

Offer Construct for other Channels

Prod. Category	Up to 20%	Up to 17.5%	Up to 15%	Up to 12.5%	Up to 10%	Up to 7.5%	Up to 5%
Panel	20% Upto 20K : 75" + 8K QLED TVs		15% Upto 12K : Select 65"8K QLED/8K Neo/OLED 15% Upto 15K : Select 65" 8K Neo/OLED	12.5% Upto 8K : Select 75+ UHD	10% Upto 3K: 43" UHD. Select 43 Smart	7.5% Upto 1.5K : 32" Smart/Non Smart	
	20% Upto 15K : Select QLED 75"+			12.5% Upto 10K : Select 65" Neo QLED ,75+UHD	10% Upto 4.5K : 43"/49-50" QLED , 43"/49-50" LSTV	7.5% Upto 3K: 43" Smart, 50" UHD	
				12.5% Upto 12K : Select 65" Neo QLED	10% Upto 5K : 55" UHD	7.5% Upto 3.5K: Select 50" UHD	
				12.5% Upto 12.5K : Select 75+UHD	10% Upto 6K : Select 50",55", 65" QLED , 50" Neo QLED ,55"UHD, 50",55",65 LSTV	7.5% Upto 4.5K: Select 65" UHD	
				12.5% Upto 15K : Select 75+UHD	10% Upto 7.5K : 65" UHD,QLED , LSTV		
					10% Upto 9K : 55" Neo/OLED		
HTS	-		-	-	10% Upto Rs 6K: Select Models	7.5% Upto Rs 3K: Select Models	5% Upto 3K : Select Models
Refrigerators	20% Upto 20K : Premium(RF65, RF70, RF71, RF87, RF90/ RF28) Hero SKUs	17.5% Upto 12K: Curd Maestro™, Space Max Family Hub (Hero SKUs)	15% Upto 10K : SBS HERO (Entry level), BeSpoke & AOD (6 SKUs), I&W Disp (select SKUs) and Curd Maestro™, Space Max Family Hub	12.5% Upto 10K : SBS - SBS BeSpoke & AOD and I&W Disp	10% Upto 7K : FF > 450 Lts (RT54 / RT56)		5% Upto 1K : DC – 200 Lts Above (select SKUs) and 3 Star Above & 200 Lts Below
			15% Upto 8.5K : Mid/low FDR (HERO SKUs)	12.5% Upto 7K : SBS: Entry Level and FDR Premium(RF65, RF70, RF71, RF87, RF90/ RF28)	10% Upto 4K : FF – Hero SKUs 300 Lts and below (select SKUs)		
	20% Upto 7.5K : All SKUs of RT51						

			15% Upto 5.5K : FF 300-350L (HERO SKUs)	12.5% Upto 5K : Mid/low FDR			
					10% Upto 2.5K : FF – 300 Lts Below (Select SKU)		
	20% Upto 7K : FF 350 to 450 Lts (select SKUs)	17.5% Upto 7K : FF 350-450L		12.5% Upto 4K : FF 300-350L			
Washing Machine			15% Upto 9K : FAFL 10.0KG↑ and 12KG Series & Seris 8	12.5% Upto 7.5K :	10% Upto 6K :		5% Upto 1.5K :
				FAFL: 9.0KG WASHER AI & Non AI	FAFL: 8.0KG WASHER AI & Non AI and 12KG Series 5 & 6		FAFL: 7KG Washer AI/Non AI and 7KG & 8KG CX Models
					FATL: 10.0KG ↑		FATL: 7~7.5KG Non Heater
#Air Conditioner			-	-	-		5% Upto 3K : Windfree (5 Star& 3 Star)
							5% Upto 2.5K : Non Windfree (5 Star & 3 Star) and Prima (5 Star & 3 Star)
							5 % Upto 2K : Select Non Windfree and select Inverter AC 3 Star
MWO	20% Upto 6K :		15% Upto 5K :		10% Upto 1.5K : 21 L Convection		
	Wifi Range: 32L MW7300B		Convection- HotBlast + Masala Sun-Dry + MC28A5147VK/TL				
			15% Upto 3K : Select 28 L+ Convection & above (Non hotblast)				

Offer Construct for Brandshops:

Prod. Category	Up to 22.5%	Up to 20%	Up to 17.5%	Up to 15%	Up to 12.5%	Up to 10%	Up to 7.5%	Up to 5%
Panel	22.5% Upto 25K : 75" + 8K QLED TVs Neo /OLED		17.5% Upto 15K : 8K QLED/8K Neo/OLED	15% Upto 9.5K : Select 75+UHD	12.5% 6K : 55" QLED , 65" Frame	10% Upto 7.5K : 55" Neo QLED	7.5% Upto 4.5K: Select 65" UHD	
	22.5% Upto 20K : Select QLED75"+ Neo /OLED			15% Upto 10K : Select 75+UHD	12.5% Upto 7.5K : 55" Neo QLED, 65" QLED, 65" UHD	10% Upto 6K : Select 55"/ 65" QLED , 50" Neo QLED	7.5% Upto 3K: 43" Smart, 50" UHD	
	22.5% Upto 17.5K : Select QLED 75"+ Neo/OLED			15% Upto 12K : Select 65" Neo QLED	12.5% Upto 9K : 55" Neo/OLED,	10% Upto 5K : 55" UHD	7.5% Upto 1.5K : 32"	
				15% Upto 12.5K : Select 75+UHD		10% Upto 4.5K : 43" QLED , 50 Serif		
				15% Upto 15K : Select 75+UHD		10% Upto 3K: 43" UHD. Select 43 Smart		
Refrigerators	22.5% Upto 21.5K : Premium(RF65, RF70, RF71, RF87, RF90/ RF28) Hero SKUs	20% Upto 13.5K: Curd Maestro™, Space Max Family Hub (Hero SKUs)	17.5% Upto 11.5K : SBS HERO (Entry level), BeSpoke & AOD (6 SKUs), I&W Disp (select SKUs) and Curd Maestro™, Space Max Family Hub	15% Upto 11.5K : SBS - SBS BeSpoke & AOD and I&W Disp	12.5% Upto 8.5K : FF > 450 Lts (RT54 / RT56)			5% Upto 1K : DC – 200 Lts Above (select SKUs) and 3 Star Above & 200 Lts Below
	22.5% Upto 9K : All SKUs of RT51							
			17.5% Upto 10K : Mid/low FDR (HERO SKUs)	15% Upto 8.5K : SBS: Entry Level and FDR Premium(RF65, RF70, RF71, RF87, RF90/ RF28)	12.5% Upto 5.5K : FF – Hero SKUs 300 Lts and below (select SKUs)			
			17.5% Upto 7K : FF - 300-350L (HERO SKUs)	15% Upto 6.5K : Mid/low FDR				

					12.5% Upto 4K : FF – 300 Lts Below (Select SKU)		
		20% Upto 8.5K : FF - 350-450L		15% Upto 5.5K : FF - 300-350L			
	22.5% Upto 8.5K : FF 350 to 450 Lts						
Washing Machine			17.5% Upto 10.5K : FAFL 10.0KG ↑ and 12KG Series 7 & 8	15% Upto 9K :	12.5% Upto 7.5K :		7.5% Upto 1.5K :
				FAFL: 9.0KG WASHER AI & Non AI	FAFL: 8.0KG WASHER AI & Non AI and 12KG Series 5 & 6		FAFL: 7KG Washer AI/Non AI and 7KG & 8KG CX Models
					FATL: 10.0KG ↑		
							FATL: 7~7.5KG Non Heater
#Air Conditioner				-	-		5% Upto 3K : Windfree (5 Star & 3 Star)
							5% Upto 2.5K : Non Windfree (5 Star & 3 Star) and Prima (5 Star & 3 Star)
							5 % Upto 2K : Select Non Windfree and select Inverter AC 3 Star
MWO	22.5% Upto 7.5K :		17.5% Upto 6.5K :				
	Wifi Range: 32L MW7300B		Convection- HotBlast + Masala Sun-Dry + MC28A5147VK/TL				
					12.5% Upto 3K : 21 L Convection		

		17.5% Upto 4.5K : Select 28 L+ Convection & above (Non hotblast)					
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