

Date: 1st August 2024

TPEML Microsegments Consumer Offers August 2024

Dear Channel Partners,

We are happy to announce following corporate offer from 1st August to 31st August'24. This scheme letter will be over and above main consumer scheme.

Focus Corporate & Micro Segments Consumer Offer

UIC: TPEM/VME/FY25/216 for Focus Corporate & Micro Segments

Model	Manufacturing Year	Focus Group Category	
		Corporate Discount	Dealer Share
Nexon3.0 EV	2023 & 2024	10000	3000
Tiago EV	2023 & 2024	5000	1500

All Amounts in INR

Scheme Type for Campaign ID	Campaign ID	Campaign code
Focus Group EV	7-24M9694P	7-166781121721

Scheme Details:

- 3 categories of National Microsegments are identified and are applicable PAN India as mentioned.
- 1 identified Focus Groups are applicable for each regions as mentioned in Regional Microsegments as mentioned in Annexure-A.
- In addition Top 5 Corporates and IT companies are identified per Region for Micro Segment initiatives as mentioned Annexure-B.
- Proofs required for Corporate Focus group claims as mentioned against each category.
- There will be an audit by TPEML for checking the right identity of the corporate/ micro segment customers.
- All corporate discount are **mutually exclusive and no two discounts can be availed together.**

National – Micro Segments

The Following 3 categories will be part of National Micro Segment:

1) Focus Corporates:

IBM India	STATE BANK OF INDIA	LIFE INSURANCE CORPORATION OF INDIA (LIC)
ACCENTURE	HDFC GROUP	HINDUSTAN UNILEVER LIMITED
GENPACT	ICICI GROUP	SUN PHARMACEUTICAL INDUSTRIES LTD.
HCL	KOTAK GROUP	NESTLE INDIA
WIPRO LIMITED	CANARA BANK	COGNIZANT TECHNOLOGY SOLUTIONS
INFOSYS	AXIS BANK	CIPLA
CAPGEMINI	LARSEN & TURBO LIMITED	RELIANCE GROUP
INTEL	ADITYA BIRLA GROUP	AMAZON
SAP	Cholamandalam Group	Bayer

Microsegment	Proof Required
2) Doctors	1) Id proof -employee ID card from hospital/ Clinic, In case of non-availability of ID letter from company, And 2) Proof of current employment- Company letter from the Organization / Appointment letter / Latest salary slip, Or 3)Practitioner certificate/ bonafide certificate with registration number
3) MSME/ Businessmen	1) Udyog Aadhar or Udyam Registration or MSME Registration certificate <u>In case of employees-</u> 1) Id proof -employee ID card is required for all Discounts, In case of non-availability of ID letter from company. 2) Proof of current employment- Company letter from the Organization / Appointment letter / Latest salary slip

Regional – Micro Segments

Annexure-A: The following focus Groups are applicable 1 per Region as mentioned in Table.

Microsegment	Region Applicable	Proof Required
Traders	Central, North & North Central Zone (All regions), South1, South2	1) Association membership proof
Jewellers	East Zone (All regions), South3	1) Trade license / shop & establishment certificate
Hotels/Homestays/ Restaurant Owners/Employees	West Zone (All regions)	1) Registration Certificates/FSSAI FOB certificate for organization and Ownership proof. AND 2) In case of employees Id proof -employee ID card. In case of non-availability of ID letter from company, And 3) Proof of current employment- Company letter from the Organization / Appointment letter / Latest salary slip

Annexure-B: The following Corporates & IT Companies are applicable to regions as mentioned:

Regions	NON - IT Companies				
Centra l1	MEGHA ENGINEERING & INFRASTRUCUTURES LTD.	BANK OF AMERICA	NOVARTIS INDIA LTD.	DR.REDDY'S LABORATORIES LTD	Hetro
Centra l2	M/S JINDAL STAINLESS STEELWAY LIMITED	VEDANTA GROUP	DALMIA GROUP	COAL INDIA LTD (CIL)	NATIONAL ALUMINIUM COMPANY LTD
Centra l3	HEG LIMITED	PROCTER & GAMBLE (P&G)	LUPIN LABS	CSC INDIA PVT LTD	AU Bank
East1	STEEL AUTHORITY OF INDIA LIMITED (SAIL)	COAL INDIA LTD (CIL)	Bandhan Bank	Damodar Valley Corporation(DV C)	Indian Railways
East2	PUNJAB NATIONAL BANK	STEEL AUTHORITY OF INDIA LIMITED (SAIL)	COAL INDIA LTD (CIL)	Damodar Valley Corporation(DV C)	Indian Railways

East3	OIL & NATURAL GAS LIMITED (ONGC)	OIL INDIA LTD (OIL)	INDIAN OIL CORPORATION LIMITED (IOCL)	NEEPCO	Indian Railways
North 1	Khyber Cement	THE JAMMU & KASHMIR BANK LTD.	Bonn Bread	VARDHMAN GROUP	-
North 2	JSW STEEL LIMITED	ASIAN PAINTS LTD	Hinduja Group	ADANI GROUP	Netgains
North 3	JSW STEEL LIMITED	NAV	WONDER CEMENT	AU FINANCIERS (INDIA) LIMITED	VEDANTA GROUP
North Centra I1	PNB Group	BOB	ONGC	Hero Group	American Express
North Centra I2	PNB Group	BOB	ONGC	Hero Group	American Express
North Centra I3	PNB Group	BOB	NTPC	Hero Group	Anand Milk Union Limited (Amul)
South 1	BIOCON	My Lan	Schneider electric	Flipkart	EY
South 2	INDIAN BANK	JSW STEEL LIMITED	Paypal	Cholamandala m Finance	Fresh Works
South 3	SOUTH INDIAN BANK	FEDERAL BANK LIMITED	Malayalam Manorama	Muthoot Finance	IndusInd Bank
West1	SIEMENS	LUPIN LABS	IDFC FIRST BANK	BANK OF BARODA	PNB
West2	UNION BANK OF INDIA	BAJAJ GROUP	BANK OF MAHARASHTRA	PNB	IDFC FIRST BANK
West3	ADANI GROUP	BANK OF BARODA (BOB)	TORRENT GROUP	ARVIND LIMITED	IDFC FIRST BANK

Regions	IT Companies				
Central1	DELOITTE	Cyient Ltd	WELLS FARGO INDIA SOLUTIONS PVT LTD	Google	Qualcomm
Central2	TECH MAHINDRA LIMITED	MINDTREE LTD	MINDFIRE	CSM TECH	DELOITTE
Central3	IMPETUS TECHNOLOGIES	Infobean Tech	Systango	Diaspark Infortech	Yash Technologies
East1	British Telecom	Tech Mahindra	Ericsson India & Ericsson Global	SAP	-
East2	-	-	-	-	-
East3	-	-	-	-	-
North1	-	-	-	-	-
North2	Teleperformer	Infosys	L&T	-	-
North3	Teleperformer	Naggaro	In time Tech	Altimetric	Persistent Systems
North Central1	Deloitte	Coforge/ NIIT	Samsung	BHEL	Bharti Group
North Central2	Deloitte	Coforge/ NIIT	Samsung	BHEL	Bharti Group

North Central3	Adani Group	Coforge/ NIIT	Samsung	BHEL	Bharti Group
South1	SAP INDIA PVT LTD	CISCO SYSTEM INDIA PVT LTD	Wells Fargo	HP	Microsoft
South2	Tech Mahindra	Virtusa	Ramco Systems	UST Global	MindTree
South3	E&Y	KPMG	UST	Zellis	Abiasoft
West1	SAP INDIA PVT LTD	SCHNEIDER ELECTRIC INDIA PVT LTD	TECH MAHINDRA LIMITED	ZENSAR TECHNOLOGIES	KPIT TECH
West2	WNS GLOBAL SERVICES	ZENSAR TECHNOLOGES LTD	CYBAGE	PERSISTENT	KPIT TECH
West3	SAP INDIA PVT LTD	TECH MAHINDRA LIMITED	SCHNEIDER ELECTRIC INDIA PVT LTD	CYBAGE	PERSISTENT

Corporate-microsegment Proof Required (National & Regional) including IT companies:

- Id proof -employee ID card is required for all corporate Discounts, In case of non-availability of ID letter from company with photograph duly signed by authorized signatory
- Proof of current employment- Company letter from the Organization / Appointment letter / Latest salary slip
- Proof of relationship - In case vehicle is taken in immediate relative's name then proof of relationship as per scheme letter terms and conditions
- Special Approvals - Approval copy for case-to-case Payout given on bulk deal / corporate cases.

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.

Responsibility of Dealer:

- Preservation of copies of scheme letters / circulars: Dealers should maintain / preserve copies of all scheme letters & circulars received from TPEML
- 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.
- Retail Invoice showing discount (scheme wise breakup details) passed with customer acknowledgement and dealer signature

Note for settlement of schemes:

- 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.
- All corporate discount are **mutually exclusive and no two discounts can be availed together**.
- 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/Exchange/Corporate/Green Bonus, 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
Focus Group Corporate	Corporate Discount

- Do not enter the scheme amount under “DISCOUNT” header as same is NOT considered for any scheme settlement.
- **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.
- 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.
- 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.
- There will be an audit by TPEML for checking the documents of proof of passing discount to customers.
- 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.
- All settlement will take place only after physical delivery of vehicles.
- Any discount already passed thru offtake invoice will be adjusted in final settlement.
- Dealer to ensure offtake and retail is done to offer this scheme to customer. While we endeavor to provide all vehicles, vehicles non availability cannot be a reason for any Deviation in scheme.
- There will be an audit by TPEML for checking the right identity of the corporate/ micro segment customers.

Happy Selling!!

Authorized Signatory

Tata Passenger Electric Mobility Ltd.