

भारत सरकार  
GOVERNMENT OF INDIA  
भारी उद्योग एवं लोक उद्यम मंत्रालय  
MINISTRY OF HEAVY INDUSTRIES & PUBLIC ENTERPRISES  
भारी उद्योग विभाग  
DEPARTMENT OF HEAVY INDUSTRY

उद्योग भवन/Udyog Bhawan  
नई दिल्ली -110011/New Delhi-110011

No. 21(48)/NAB/DIDM/FAME/PHASE-II/2019[20216]

Dated the 23<sup>rd</sup> December 2019

To,

All FAME II registered OEMs


Subject: Operational Guidelines for Delivery of Demand Incentive under FAME India Scheme: Phase – II – regarding

Dear Sir,

As you are aware, the Operational Guidelines for Delivery of Demand Incentive under FAME India Scheme: Phase – II were issued vide this Department's letter of even number dated 22<sup>nd</sup> March, 2019 for wide publicity and circulation to all concerned/stakeholders.

2. As per clause 7.2 of the above guidelines, *"Each OEM at the time of billing to their dealers will deduct corresponding incentive at the end from the total price of Vehicle, which will be arrived after including all GST/Taxes etc. at prescribed rate on total cost of the vehicle"*.
3. As per clause 7.3 of the above guidelines, *"Similarly, each dealer will consider costs to the dealer as total cost arrived just before deducting the incentive by the OEM and use this cost for arriving total cost to the Customer. After that dealer will pass on corresponding incentive, he received from OEM to customer/end user at the time of sale of vehicle"*.
4. It has been reported to this Department by many dealers that OEMs are not passing subsidy to dealers and transfer the same only after receipt of reimbursement of incentive from the Department of Heavy Industry. It has been observed that OEMs/dealers are not strictly following the above guidelines. This amounts to violation of guidelines/instructions issued by the Department.
5. Accordingly, ANNEXURE-C to the Operational Guidelines stands revised, as per enclosed format, which is required to be submitted by each OEM at the time of submission of claims. Besides this a suggestive proforma of **Sample Invoice** is also enclosed for future guidance of Dealers/OEMs.
6. These may be circulated to all concerned/stakeholders reiterating that all OEMs/Dealers and stakeholders should strictly follow the guidelines issued by this Department from time to time.
7. This issue with the approval of Competent Authority.

Encls: As above

  
(Thangthani)  
Under Secretary to the Govt. of India  
Tel: 011-23061531

Copy to:

- |    |  |     |   |
|----|--|-----|---|
| i  | Shri Vishnu Mathur, DG<br>SIAM, Core 4B, 5 <sup>th</sup> Floor, Habitat<br>Centre, Lodhi Road, <b>New Delhi-110003</b> | iii | Shri Sohinder Gill, Director,<br>SMEV, 50, Okhla Industrial Estate-III,<br><b>New Delhi-110020</b>                      |
| ii | NIC(DHI) for uploading the same on the<br>website of DHI; and  | iv  | M/s. NetCreativeMind Solutions Pvt. Ltd.,<br>New Delhi for uploading on the website of<br>FAME-India Scheme (Phase-II). |

**UNDERTAKING to be submitted by Manufacturers (OEMs) at the time of submitting claims for reimbursement of Demand Incentives from Department of Heavy Industry**

(Draft integrity certificate to be provided/ (uploaded along with claims)  
(on the company letter head)

**UNDERTAKING**

I, \_\_\_\_\_(name of authorised person) authorized representative/signatory of M/s \_\_\_\_\_ (name of OEM), manufacturer of hybrid/electric vehicles certify that the Claim No \_\_\_\_\_ dated \_\_\_\_\_ for total amount of Rs. \_\_\_\_\_ submitted by me online on website [www.FAMEINDIA-2.gov.in](http://www.FAMEINDIA-2.gov.in) of Department of Heavy Industry, for the \_\_\_\_\_ numbers of vehicles of different models as mentioned in the said claim, is as per the provisions of Department of Heavy Industry Notification No. S.O.1300 (E) dated 8<sup>th</sup> March, 2019.

2. It is further certified that –

- a. at the time of billing to the Dealer(s), the corresponding incentive was deducted at the end from the total price of vehicle(s) arrived after including all GST/Taxes etc., on total cost of vehicle(s); and said amount has not been charged from the dealer.
- b. the incentive amount claimed for each vehicle has been duly passed on to the customer and the amount of said incentive is as per the approved guidelines.
- c. no double or multiple claim has been made for the same vehicle transaction.
- d. All the e-4W & e-3W Vehicles will be used for Public Transport or for Commercial Transport only; and
- e. The vehicles are manufactured as per the PMP guidelines issued by the Deptt. from time to time.

3. I, \_\_\_\_\_ (name of authorised person) authorized representative/signatory of M/s \_\_\_\_\_ (name of OEM), am entitled to sign this undertaking on behalf of the company.

Signatures \_\_\_\_\_  
(Name of authorized representative)  
Phone/Mobile No:  
E-mail id:

[Seal]

Date:  
Place:

To,

The Director  
Department of Heavy Industry  
Udyog Bhavan, New Delhi-110011.

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**SAMPLE INVOICE**

Details of Customer						Details of Dealer			
INVOICE NO. & DATE:						Dealer's Name			
Name						Dealer's FAME-II Code			
Address						Address			
Mobile No.						Mobile No.			
E-mail ID						Email ID:			
Aadhaar/PAN No.						GSTN No.			
S.No.	Description of Vehicles							Rate per Unit (INR)	Amount (Rs.)
	Model No.	Chasis No.	Motor No.	Battery Chemistry details	Battery		Colour		
					No.	Capacity			
1									
2									
3									
4									
5									
Total Amount.....									
CGST @ %									
SGST @ %									
Grand Total .....									
LESS FAME-II Incentive.....									
NET Payable Amount [Ex-Show Room Customer's Price].....									
Amount in words: Rupees.....									

**DEALER'S STAMP & SIGNATURES**