



सत्यमेव जयते

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

File No. F 21(37)/NAB/DIDM/2014/

Dated 27th April, 2015

To

1. Sh. Vishnu Mathur, DG,
SIAM, CORE 4 B
5th Floor
Habitat Centre, Lodhi Road
New Delhi
2. Shri Sohinder Gill,
Director, SMEV
50, Okhla Industrial Estate - III
New Delhi 11 00 20

Sub: REVISED General Operating Guidelines for Registration of OEMs and Vehicles Models

Sir,

I am to enclose herewith **REVISED** 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
(Pravin Agrawal)
Director (Auto), DHI/NAB

Copy to NIC, DHI for uploading it on DHI website. **EARLIER guidelines dated 09.04.15 may be removed from website**

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Udyog Bhawan, New Delhi 110011

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

Operating Guidelines For Registering of OEMs and Vehicle Models under FAME India Scheme to avail Demand Incentives

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. Multiple purchases by a single buyer /corporate entity, inter alia, are also allowed.
- 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 wishes to avail the benefit of this scheme shall apply for registration to National Automotive Board in the prescribed proforma as given in **Annexure 1**. At the time of this application, each OEM shall be required to attach following documents.
 - a) Company Registration Certificate

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- b) Trade License
- 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 3)**

2.3 At the time of application, each OEM shall also be required to pre-register the xEV models for which they intend to avail the demand incentives under the scheme as per **Annexure 2**.

2.4 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

2.5 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 with applicable incentive on these vehicle as per the scheme guidelines from 1st April 2015. However, it may be noted that in case the said vehicle(s) is/are not meeting the eligibility criteria as per the scheme guidelines, the reimbursement for the demand incentive already passed onto the buyers cannot be claimed under the scheme. It is, therefore, advised to all concerned manufacturers that to avoid any such scenario the vehicle models may be tested at the earliest against the eligibility criteria at any of the authorized testing centres as per Para 2.6 to obtain "Eligibility Assessment Compliance Certificate".
- 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.

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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.

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** (Customer Acknowledgment – cum – Dealer Verification) 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

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- 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 as declared during the registration of the manufacturer.
- 4.4 Only those vehicles/retrofit kits, 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. For manufacturers outside the excise registration ambit may need to avail a certificate of "Confirmation of Manufacturing" from either Society of Indian Automobile Manufacturers or Society of Manufacturers of Electric Vehicles to ensure this objective.
- 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.

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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

Manufacturer Registration Form

To,
The Director
National Automotive Board
Dept of Heavy industry
Ministry of Heavy Industry & Public Enterprises
Udyog Bhawan, New Delhi -110011

Sub: Application for manufacturer registration under the FAME India scheme

Dear Sir,

We, _____ [Name of Manufacturer] are Original Equipment Manufacturer intend to manufacturer xEVs under FAME India scheme, as per Gazette Notification no _____ 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. Manufacturer information:

Sl. No.	Particulars	Provide Details	self-attested copy of relevant document attached (Y/N/NA)
1.	Name of OEM		
2.	Type of OEM a. Prop or b. Partnership or c. Company		
3.	Company Registration Certificate No. (if applicable)		Y
4.	Excise Registration applicable (Yes/ No)		
5.	Excise Registration Number		Y
6.	If excise is not applicable- SSI or Excise exemption certificate or IEM by Secretariat of Ind. Approval		Y

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7.	Sales Tax /VAT Registration		Y
8.	PAN Card Number		Y
9.	Articles of Association/ Partnership Deed	Please attach/ upload document along with application	Y
10.	Registered Office Address, Phone number, Fax Number and e-mail ID		
11.	Manufacturing Plant(s) Address (s), Phone numbers (Pl specify addresses of all plants manufacturing xEVs)	1. 2. 3.	
12.	Name of the Authorized Person, Correspondence Address, telephone no, email id		
13.	Bank Details	Account Holder Name: Name of Bank: Name of Branch: Account No.: Account Type: IFSC Code:	
14.	No of Service Stations*	Minimum 15	
15.	Manufacturer code (To be allocated by NAB/ System)		

Note: For 2W BEV /3W (Auto) BEV manufacturers, the following conditions have to be met for registration/ continuance of registration.

1. A "Confirmation of Manufacturing" to be obtained from SMEV (in their standard template) for first time registration along with layout and photograph of internal and external view of manufacturing facility.
2. Irrespective of any other requirement stipulated by any other standard/ rule/ guideline, for availing incentive under the scheme, manufacturer will have to meet the CoP requirement as per the guidelines available with the testing centres.

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B. Declaration & 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,

sincerely,

Yours

(Signatures of Authorized Signatory)

Name & Designation

Manufacturer name

(Affix the official SEAL)

Date:

Place

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Annexure 2

Model Pre-Registration Form

**xEV Model Information to be submitted by Manufacturer
for Pre-Registration with NAB and submission to Test Agency for Certification**

Sl No	Particulars	OEM Inputs	Remarks
1	Manufacturer Name		
2	OEM Code (if already allotted by NAB)		
3	xEV Model Name		
4	Variant(s) Name	A.	
		B.	
		C.	
		D.	
5	Vehicle Category (as per CMVR)		
6	Technology Type		
7	Fuel Type - Gasoline/ Diesel/CNG/ LPG (for hybrid vehicles)		
8	Battery Type		
9	Meeting xEV Technology Functions (Yes/ No)		
10	Meeting Qualifying Targets (Yes/ No)		
11	Estimated Incentive Grade (Level 1 / Level 2)		
12	Estimated Incentive Amount		
13	Name of test agency where vehicle type approval is planned		
14	Date of vehicle submission to test agency for type approval		
15	Base Vehicle Type approval certificate number		
16	xEV Model Code (To be allocated by NAB/ System)		
<p>Note:</p> <p>a) In the Field 5: Specify vehicle category as per CMVR - L1 /L2/M1 etc.)</p> <p>b) In the Field 6: Specify the "xEV Technology Type": Mild Hybrid or Strong Hybrid or Plug-in Hybrid or BEV</p> <p>c) In the Field 7: Specify the Fuel Type : Gasoline/ Diesel/CNG/ LPG (for hybrid vehicles)</p> <p>d) In the Field 8: Specify the Battery Type: Conventional Type or Advanced Type as fitted in the model.</p> <p>e) In the Field 9: Specify if the said xEV model meets the required Technology Functions (in yes or no).</p> <p>f) In the Field 10: Specify if the said xEV model qualifies the targets (in yes or no).</p> <p>g) In the Field 11: Specify the estimated incentive grade of the subject xEV model (i.e. Incentive Level 1 or Incentive Level 2).</p> <p>h) In the Field 12: Specify the estimated incentive grade amount as for the subject xEV model as per guideline</p>			

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We declare that the above information relating to the xEV model is in accordance with the guidelines of scheme namely FAME India of Government of India. The above information is as per our internal assessment and the same may be further validated by a test agency.

(Signatures of Authorized Signatory)

Name & Designation

Manufacturer name

(Affix the official SEAL)

Date:

Place:

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Annexure 3

Customer Acknowledgement & Dealer Verification Form

A. Customer Acknowledgement

I/We hereby undertake that, I/We have purchased xEV vehicle(s) (details of which are given below) under the FAME India scheme of Government of India and have received the incentive amount as per the scheme.

Sl. No.	Particulars	Provide Details
1.	Name of Manufacturer*	
2.	Vehicle Model*	
3.	Model Variant*	
4.	Chassis Number*	
5.	Dealer Name*	
6.	Dealer Invoice Number*	
7.	Dealer Invoice Amount*	
8.	Incentive amount adjusted in purchase price*	

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

Customer Name*	
Customer Address*	
Customer ID Proof	
Customer Address Proof	
Customer Email ID*	
Customer Mobile Number*	

(Signature of Customer)

B. Dealer Verification:

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

We also confirm that the benefit of Rs. _____ (Rupees _____ only) on account of FAME India Scheme Incentive has actually been given to the purchaser in the form of reduced purchase price.

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

(Signatures of Authorized Signatory)

Name & Designation

Dealer name

(Affix the official SEAL)

Date:

Place: