ProLife Engine is fitted.
 - c. Engine Serial No. against which the Tata Motors ProLife engine is exchanged.

Yours Sincerely,
For Tata Motors Ltd.

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