

भारतसरकार
GOVERNMENT OF INDIA
भारी उद्योग एवं लोक उद्यम मंत्रालय
MINISTRY OF HEAVY INDUSTRY & PUBLIC ENTERPRISES
भारी उद्योग विभाग
DEPARTMENT OF HEAVY INDUSTRY
कमरा न. 117, उद्योग भवन, नई दिल्ली,
Room No. 117, Udyog Bhawan, NEW DELHI

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Dated 9th April, 2015

To

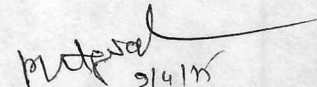
1. Sh. Vishnu Mathur, DG,
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5th Floor
Habitat Centre, Lodhi Road
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2. Shri Sohinder Gill,
Director, SMEV
50, Okhla Industrial Estate - III
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Sub: General Operating Guidelines for Registration of OEMs and Vehicles Models

Sir,

I am to enclose herewith General Operating Guidelines for Registration of OEMs and Vehicle Model under Demand Incentive Scheme with the request that the same may kindly be given wide publicity / circulation among all concerned stakeholders.

Encl: As stated


(Pravin Agrawal)
Director (Auto), DHI/NAB

✓ Copy to NIC, DHI for uploading it on DHI website

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FAME – India (Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India).

Operating Guidelines For Registering of OEMs and Vehicles under Demand Incentive Scheme

1.0 INTRODUCTION

- 1.1 Government of India approved the National Mission on Electric Mobility in 2011 and subsequently National Electric Mobility Mission Plan 2020 was unveiled (in 2013) by the then Hon'ble Prime Minister. As part of the mission, DHI has formulated a scheme namely **FAME – India (Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India)**.
- 1.2 The overall scheme is proposed to be implemented over a period of 6 years, till 2020, wherein it is intended to support the xEV market development and its manufacturing eco-system to achieve self-sustenance at the end of the stipulated period.
- 1.3 The Phase-1 of the scheme shall be implemented over a 2 year period i.e. FY 2015-16 and FY 2016-17 commencing from 1st April 2015.
- 1.4 The scheme shall have 4 focus areas i.e. Technology Development, Demand Creation, Pilot Projects and Charging Infrastructure. The break-up of fund allocation is given hereunder:

Component of the scheme	2015-16	2016-17
Technology Platform (Including testing infrastructure)	Rs. 70 Crore	Rs. 120 Crore
Demand Incentives	Rs. 155 Crore	Rs. 340 Crore
Charging Infrastructure	Rs. 10 Crore	Rs. 20 Crore
Pilot Projects	Rs. 20 Crore	Rs. 50 Crore
IEC/Operations	Rs. 05 Crore	Rs. 05 Crore
Total	Rs. 260 Crore	Rs. 535 Crore
Grand Total	Rs. 795 Crore	

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- 1.5 The demand incentive shall be available for buyers (end users/consumers) in the form of an upfront-reduced purchase price to enable wider adoption.
- 1.6 An e-enable system for delivery of incentives under Demand Incentive Scheme is under development. This e-platform will be one stop solution for all stakeholders who will be associated with Demand Incentive focus of FAME-India viz, for Original Equipment Manufacturers (OEMs), Dealers, Vehicle Testing Centres and National Automotive Board (NAB).
- 1.7 In line with the E-enabled platform being developed which is likely to functional shortly, **these operational guidelines would be followed for registration and conformity of vehicles models eligible under this scheme.**
- 1.8 Details of the Demand Incentive Schemes like type of vehicles covered, type of technologies eligible, technical criteria each vehicle required to follow to become eligible under this schemes and other relevant details are already notified and available at [http://dhi.nic.in/Gazette Notification FAME India.pdf](http://dhi.nic.in/Gazette%20Notification%20FAME%20India.pdf)

2.0 Registration of OEMs and Vehicle Models

- 2.1 For the purpose of this scheme, an OEM (Original Equipment Manufacturer) may be defined as Proprietor, Private/ Public Company or Partnership Firm who are manufacturing any of the xEV vehicle(s) covered under the scheme in India.
- 2.2 Each such Original Equipment Manufacturer (OEM), who desire to avail the benefit of this scheme shall apply to National Automotive Board in the prescribed proforma as given in **Annexure 1**. At the time of application, each OEM shall be required to attach following documents.
 - a) Company Registration Certificate
 - b) Trade License

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- c) Excise Registration Certificate
- d) Sales Tax / VAT Registration Certificate
- e) PAN Card
- f) TIN No.
- g) Service Tax Registration Certificate
- h) Testing / Homologation Certificate issued by the designated Testing Centre in satisfaction of VPQC and FAME-India Guidelines for each model of vehicles separately. **(As per format at Annexure 2)**

2.3 OEM can send the Hard copy of said application at following Address.

Pravin Agrawal, Director (NAB)
Room No 117, Udyog Bhavan,
New Delhi 110001

Alternatively, they can send the self-attested scan copy of signed application along with all attachments by email at fame.india@gov.in

- 2.4 OEM can apply for one or more type of vehicle models for availing the benefits of the scheme. However, OEM shall have to mention details of all such vehicle models for which they intend to avail demand incentives under the scheme.
- 2.5 Each OEM may approach separately to designated testing centers for issue of testing and homologation services which, inter alia, would certify that particular vehicle is entitled to get benefit under Demand Incentive Scheme and the level of benefit that vehicle would get as per FAME-India Scheme. All designated testing centers have already been advised accordingly.
- 2.6 Test Centers duly authorized for vehicle testing and homologation for type approval and conformity of Production (CoP) by MoRTH vide Section 126 of Motor Vehicle Act 1989 would be designated testing centres for this purpose. Details of these designated testing centers are given below.

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1. The Automotive Research Association of India
Survey No. 102, Vetal Hill, Off Paud Road,
Kothrud, Pune - 411 038
P.B. No. 832, Pune - 411 004
 2. International Centre for Automotive Technology
Plot - 26, Sector - 3,
IMT Manesar, Gurgaon - 122050.
 3. Central Institute of Road Transport
Post Box No. 1897,
Pune- Nasik Road, Pune - 411 026
- 2.7 After receipt of application, NAB will process the same as per Scheme Guidelines and if found correct, will convey confirmation of registration to OEMs.
- 2.8 Each OEM can start sale of vehicles after registration with NAB which, inter alia, states that particular vehicle is entitled to get benefit under the demand incentive under FAME India Scheme.
- 3 Billing mechanism for Sale of Vehicle to be followed by OEM and its dealer.**
- 3.1 It has to be ensured by all OEMs and dealers that demand incentive under this scheme should not affect taxes at any stage.
 - 3.2 All OEM while billing to their dealers will deduct corresponding incentive at the end from the total price of vehicle, which will be arrived after including all taxes, excise etc at prescribed rate on total cost of the vehicle.
 - 3.3 Similarly, each dealer will consider cost to dealer as total cost arrived just before deducting the incentive and use this cost for arriving total cost to customer. After that dealer will pass on corresponding incentive, he received from OEM to Customer at the point of sale.

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4. Guidelines for OEMs/Dealers to be followed at the time of sale of vehicle:

4.1 Each dealer at the time of sale, collect following information from the purchaser and keep all concerned documents safely for at least 5 years from the date of sale.

1. Any one Identity proof of owner.
(Whenever Aadhar Card is issued the same shall be considered for such identity proof. Only when Aadhar Card is not yet issued to the beneficiary other reliable documents like Indian Passport, PAN Card, voter I-card etc to be collected)
2. Driving License of the purchaser.
3. Mobile Number and Email ID of purchaser.
4. Copy of RTO Registration of the Vehicle if applicable for the vehicle.
5. Address proof like electricity bill, Telephone Bill, Ration Card etc.
6. A declaration from the purchaser in the prescribed **Annexure 3** (Acknowledgment - cum - Confirmation by Purchaser duly verified by Dealer) IN TRIPLICATE.

4.2 As per the scheme guidelines, this phase of the scheme will be applicable to the following select areas:

- Cities under "Smart Cities" initiatives
- Major metro agglomerations - Delhi NCR, Greater Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Ahmedabad.
- All State Capitals and other Urban Agglomerations/Cities with 1 Million+ population (as per 2011 census)
- Cities of the North Eastern States

4.3 The manufacturers of said xEV model or hybrid retrofit kit manufacturer/supplier to give at least one-year comprehensive warranty including batteries and to have adequate facilities for after sales service.

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- 4.4 Only those vehicles, which are manufactured in India, will be entitled for the demand incentive scheme and designated testing centres will issue conformity of Production (CoP) as prescribed to ensure this objective in line with Make In India initiative of the Government.
- 4.5 E-platform is under development for the reimbursement of demand incentives to OEMs. It is expected that this will be launched by 31st May 2015. Detailed guidelines for reimbursement procedure will be issued in due course.

5 POWERS OF DHI/NAB TO FRAME GUIDELINES / PROCEDURE

- 5.1 DHI/NAB shall have the powers to frame / lay - down the Guidelines/Procedure or alter / modify / amend / add/delete any terms & conditions etc. under this guidelines /scheme
- 5.2 NAB/DHI shall have the powers to call for any information /data/ records etc. in connection with this scheme or inspect such records / documents [manual or electronic] as it may deem necessary.
- 5.3 NAB/DHI shall also have the powers to depute its representative [s] to visit the premises / office / centre / work place etc. for the purpose of inspection and verification purposes and may pass such order or issue such directions in relation thereto as it may think.
- 5.4 All operational issues in the implementation of the scheme and guidelines shall be resolved by NAB/DHI appropriately.

6 RESOLUTIONS OF DISPUTES

Dispute, if any, shall be resolved by mutual discussions and reconciliation. In case of difference of opinion, decision of Chairman, NAB/SHI shall be final.

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Annexure 1

To,
The Director
National Automotive Board,
Room No 117, Udyog Bhavan
New Delhi 110011

**Sub: Application for registration under the scheme namely FAME
India**

Sir,

We, _____ [Name of OEM] are Original Equipment
Manufacturer for the below mentioned xEVs and are willing to avail
incentives under this scheme.

We, therefore, apply for formal registration with NAB for the scheme namely
FAME India. We furnish requisite information / documents.

(A) OEM RELATED INFORMATION

Sl. No.	Particulars	Provide Details	Please attach self-attested copy as proof
1.	Name of OEM		
2.	Company Registration Certificate		
3.	Trade Licence		
4.	Excise Registration/ Exemption Certificate		
5.	Sales Tax /VAT Registration		
6.	PAN Card		
7.	TAN No./TIN No.		
8.	Service Tax Registration Certificate		
9.	Memorandum of Articles of Association/ Partnership Deed		
10.	Contact Address (Registered Office, Phone No., Fax No., Email IDs)		
11.	Bank Details	Account Holder Name: Name of Bank: Name of Branch: Account No.: Account Type:	

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IFSC Code:

VEHICLE RELATED INFORMATION

We propose to avail the incentive scheme for the following xEVs.

Sl. No.	CMVR Category	Technology Type	Battery Type
1			
2			
..			
..			

Note:
Various "Technology Type" are: Mild Hybrid or Strong Hybrid or Plug-in Hybrid or BEV
Various "Battery Type" are: Conventional (Lead as Principal element) or Advanced (Other than Conventional)

Testing / Homologation Certificate issued by the designated Testing Centre in satisfaction of VPQC and FAME-India Guidelines for each model of vehicles mentioned above is/are attached herewith.

(B) DECLARATION AND UNDERTAKING

We declare that information provided here - in - above are correct and true to the best of our knowledge and also we undertake to abide by all terms and conditions of the scheme as well as the instructions/guidelines/decisions to be issued/taken by NAB/DHI from time to time with respect to the scheme.

Thanking you,

Yours sincerely,

(Signatures of Authorized Signatory)

For and on behalf of _____ (OEM)

(Affix the official SEAL)

List of attachments:

1. Testing /Homologation certificate issued from Testing Agency.
2. -----
3. -----

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Annexure 2

Incentive Eligibility Criteria Compliance Certificate

Particulars	Inputs	Remarks
(#1) xEV Model Name		
(#2) Variants Name		
(#3) Versions Name		
(#4) Technology Type		
(#5) Battery Type		
(#6) Type Approval Status		
(#7) Meeting xEV Technology Functions		
(#8) Meeting Qualifying Targets		
(#9) Incentive Grade		
(#10) Total Amount of Incentive entitled under FAME-India Scheme		
Note: a) In the Field #4: Testing Centre to certify the "Technology Type": Mild Hybrid or Strong Hybrid or Plug-in Hybrid or BEV b) In the Field #5: Testing Centre to certify the Battery Type (Conventional Type or Advanced Type) as fitted in the model. c) In the Field #6: For 2W models with maximum power not exceeding 250 Watts, type approval exemption certificate number is to be indicated (with a copy of the certificate to be attached). For other type of models, type approval certificate number with a copy of the certificate to be attached. d) In the Field #7: For 2/3 Wheeler BEV with maximum speed less than 25 Km/h, Electrical Regenerative Braking System is optional. For all other vehicles, this requirement is mandatory criterion. e) In the Field #8: Testing Centre to certify if the said xEV model qualifies the targets (in yes or no). And, provide a report containing results against the qualifying parameters (fuel consumption or electric range and/or electric energy consumption). f) In the Field #9: In case the said xEV model qualifies for the incentive as per the Field #8, the Testing Centre to certify the eligible incentive grade of the said model (i.e. Incentive Level 1 or Incentive Level 2).		

We declare that the above information relating to incentive eligibility assessment of the xEV model is in accordance with the guidelines of scheme namely FAME India of Government of India. The above information is as per the test reports issued by this Testing Centre and are as per records.

(Signatures of Authorized Signatory)

For and on behalf of _____ (Testing Centre)

(Affix the official SEAL)

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Annexure 3

ACKNOWLEDGMENT - CUM - CONFIRMATION BY THE CUSTOMER

I / We _____ S/o, W/o, D/o _____ Resident of _____ have purchased a vehicle namely _____ (Model Name), Make _____ (Brand name) registered under Registration No. _____ from _____ (dealer's name) on _____ (date of purchase) for the net paid amount of ` _____ (_____) after having been adjusted an amount of ` _____ (_____) towards **incentive amount for purchase of xEV.**

I/We also confirm that logo sticker of NMEM FAME-INDIA is available on the purchased vehicle.

I produced the following document as ID proof for purchase of said vehicle.

1. _____ (Mention type of ID proof)

(Signatures of the purchaser)
Name

VERIFICATION CUM CERTIFICATION BY DEALER

We _____, (dealer's name), the authorized dealer of _____ (OEM's name) do verify the sale of above said vehicle to the above named purchaser.

We also confirm that the benefit of ` _____ (_____) on account of Scheme Incentive has actually been given to the above named purchaser in the cost price of said vehicle.

We have also verified the ID proof of the purchaser and confirm to be correct.

(Signatures and Seal of the Dealer)
Name of the Dealer