

Mahindra USA Inc.

Active Plan | 25921 | Farming Equipment & Supplies



Co-op Contact Information

Manufacturer Address

Mahindra USA Inc.
9020 Jackrabbit Rd., Suite 600
Houston, TX 77095

Manufacturer Contact

Denise Crowe/Martin Cisneros
phone: 281-449-7771
fax: 281-372-0357
800#: 877-449-7771
denise.crowe@mahindrausa.com

Co-op Ad Approvals

coop.approvals@mahindrausa.com

Co-op Claim Address

Mahindra NA Co-op Processing Center
10665 Richmond Ave., Suite 130
Houston, TX 77042

Co-op E-Claims

claims@mahindracoop.com

Co-op Claim Info

Claim Period: No later than 45 days month end ad placed

Form of Reimbursement: Credit memo

Co-op Claim Comments

Claims may be submitted electronically via REDeconnect dealer portal

Trade Promotion Structure

Qualifying Products	Participation %	Accrual %	Accrual Comment
New Tractors, Parts and Service & Maintenance	50%		*

Accrual Info

Accrual Period: -
*Prior Year

Accrual \$'s Located by a Third Party: No

Performance Info

Performance Period: 04/01 - 03/31

Availability: Authorized Mahindra dealers

Plan Comments

Prior approval is strongly recommended for all custom or non-pre-approved ads. Mahindra USA reimburses dealers 50% of media cost attributable to new Mahindra products, parts, service and maintenance. *Dealers should submit their projected advertising budget to their Business Manager and the Marketing Department for approval prior to any advertising commitment. The co-op accrual and utilization will be reviewed continuously with each claim submission and each dealer will be held to their assigned budget. Media spend and co-op utilization must be completed annually or co-op forecast and co-op budgets will not be approved. Co-op forecast will be reviewed quarterly and allocation may be updated based on dealer current YTD co-op utilization, retail sales performance, previous year's co-op spend and retail performance. **If the Mahindra tractor package deal includes Mahindra branded implements, attachments, (excluding Mahindra loaders and backhoes) & accessories, then the ad will be eligible for up to 60% reimbursement. Specific Mahindra implements (Mahindra Front Pallet Fork & Mahindra Rear Bale Spear) MUST be mentioned in ad to be eligible for 60/40 co-op reimbursement. Non Mahindra branded implements, attachments & accessories that are part of an advertised package deal & are not identified by brand name or logo are considered to be part of the Mahindra portion of the ad. For Mahindra tractor package deal ads to qualify, the ad may contain photos of the package elements but can't mention the brand name of non- Mahindra elements or qualify for other mfr.'s co-op reimbursements. For dealers signed in FY19 (2018), please refer to the New Dealer marketing program for co-op policy. Multi-dealer listing ads must be pre-approved. Dealer farm shows, open houses, special events, etc. will be part of each dealers co-op. Media attained through barter or trade does not qualify for co-op. Used equipment advertising does not qualify for co-op. Yellow Pages advertising does not qualify for co-op. Advertising the outright price of Mahindra Tractor or a Mahindra Tractor packaged deal is allowed only for local Designated Marketing Area (DMA) media. Outright prices advertised in media that reaches beyond a single Designated Marketing Area (as defined by Nielsen) will not qualify for co-op. Promoting the outright price of new Mahindra tractors or package deals on the Internet (eBay, Craigslist, dealer website, auction site, publication site, etc.) or in other forms of media that reach beyond a single Designated Marketing Area, will result in the forfeiture of co-op funds for the next quarter beginning on the date Mahindra notifies dealer in writing. Dealers may use media that reaches multiple Designated Marketing Areas only if the outright price of the Mahindra tractor or Mahindra tractor package is not advertised. For this media, promoting monthly payments and/or finance rates are allowable. Unused funds do not carry over. Mfr. co-op some customized advertising & media consultation with their (AOR) Agency of Record Richards/Carlberg (see plan). Mahindra may reimburse up to 50% of the one-time branding cost to create or modify a dealers website to become Mahindra branded when using Mahindra Preferred Partners - Dealer Spike, MediaWorks or Tangelo Ideas. XTV products do qualify for co-op. Contact the mfr. for further information and for available ad materials.

Eligible Media Types

All Print Radio TV Cable TV **Outdoor** Digital

Eligible Media

Billboard displays

Advertising Specs

Prior approval required for all custom created ads; Exclusive ads only; Mahindra logo; Superior Performance copy required; Mahindra service and/or parts copy required to qualify when advertising dealership service & parts; No trade or bartered ads allowed; Make no claims mfr. does not make; Recommend using at least one Mahindra product photograph or illustration where possible and promoting monthly payments and/or retail financing rates; No pay for production, talent or agency fees; Mfr. does co-op some customized advertising and media consultation with their Agency of Record Richards/Carlberg (see plan); All claims for advertising done in any one month should be submitted within 45 days on month end via REDeConnect or www.mahindracoop.com; Used equipment does not qualify for co-op; No copy or claims that imply a dealer will meet or beat any other Mahindra dealer's price; Use of Millennium logo is mandatory in all outdoor advertising; Follow all Mfr. Brand Element guidelines (see plan); Include XTV utility vehicle copy elements (see plan) when applicable

Claim Requirements

Detailed copy of contract with dates and number of months board will be posted; Media invoice for dates/number of months of contract; Billboard location; Photograph of posted board

04/26/2018