

## RM / DY ZM / ZM / SR ZM INCENTIVE CIRCULAR – AUG’24 – JAN’24

RM's incentive on Average of BM's	EARN
Average earning = < 4000	110%
Average earning between 4000 to 4999	120%
Average earning = >5000	130%

- **Minimum of 70% of the Business Managers (BMs) should be qualifying for effort incentive.**
- **Incentive will be Calculated on the Average of the earner BM's Count and amount.**
- **The Celin incentive amount will be included in the BM’s average for incentive calculations.**

FOR Dy.ZM / ZM / SR.ZM Direct reporting to NSM. (Average of reporting RM's)	EARN
Average earning between 5000 to 5999	110%
Average earning between 6000 to 6999	120%
Average earning =>7000	130%

- **Minimum of 60% of the Reginal Managers (RMs) should be qualifying for effort incentive.**
- **Incentive will be Calculated on the Average of the earner RM's Count and amount.**

Sr.ZM Incentive (Average of reporting Dy.ZM's)	EARN
Average of Dy ZM	115%

- **Minimum of 50% of the Deputy Zone Managers (Dy ZMs) should be qualifying for effort incentive**
- **Incentive will be Calculated on the Average of the earner RM's Count and amount.**

## • Trip incentive

- Goa Trip
  1. 3.00 Lakh pcpm single travel
  2. 3.50 Lakh pcpm couple travel
- Vietnam
  1. 3.75 Lakh pcpm single travel
  2. 4.25 Lakh pcpm couple travel
- The PCPM criteria for RMs will be lowered by 10% compared to the standard requirement.
- The PCPM criteria for ZMs will be lowered by 20% compared to the standard requirement.

### Common Eligibility Criteria for Trip Incentive

- Each month, a minimum of ₹2.25 lakhs in Re-primary (Super stockiest to stockiest) sales is required.
- Sales from Kch & Legacy are included towards meeting the trip incentive
- Secondary sales should constitute 90% of the total during the trip incentive period from August 2024 to Jan 2025
- **Goa trip 2 Nights 3 Days & Vietnam trip 3 Nights 4 Days**
- Incentives will be disbursed within 60 days after incentive tenure.
- The Employee must be on the payroll of the company at the time of Disbursement of the incentives
- Non availability of stocks due to reasons beyond the company's control will not be considered for incentive calculation.
- During the incentive period. In the future, goods return against the incentive tenure will be accounted.
- The management reserves the right to modify, revise or withdraw the incentive scheme either in part or in whole at any time during the year without assigning anyreason.