

TATA Passenger Electric Mobility



Scheme Letter August' 2024

Content:

- Tiago.ev Consumer Offer
- Nexon3.0 EV & Punch EV Celebratory Discounts

*terms and conditions apply

Date: 1st August 2024

TPEML Consumer Offers from 1st August to 31st August

Dear Channel Partners,

We are happy to announce following Customer offer as part of **2 Million SUV celebration** from 1st August to 31st August'24. This scheme letter supersedes all our earlier communication in this connection and also this will continue till superseded by new scheme.

**UIC: TPEM/VME/FY25/212 for Green Bonus
Celebratory Offer**

Manufacturing Year – 2024 Cars

Model	Range	Charger	Variants	Green Bonus#
Tiago EV	MR	3.3kW	XE	10000
	MR	3.3kW	XT	10000
	LR	3.3kW		50000
	LR	3.3kW	XZ+	40000
		ACFC (7.2kW)		25000
	LR	3.3kW	XZ+ Tech Lux	25000
ACFC (7.2kW)		25000		
Punch EV	MR	3.3kW	All Variants	10000
	LR	3.3kW	All Variants	30000
	LR	ACFC (7.2kW)	All excluding Empowered (+ LR & +S LR ACFC)	10000
	LR	ACFC (7.2kW)	Empowered (+ LR & +S LR ACFC)	30000
Nexon3.0 EV	MR	3.3kW	Creative + MR	NA
	MR	3.3kW	All Fearless Variants	70000
	MR	3.3kW	Empowered	70000
	LR	ACFC (7.2kW)	All Fearless Variants	70000
	LR	ACFC (7.2kW)	Empowered +LR & Dark Empowered + LR	130000

All Amounts in INR

* Please ensure tagging the correct campaign ID for the discounts while retail

Scheme Type for Campaign ID*	Campaign ID	Campaign code
Green Bonus offers	7-24NIHD77	7-166857222931

✚ **Note- MY-23** make **Tiago EV** chassis will be eligible for Green Bonus of 15000/- (i.e. 12000/- TPEML Share) over & above MY-24 Green Bonus mentioned in above table.

✚ **MY-23** Nexon3.0 EV will have **same offer** as in MY-24 cars mentioned in above table.

Scheme Description:

1. The Discount amount mentioned in above table is including taxes / GST.
2. TPEML share in consumer discount (except portion of discount passed on through TPEML invoice) & exchange discount shall be paid/credited to dealer through GST credit note for vehicle supplied to dealers and retailed on or after the scheme date. With respect to vehicles sold to dealers before the date of scheme letter, FI credit note shall be issued to dealers.
3. **#Green Bonus** is applicable to all retails including exchange/additional customers for adopting Electric Vehicle.
4. Scheme is applicable on all bookings opened in CRM till 18th August '2024 provided Retail & Vahan are done on or before 31st August
5. For dealer share please refer the table in **settlement section****

Responsibility of Dealer:

1. All discount should be entered in "CONCESSION" header in CRM which is considered for scheme settlement. Concession break up at scheme level has been made MANDATORY. Without scheme level break up, system will not allow to change the vehicle status to "Delivered to Customer (DTC)". DTC is a mandatory requirement for scheme settlement. Refer to PPT and Process Note sent by TPEML.
2. Only CRM credit note will be considered for scheme settlement in case scheme amount is not given through concession at the time of invoicing. No other GST credit note will be accepted in VME portal for scheme settlement. Scheme level break up is mandatory in CRM credit note just like concession and settlement will be done as per the scheme amount entered under different scheme type.
3. Any discount already passed thru offtake invoice will be adjusted in final settlement.
4. Retail Invoice showing discount (scheme wise breakup details) passed with customer acknowledgement and dealer signature.
5. Do not enter the scheme amount under "DISCOUNT" header as same is NOT considered for any scheme settlement.
6. There will be an audit by TPEML for checking the documents of proof of passing discount to customers.
7. Any fake/incorrect documentary proof submitted by dealer are not allowed and such cases would be liable for rejection of entire claim/post sale discounts of all schemes in respect of the particular chassis.
8. Preservation of copies of scheme letters / circulars: Dealers should maintain / preserve copies of all scheme letters & circulars received from TPEML
9. Record to prove passing of the discount to end customer: Dealer should pass on the entire discount to end customer through their CRM invoice. The invoice copy, with the discount amount separately disclosed, should be preserved for producing to tax authorities.
10. In case of dealer to dealer supply scenario, FI credit note of "NET" amount (i.e. without GST) would be issued to Dealer who has retailed the vehicle. Compliance, if any on such reimbursement / credit note from TPEML, would be done by Dealer who has retailed the vehicle.
11. The CRM invoice of the retail should mention the breakup of all consumer discounts given to the customer along with 100% discount (including dealer share) mentioned in scheme letter. In case partial discount is shown in CRM (concession or credit note), TPEML will settle only the proportionate amount from TPEML share of discount.
12. Dealer to ensure offtake and retail is done to offer this scheme to customer. While our endeavor to provide all vehicles, vehicles non availability cannot be a reason for any Deviation in scheme.

Scheme Settlement Process Note

The Discount amount referred to above would be including taxes / GST. TPEML share of basic discount amount, passed through Invoice or Credit Note, would be net of GST amount. **(Please refer the settlement table for clarification)**

TPEML share of discount amount over and above the discount passed on thorough TPEML invoice, towards above schemes will be paid / credited to Dealer, through GST Credit Note or FI Credit note, as the case will be. Credit Note will be based on CRM data taken on Sixth of subsequent month.

- TPEML will upload the GST credit note wherever applicable at Gross of Tax to have net eligible amount in the hands of Dealer with reference to original invoice in GSTR-1. Dealer will have to acknowledge the credit note & reverse proportionate ITC. Dealer to account it as purchase cost reduction and not as income.
- Insurance proof is must to get upfront discount settlement. If Policy is issued from TMI by Twentieth of next month, no action required from dealer. If policy is not issued from TMI by **Twentieth of next month**, dealer need to upload the supporting document of Insurance policy on VME portal.
- TD vehicles, Media Vehicles, TPEML Employee Perk car, Government vehicles and vehicle with preloaded discounts will not be part of any of the discounts mentioned in this scheme letter.
- All TPEML Contributions to be claimed by dealer in VME portal within 90 days from date of claim creation.

- Payout amount inclusive of GST. 70% advance before 22nd of next month & balance within 60 days upon submission of documents.
- The settlement of any consumer discount will be done only when status of chassis in CRM is changed to **6C “Delivered to Customer”** and valid insurance is updated. Dealer will be able to submit claims in VME portal post DTC in CRM.
- All consumer discounts (Cash/Green Bonus/Exchange/Corporate, etc.) should be entered in “CONCESSION” header in CRM which is considered for scheme settlement. **Concession break up at scheme level has been made MANDATORY.** Without scheme level break up, system will not allow to change the vehicle status to “Delivered to Customer (DTC)”. DTC is a mandatory requirement for scheme settlement. Refer to PPT and Process Note sent by TPEML.

Scheme Type as per Scheme letter	Concession/Credit Note break up Sub Type as per CRM
Green Bonus	Cash Discount

- All settlement will take place only after physical delivery of vehicles.

****Dealer Share in Green Bonus consumer Discounts Settlement table:**

Manufacturing Year – 2024 Cars

Model	Range	Charger	Variants	Green Bonus#	Dealer Share
Tiago EV	MR	3.3kW	XE	10000	1500
	MR	3.3kW	XT	10000	1500
	LR	3.3kW		50000	7500
	LR	3.3kW	XZ+	40000	6000
		ACFC (7.2kW)		25000	4000
	LR	3.3kW	XZ+ Tech Lux	25000	4000
	ACFC (7.2kW)	25000		4000	
Punch EV	MR	3.3kW	All Variants	10000	2000
	LR	3.3kW	All Variants	30000	6000
	LR	ACFC (7.2kW)	All excluding Empowered (+ LR & +S LR ACFC)	10000	2000
	LR	ACFC (7.2kW)	Empowered (+ LR & +S LR ACFC)	30000	6000
Nexon3.0 EV	MR	3.3kW	Creative + MR	NA	NA
	MR	3.3kW	All Fearless Variants	70000	11000
	MR	3.3kW	Empowered	70000	11000
	LR	ACFC (7.2kW)	All Fearless Variants	70000	11000
	LR	ACFC (7.2kW)	Empowered +LR & Dark Empowered + LR	130000	20000

Manufacturing Year – 2023 Cars

Model	Range	Charger	Variants	Green Bonus#	Dealer Share
Tiago EV	MR	3.3kW	XE	25000	4500
	MR	3.3kW	XT	25000	4500
	LR	3.3kW		65000	10500
	LR	3.3kW	XZ+	55000	9000
		ACFC (7.2kW)		40000	7000
	LR	3.3kW	XZ+ Tech Lux	40000	7000
	ACFC (7.2kW)	40000		7000	

- TPEM Contribution will be passed on through TPEM invoices / credit note will be as per the above table, on vehicles purchased during the period 01st August to 31st August 2024 without any linkage to past or future performance.
- Change in customer name is not allowed and such bookings will be removed from this offer.
- Aggregator Discount are mutually exclusive and No two Discounts can be availed together.
- Customer can not avail more than two consumer Discounts at a time.
- Dealer will pass on the discount to the customers and TPEM share in discount shall be paid/credited to dealer through GST credit note for vehicle supplied to dealers and retailed in the same month. With respect to vehicles sold to dealers in previous month(s) but retailed in current month FI credit note shall be issued to dealers
- Any repeat retail and re-entry of YF/Booking in CRM is not allowed during this period.

Happy Selling!!
Authorized Signatory

Tata Passenger Electric Mobility Ltd.