

# BUYER LOYALTY PROGRAM FOR FY24-25

# EARN MORE AS YOU BUY MORE!



## Welcome to 'L&T-SuFin Laabh', L&T-SuFin's exclusive Buyer Loyalty Program

At L&T-SuFin, we value the relationships we build with our buyers. To express our gratitude for your continued partnership, we're excited to introduce L&T-SuFin Laabh – a program designed to reward your loyalty with cashback incentives for your purchases on L&T-SuFin.

### How It Works:

L&T-SuFin Laabh is a straightforward program. You earn cashback based on a percentage of the cumulative Gross Merchandise Value (GMV) of products purchased on L&T-SuFin. The more you buy, the more you earn!

### Cashback is disbursed quarterly, and here's how it's calculated:

Sr No.	Product Group	GMV Qualification Threshold (in last Quarter) (INR)	Cashback (% of GMV in last Quarter)	Cashback Threshold Amt (INR)
(Min Amount of cumulative transaction amount in a quarter to qualify for cashback)				
1	Preferred Product Group	5L	0.50%	2,500
2	Other Products	50L	0.10%	5,000

Please refer this document for list of products under '**Preferred Products**' group.

[Click here.](#)

Cashback would be given out at the beginning of every quarter based on the last quarter's performance.

#### Eg. Let's consider a scenario:

For example, if your total invoice amount for all completed transactions done in 'Preferred Products' group in in the last quarter is INR 50L, then the cashback amount would be 0.5% of INR 50L ie. INR 25,000.

Let's consider another scenario where an Entity completed 2 transactions in the last quarter -

1. First transaction in '**Preferred Products**' group worth INR 20L and
2. Second transaction in '**Other Products**' group worth INR 50L

We would consider Cashback separately for both the product groups -

1. Cashback for 'Preferred Products' group - INR 20L @ 0.5%, i.e. INR 10K
2. Cashback for 'Other Products' group - INR 50L @ 0.1%, i.e. INR 5K

Hence, this entity would get a total cashback of INR 10K + INR 5K, i.e. INR 15K



## Eligibility Criteria

To qualify for 'L&T-SuFin Laabh' cashback:



Only RFQ-based transactions are eligible



Transactions must be closed and completed on or before the last working day of the quarter



Orders marked as returned, canceled, or with pending payments are not eligible

## Enrollment Process

Joining L&T-SuFin Laabh is easy:

➔ **Complete Your Registration:** Ensure you've completed your registration on L&T-SuFin. Please reach out to SuFin support for help or details at [b2bhelp@larsentoubro.com](mailto:b2bhelp@larsentoubro.com)

➔ **Start raising RFQs:** Raise relevant and accurate RFQs to get maximum response from Sellers. Accept the response promptly. Complete the order to be eligible for cashback.

➔ **Cashback Payout:** Payout would be made only when cashback amount exceeds INR 4000 in that quarter.

## Program T&Cs

**Key terms and conditions of L&T-SuFin Laabh:**

1. All buyers receive cashback based on the provided table.
2. Only Full registered profile/accounts would be eligible for cashback where the bank accounts are updated.
3. Any registration completed during the quarter would make the buyer eligible for cashback for the volume of transaction done in that quarter and beyond.
4. Only those transactions where Buyer and Seller are MSME would be eligible for cashback. Those transactions where an L&T IC is involved would not be considered for loyalty program cashback.
5. Eligible cashback amount would be paid out once every quarter (based on last quarter's performance).
6. Registration status for the buyer to be checked as on the last date of every quarter.
7. Only product value would be considered for the purpose of calculating the GMV. The GST component in the Order Value will not be considered.
8. All entities who complete at least 2 RFQ based transaction in the last 2 quarters (rolling) would be eligible for cashback in the current quarter.
9. If an entity completes transactions for both the product groups (Construction Essentials and Utility Essentials) in the same quarter, cashback would be calculated as weighted sum of both the product groups.
10. Any product category that is not listed in the product group list, would not be considered for cashback calculation. Any new product category once updated in the list would be considered for cashback calculation for future period.
11. TDS @10% will be applicable on Buyer's Loyalty Bonus.

## Join the Program and Boost Your Earnings!

Join L&T-SuFin Laabh today and amplify your earnings! We're dedicated to rewarding your loyalty and supporting your business growth. Ready to earn more as you buy more? Get started now!

**Note:** L&T-SuFin Laabh is exclusively for Buyers (Non L&T group entities ) on L&T-SuFin B2B Ecommerce platform. Terms and conditions may change. Contact our support team for more information.