

Sub.: Details of incentives from 1st April, 2021.

Incentive from 1st April, 2021 shall be as follows:

For flats incentives shall be: 1 BHK – Rs. 12,000/-, 2 BHK – Rs. 18,000/-, 3BHK upto 1,550 sft – Rs. 22,000/-, 3BHK above 1,551 sft – Rs. 25,000/-, 4BHK – Rs. 30,000/- .

For villas/townhouses incentives shall be: Rs. 25,000 for 2 BHK villa/house and Rs. 35,000/- for 3 BHK villa/house.

Incentives will be divided into 3 parts.

- 50% towards booking will be paid to individual who made the booking. This amount is not to be paid for those flats/villas where thank you emails are not sent in time and CIS sheet is not properly maintained.
- 25% to be paid in proportion to the target achieved.
- 25% to be divided between entire team as follows:
 - If team target is achieved full incentive will be paid
 - If team target not achieved incentive to be paid in proportion of target achieved.
 - Team target incentive to be divided equally between all the executives.
- Discounts are being given every month/quarter. Sales managers have been authorized to give discounts upto a certain limit (including on time payment discount) for each project. For additional discount MDs permission is required. Bookings taken for which discounts given is less than the maximum specified discount that the sales manager is authorized to give, manager shall receive as incentive equal to 1/4th of such discount not given to customer. Such an incentive shall be capped to Rs. 50,000/- per booking. This shall include regular discounts, on-time payment discounts and floor rise discounts. This incentive shall not be given for all pre-sales/request for booking before project launch date. This incentive shall not be given for bookings made under project launch/inaugural offer. Corporate discounts, discounts under special schemes, MDs discount – wherever not given shall not be considered for this purpose.

Quarterly team targets for each project and individual targets for each Manager, Asst. Manager & executive shall be follows:

Sl. No.	Project	Team Target	Managers Target	Asst. Managers target	Executive target
1.	Vista	6	2	1	1
2.	NE	NA	NA	NA	NA
3.	SOVIII	12	6	3	2
4.	AGH	3	1	1	1
5.	GHT	9	4	2	1
6.	GMR	18	6	3	2
7.	MGA	NA	NA	NA	NA
8.	MPL	9	3	2	2
9.	ESR	NA	NA	NA	NA
10.	BRGV	9	4	2	2
11.	SOR (Apts)/ SOV I & II/SOB	NA	NA	NA	NA
12.	NGH	NA	NA	NA	NA

Projects not mentioned here shall not have any target. New projects to be immediately updated when pre-bookings start. Request for booking taken before launch of project – booking to be considered for incentives based on date of request for booking, however, incentive to be paid only after AOS is executed.

If team target is met then individual target of manager is deemed to be met. If team target is exceeded by 25%, individual target of manager, asst. manager & executive deemed to be met.

Incentive for referral by a Sales Managers/Executives for other projects shall be 50% of the total incentive. The 25% amount for achieving individual target shall be credited to the team of that project where the booking is made. Bookings made in other project shall be counted as part of respective individual targets, however it shall be considered for team target only for the team of the respective project.

Sales incentives – Clarification: To encourage sales teams of other projects to help make sales in the project not assigned to them – 50% of the incentive is being given to members of other projects. However, the incentive will be shared only if the following conditions are met:

- a. Data is entered in CRM.
- b. Booking is taken within 3 months.
- c. Written intimation is given to team members (SMS, email or viber) of the relevant project about site visit or other info before the booking is made.

Incentives for promotions team shall be based on number of sites visits and walk-ins at site. Incentive shall be Rs. 50/- per site visit/walk-in. Incentives shall be based on CRM database. Incentive to be shared between four members of promotions team – sharing ratio to be decided every quarter.

Incentives to be paid on a/c. in advance every month shall be:

Front desk executives Rs. 2,000/- per month

Executives / Asst. Managers – Rs. 5,000/- per month.

Managers – Rs. 10,000/- per month.

Incentives for CR from 1st April, 2017 shall be as follows:

- a. Total incentive for on time collections shall be Rs. 10,000/- per flat/villa.
- b. Incentive for signing agreement of sale & collection of the I installment within the stipulated 15, 30 or 45 days shall be Rs. 1,000/-.
- c. Incentive for release of first tranche of housing loan within 30 days of casting slab /plinth beam for flats /villas shall be Rs. 5,000/-. For release within 60 days/ 90 days from booking shall be Rs. 3,000/- and Rs. 1,000/- respectively. In case slab/plinth is already casted at the time of booking or within 30 days of booking, an additional 30 days grace period shall be given for release of housing loan.
- d. Interest to be calculated for payments made against schedule date of payment. If interest is less than 0.50% of total sale consideration, then the incentive shall be Rs. 4,000/-. For interest between 0.50% & 1% of sale consideration, incentive shall be Rs. 2,000/-. For interest between 1% & 1.50%, incentive shall be nil.
- e. If the calculated interest is beyond 1.50% and less than 2.25% of the sale consideration the incentive due as per points b & c shall be reduced to half. If the interest calculated is beyond 2.25% then the incentive due as per above shall be reduced to nil.

Managing Director.

