



February 28, 2015

PU/92/14-15

TATA MOTORS PROLIFE UPDATE

To: Tata Motors profile Dealers.

We are pleased to inform you that the following schemes are applicable for March 2015:-

For Customers,

Sr. No.	Product	Scheme	Profile Update No.	Date
1	TC - 1HA/1HB/1HC/1HD/1KD	Outright sale	PU/63/14-15	29.11.2014
2	ACE RSV - LLB	Discount of RS 4000/-	PU/61/14-15	31.12.2014
3	68T RSV - LLJA/LLIE	Discount of RS 10000/-	PU/93/14-15	29.02.2015
4	LLZ/LLZH/LLZB/LLZA/LLS/LLR/LLV/LLQ/LLF	Outright sale	PU/96/14-15	28.02.2015
5	Clutch Cover Assembly - LTA / LTE	RS 500 Additional Incentive	PU/95/14-15	28.02.2015

Other than the above we have the given below scheme is applicable for registered Key Account Customers.

- Discount of RS 10000/- on LU / LUW / LUQ / LUR / LUW / LUB / LUH.

For Dealer,

The given below scheme is applicable for the dealers.

- Special incentive for the period 28th Feb 2015 to 31st March 2015. Refer Prolife update PU/91/14-15 or PU/92/14-15 dated 28th February 2015.
- Additional incentive of RS 250/- for sale of Pressure Plate (LTA). Refer Prolife update PU/54A/14-15 dated 30th September 2014.

For Salesman,

The given below scheme is applicable for the dealers.

- Salesman incentive for the period 28th Feb 2015 to 31st March 2015. Refer Prolife update PU/94/14-15 dated 28th February 2015.

We are sure the above schemes will generate additional business and improve profitability at your workshop.

Thanking you,

Yours sincerely

For Tata Motors Ltd.

Subir Biswas

Head - Sales & Marketing (Tata Motors Prolife)

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Tata Motors Prolife

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