

# LOYALTY PROGRAM FOR SELLERS ON L&T-SUFIN

# EARN MORE AS YOU SELL MORE!



## Welcome to 'L&T-SuFin Mitra', L&T-SuFin's Seller Loyalty Program

At L&T-SuFin, we value the partnerships we build with our sellers. To show our appreciation for your commitment, we are thrilled to introduce our exclusive L&T-SuFin Mitra – a rewarding way to boost your business and sales volume.

### How It Works:

Our L&T-SuFin Mitra is designed to offer you cashback as a percentage of the cumulative Gross Merchandise Value (GMV) of products sold on our platform. The more you sell, the more you earn!

### Volume-Based Incentive Grid (Cumulative for the Fiscal Year 2024-25)

Volume based incentive (Cumulative for the FY)	Subscribed Sellers* (Cashback Amount) % of Commission Amt for the last Quarter	Non-Subscribed Sellers
0L to <50L	10.00%	5.00%
50L to <1Cr	20.00%	10.00%
1Cr to <5Cr	30.00%	15.00%
5Cr to <10Cr	40.00%	20.00%
>=10Cr	50.00%	25.00%



### eg. Let's consider this scenario -

Let's consider a seller who is Subscribed as on 31st Dec'24,

- ➔ Assuming total value of goods sold from 1st Apr'24 till 31st Dec'24 is INR 1.2Cr.
  - Hence, this seller would be qualifying for cashback of 30% of Commission Amount.
- ➔ Now, let's assume total value of goods sold in Q3 (Sep-Dec'24) is INR 60L and total commission amount paid to L&T-SuFin @ 1% would be INR 60K.
  - Hence, Cashback amount would be 30% of INR 60K, ie. INR 18K.

**Note:** \*Only SuFin Regular and Market Partnership plans are qualified as Subscribed seller eligible for Cashback.

Details of the plans are shared here - <https://Intsufin.com/seller/#/manage-membership/membership-plan>

All orders with a seller commission rate below 0.6% will not be eligible for cashback calculation under the seller loyalty program 'L&T-SuFin Mitra'

### Eligibility Criteria



Both "Buy Now" (STP) and "RFQ" (Price Discovery) transactions are eligible.

Payout to be counted (for that transaction) only when the product delivered is accepted by the buyer.

Any returns or cancellations would not be counted in this scheme.

## Enrollment Process

- ➔ **Complete Your Registration:** To be eligible for the L&T-SuFin Mitra, ensure that you have completed the registration process on L&T-SuFin. If you haven't registered yet, visit our Seller Registration page to get started.
- ➔ **Start Selling:** Once registered and subscribed, start listing and selling your products on our platform to accumulate GMV.
- ➔ **Cashback Payout:** Payout would be made only when cashback amount exceeds INR. 4000.

## Program T&Cs

1. All sellers receive cashback as per the grid above.
2. Sellers are eligible based on the total value of goods sold on L&T-SuFin in a fiscal year (reset annually in April).
3. Cashback payouts do not impact existing negotiated seller commission rates with L&T-SuFin.
4. Only SME to SME transactions are eligible for cashback. Not applicable for transactions where buyer is L&T.
5. All registered sellers are automatically enrolled in the program, regardless of transaction volume.
6. Eligible cashback would be paid out once every quarter (based on last quarter's performance).
  - (a) Cashback % grid would be calculated basis total value of products sold in any Fiscal year till that quarter.
  - (b) Value of products sold in the last quarter would be considered for calculating cashback amount.
7. Subscription status to be checked on the last date of every Quarter.
8. Only product value to be considered in Order amount (Exclusive of GST).

## Join the Program and Boost Your Earnings!

Ready to earn more as you sell more? Join the L&T-SuFin Mitra today and start enjoying the benefits of our grid-based cashback payout. We believe in rewarding your dedication to the platform and helping you achieve new heights in your business.

**Note:** This loyalty program is exclusive to Sellers (Participating in Non-L&T transactions) on the L&T-SuFin B2B ecommerce platform. Terms and conditions apply. Program details subject to change. Contact our support team for more information.

