

Shagun Offer : March 2019 (For Rural Customers)

Model	CASH OFFER			OR	MGA OFFER*
	Offer Value (Rs.)	MSIL Contribution	Contribution from Dealer Margin		MGA Worth equivalent to Rs
Omni (Excluding Omni Ambulance)	1100	600	500		1100
Alto 800	2100	1600	500		2100
Alto K10	2100	1600	500		2100
Swift	1100	600	500		1100
Dzire	1100	600	500		1100
Wagon R (Old)	1100	600	500		1100
EECO	1100	600	500		1100
Celerio / CelerioX	1100	600	500		1100
Ertiga (Old)	1100	600	500		1100

* For all cases where the customer avails MGA offer the attached Customer Disclaimer needs to be submitted along with the claim

Note:

- 1) The customer has the option to choose either Cash offer or MGA offer
- 2) For either Cash Offer or MGA offer extended to the customer the method of reimbursement remains the same- As being done presently in DMS.
- 3) The above offers are over and above the consumer offer in the region
- 4) There is no offer on **Omni/EECO Ambulance, Dzire Tour, New Ertiga & New WagonR.**

Segments Applicable / Documents Required **

1. Farmers

Mandatory Documentation required :

- a) Agriculture Land Owners: Copy of Land Farad (or Land Document for cultivated land) to certify he is a farmer.
- b) Kisan Credit Card Holders: Copy of Kisan Credit Card/ Kisan Pass Book (KCC to be printed on Pass Book and All Pages Mandatory). Relationship Proof as an additional document is mandatory + Insurance Copy.

2. Tractor Owners

Mandatory Documentation required : Clear Readable Tractor RC. Relationship Proof as an additional document is mandatory + Insurance Copy.

3. Panchayat Members (Including Sarpanch, Existing and Ex Panchayat Members)

Mandatory Documentation required: ID Card for panchayat members. In case ID card is not available duly signed list of panchayat members available from BDO Taluka/ Zilla panchayat Office + Insurance Copy.

4. Traders in Rural Areas (Including Aditya)

Mandatory Documentation required : Copy of current Financial Year Trade license issued from Gram Panchayat/ Panchayat Samiti or Copy of Shop establishment act or Business tax receipt of Nagar Parishad/Nagar Palika. Traders should be in rural areas and outside municipal limits of main city+ Insurance Copy.

5. Employees of Regional Rural Banks and Co-Operative Bank in Rural Areas

Mandatory Documentation required: The Identity Card issued by the Bank would be used as a proof of identity + Insurance Copy.

6. Members of Co-operative society

Mandatory Documentation required : Certificate from the Chairman/Presiding Officer of the co-operative society certifying that the purchaser is a member of the co-operative society or proof of membership of co-operative + Insurance Copy.

7. Rural Government School Teachers & Staff

Mandatory Documentation required : ID Card of the Government School Teacher/Staff mentioning the Village/Tehsil of current posting . In case of Non availability of the ID card, need to submit the latest Salary Slip along with the Form 16/Copy of appointment Letter may be submitted + Insurance Copy.

8. Rural Government Officials (Numberdar/Patwari, Tehsil Officer)

Mandatory Documentation required : Govt. letter either from BDO or DC office (original) certifying about the Numberdar and for Tehsil official – letter in original duly signed from Tehsil Office + Insurance Copy.

**** Note:**

- 1) In all above cases the Name, Telephone Number, Address of both the customer and the person verifying the documents has to be provided and uploaded in DMS.
- 2) Offer Applicable for Relationship cases: Grandparents/Parents/Spouse/Son/Daughter. Relationship Proof as an additional document is mandatory
- 3) All documents collected in Regional Language are to be translated in English/ Hindi and then submitted in DMS for claim.
- 4) All documents collected should be checked with originals and signed by respective Team Leaders mentioning -I have personally seen the original document and verified with the proof being submitted.
- 5) Sample documents for each segment can be taken from respective Regional Offices.
- 6) It is mandatory to upload Insurance Copy in DMS along with the claim in case of non MI.