# DISCOUNTS & BENEFITS COMBINATION



## SALES POLICY

## FOR

## DISCOUNT AND BENEFIT COMBINATION

### Glossary and Definitions

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|---|---|
| SCUD | Sales Committee to Undertake Deviation |
| DAM | Discount Approval Matrix |
| Loyalty program | Referral based sourcing program |
| Armed forces, Differentlyabled and employees discount | Special discount as part of CSR and HR initiatives (refer policy 1c) |

### OBJECTIVE

This policy defines discounts and benefits which can be offered to customers and source of booking. This also mentions procedures for communication and recording such benefits and discounts. This is applicable for all bookings and various sources of bookings as mentioned in this policy document.

### TERMS & CONDITIONS

If customer benefit is extended to anyone, (applicable for all sources as per this policy document) applicant's name cannot be changed while doing the registration when compared to the initial SAP entry at the time of booking. This would prevent customers from creating cartels to get benefits. Any deviation on this would require sales head and customer care head approval with a veto power to CMO. For any customer benefit passed on to the client, the BDF should mention the 'Type of benefit' for the booking form to be accepted. Various sources as given below in this policy document are mutually exclusive in nature and the apart from the ombinations mentioned no other combinations are acceptable. Any benefit extended to any customers should be as per the below given source tables. Unless otherwise mentioned in this document, any other source combination or customer benefit to be extended would be deemed not applicable.

### SOURCE – CHANNEL PARTNERS

Guidelines for Channel Partner Bookings

- Applicable for all channel partners registered under REAP program of company.
- Payouts will be governed by Channel Partner Payment Policy of the company.
- Details of channel partners including REAP must be mentioned in application form, OASYS, SFDC & Customer Visit Form.
- Type of customers must be accompanied by relevant proofs as mentioned in respective policies.
- Consumer offers may exclude some of benefits applicable to channel partners and customers.
- Such offers will override terms of this policy.

| Applicable Source and Type of Customers | | | | | | | | SAP Entry | |
|---|---|---|---|---|---|---|---|---|---|
| Source of Customer | Type of Customer | Allowed | Benefits for Customer | Benefits for Source | Consumer Offer | DAM | SCUD | Primary Source of Booking | Type of Booking |
| Channel Partner | Corporate | Yes | Corporate Discount only | Normal Payouts (with offer, if any) | Maybe, as per offer terms and conditions | No | Yes | Channel Partner with REAP Id | Corporate with Corporate Id |
| | Armed forces, Differently-abled | Yes | Armed Forces Discount only | Normal Payouts (with offer, if any) | Maybe, as per offer terms and conditions | No | Yes | Channel Partner with REAP Id | AF with ID card number /DA |
| | Others | Yes | None | Normal Payouts (with offer, if any) | Maybe, as per offer terms and conditions | Yes | Yes | Channel Partner with REAP Id | - |

The key intent of this policy modification is to allow channel partners to pitch and propose our products to corporate, as in the absence of such policy, there is a negative incentive for the channel partners to pitch our products to corporate customers and it is expected that channel partner would push competitor products.

## SOURCE – LOYALTY PROGRAM

· Applicable for references generated through existing customers of company. The booking for the source customer should be logged into SAP for loyalty benefit to be applicable. The intent of the deal to be logged into SAP as a mandate is to eliminate the chances of misuse of the program to pass on the discounts to non-referred customers and to cases where the source customer might back out. Any deviation on this would require 'Referral Allocation and Redemption Policy' committee approval, also the benefit will only go to the source in such cases – This is primarily to ensure that genuine cases are not affected.

· All customer benefits will be subject to all policies as outlined by the Club Casa and Lodha Preferati program.

· Source Customer Id must be entered in SAP for all such bookings. Customer references must be entered into SFDC on or before date of booking to be eligible

· Type of customers must be accompanied by relevant proofs as mentioned in respective policies.

· Consumer offers may exclude some of benefits applicable to customers. Such offers will override terms of this policy.

| Applicable Source and Type of Customers | | | | | | | | SAP Entry | |
|---|---|---|---|---|---|---|---|---|---|
| Source of Customer | Type of Customer | Allowed | Benefits for Customer | Benefits for Source | Consumer Offer | DAM | SCUD | Primary Source of Booking | Type of Booking |
| Loyalty Program | Corporate | Yes | Corporate Discount only, No loyalty benefit | Loyalty benefits as per ladder and offer | Maybe, as per offer terms and conditions | No | Yes | CRB with Source Customer Id | Corporate with Corporate Id |
| | Armed forces, Differently Abled | Yes | Armed Forces/Differently Abled Discount only, No loyalty benefit | Loyalty benefits as per ladder and offer | Maybe, as per offer terms and conditions | No | Yes | CRB with Source Customer Id | AF with ID card number/DA |
| | Others | Yes | Loyalty benefits as per ladder and offer | Loyalty benefits as per ladder and offer | Maybe, as per offer terms and conditions | Yes | Yes | CRB with Source Customer Id | - |

## LOYALTY BONUS

Company shall offer loyalty bonus to encourage existing customers to book additional residences in same or other projects of company

**Qualifiers**: Lodha Preferati and Club CASA member. Primary applicants name to be the same as existing customer. Spouse name and company name (in case of business owners) are also acceptable but would require documentary evidence.

**Bonus**: Loyalty Bonus will be equal to the corporate offer for respective projects. In projects where there is no corporate offer, loyalty bonus would be equal to DAM. In cases where there is no DAM or corporate offer, no discount would be extended.

**Eligibility**: For any project (be it same or different), at least 10% payment of the consideration value should be received by the company and 21 days should have elapsed on the first booking. This is to ensure that such discounts are not passed on for multiple units bookings in the same projects at the same

point in time or to prevent from extending a loyalty bonus where the customer backs out from the initial booking.

**SOURCE – DIRECT**

Applicable for bookings through all other sources except Corporate, Channel partners and Loyalty program.

- Type of customers must be accompanied by relevant proofs as mentioned in respective policies.
- Consumer offers may exclude some of benefits applicable to customers. Such offers will override terms of this policy.

| Applicable Source and Type of Customers | | | | | | | | SAP Entry | |
|---|---|---|---|---|---|---|---|---|---|
| Source of Customer | Type of Customer | Allowed | Benefits for Customer | Benefits for Source | Consumer Offer | DAM | SCUD | Primary Source of Booking | Type of Booking |
| Direct | Corporate | Yes | Corporate Discount only | - | Maybe, as per offer terms and conditions | No | Yes | Direct | Corporate with Corporate Id |
| | Armed forces, Differentl y Abled | Yes | Armed Forces/Differ ently Abled Discount only | - | Maybe, as per offer terms and conditions | No | Yes | Direct | AF with ID card number/DA |
| | Employee | Yes | Employee Discount only | - | Maybe, as per offer terms and conditions | No | No | Direct | EMP with Id number |
| | Others | Yes | None | - | Maybe, as per offer terms and conditions | Yes | Yes | Direct | - |

Frequently Accessed Links

Cancellation & Retention Policy Possession process Registration Process Name Change Policy Demand Generation process
Payment Handling Process Transfer Policy Customer Interaction Management Policy Customer Interaction Tagging - L1, L2 & L3 Customer DNC Process