

PROMO TYPE as of 2026

TTA			VAT	BILLING	pph 23 should be			
TTA	Promo type							
B	Rabat Tetap / Fixed Rebate (%)	12	Fixed Rebate (%)	No	DN	15%		
C1	Biaya Promosi / Promotion Cost (%)	F6	Promotion Cost %	Yes	SR& KWI	2%		
		36	Mailer (T%) - spending - not to bill to supplier	Yes	SR& KWI	2%		
C2	Biaya Promosi / Promotion Cost (Rp)	F9	Promotion Cost Rp	Yes	SR& KWI	2%		
		46	Mailer (Recovery)	Yes	SR& KWI	2%		
D1	Pengiklanan / Advertising (Rp)	E9	Category Event	Yes	SR& KWI	2%		
D2	Pengiklanan / Advertising (%)	E11	Category Event %	Yes	SR& KWI	2%		
E1	Promosi Di Dalam Toko / In Store Promotion (Rp)	01	Instore Promotion - Display End	Yes	SR& KWI	2%		
		22	Instore Promotion - Light Box	Yes	SR& KWI	2%		
		09	Instore Promotion - COC	Yes	SR& KWI	2%		
		04	Instore Promotion - Floor Display / Pallet	Yes	SR& KWI	10%		
E2	Promosi Di Dalam Toko / In Store Promotion (%)	07	Instore Promotion %	Yes	SR& KWI	2%		
F	Diskon Bulanan / Monthly Discount (%)	16	Monthly Discount	No	DN	15%		
G	Product Listing (Rp)	90	Product Listing	Yes	SR& KWI	2%		
H	Volume Purchase Rebates	91	Volume Purchase Rebate (VPR)	No	DN	15%		
I.1	Penalti / Penalty	G5	Service Level	No	DN	No		
I.2	Penalti atas Penggantian Pemasok / Supplier Change (Rp)	93	Penalty on Supplier Change	No	DN	No		
I.3	Penalti atas Perubahan Bar Code With Notification	94	Penalty on Product Change w/ notification	No	DN	No		
I.4	Penalti atas Perubahan Bar Code Without Notification	96	Penalty on Product Change w/o notification	No	DN	No		
MBDA			Promo type	VAT	BILLING	pph 23		
1.1	MBDA On Top of Budget (%)	47					Mailer (M%)	YES
1.2	MBDA On Top of Budget (Rp)	C1	Category Event (M%)	YES	SR& KWI	2%		
		50	Instore Promotion - Display End (M%)	YES	SR& KWI	2%		
		62	Instore Promotion - Floor Display / Pallet(M%)	YES	SR& KWI	10%		
		48	Mailer (M .Rp.)	YES	SR& KWI	2%		
5	Ulang Tahun / Anniversary (%)	C2	Category Event (M.Rp.)	YES	SR& KWI	2%		
		51	Instore Promotion - Display End(M.Rp.)	YES	SR& KWI	2%		
		63	Instore Promotion - Floor Display / Pallet(M.Rp.)	YES	SR& KWI	10%		
6	Musiman /Seasonal - Back To School (%)	E2	Seasonal - Back To School (%)	Yes	SR& KWI	2%		
6.1	Musiman /Seasonal - Chinese New Year (%)	E1	Seasonal - Chinese New Year (%)	Yes	SR& KWI	2%		
6.3	Musiman /Seasonal - Idul Fitri (%)	E3	Seasonal - Idul Fitri (%)	Yes	SR& KWI	2%		
6.4	Musiman /Seasonal - Christmas (%)	E8	Seasonal - Christmas (%)	Yes	SR& KWI	2%		
7	Peluncuran Kembali / Relaunch (%)	39	Relaunch (%)	Yes	SR& KWI	2%		
7.2	New Store Opening (%)	38	New Store Opening (%)	Yes	SR& KWI	2%		
7.3	New Store Opening (Rp)	35	New Store Opening (Rp.)	Yes	SR& KWI	2%		
7.4	Relaunch (Rp)	37	Relaunch (Rp.)	Yes	SR& KWI	2%		
10.1	Brand Sales Disc on Total	71	Brand Sales Disc on Total (VPR)	No	DN	15%		
10.2	Brand Sales Disc on Incremental	81	Brand Sales Disc on Incremental (VPR)	No	DN	15%		
9	Damaged Stock	13	Non Returnable	No	DN	No		
11.1	Cross Docking/Subsidi Angkut	B4	Cross Docking	Yes	SR& KWI	2%		
		B6	Store Refraction(M.Rp.)	No	DN	No		
11.2	Store Refraction (Rp)	B0	Store Refraction(M%)	No	DN	No		
12	Additional Dev Fund (%)	D3	Development Fund %	YES	SR& KWI	2%		
12	Additional Dev Fund (RP)	49	Mailer (Add)	YES	SR& KWI	2%		
		C3	Category Event (A.Rp.)	YES	SR& KWI	2%		
		52	Instore Promotion - Display End(A.Rp.)	YES	SR& KWI	2%		
		58	Instore Promotion - End Cap(A.Rp.)	YES	SR& KWI	2%		
		64	Instore Promotion - Floor Display / Pallet(A.Rp.)	YES	SR& KWI	10%		
		D8	New Item / Produk Support	YES	SR& KWI	2%		
		A3	Instore Promotion - Act Media	YES	SR& KWI	2%		
		E4	Instore Promotion - Demo Power	YES	SR& KWI	2%		
		F4	Partnership Fee	YES	SR& KWI	2%		
		8	Private Label Insurance	99	Private Label Insurance	YES	SR& KWI	2%
			Test Lab	98	Test Lab	YES	SR& KWI	2%
			Design Fee	97	Design Fee	YES	SR& KWI	2%
9	Retail Media	D11	Digital Media - Front of Store Screen	YES	SR& KWI	2%		
		D12	Digital Media - Cashier Backwall TV	YES	SR& KWI	2%		
		D13	Digital Media - Gondola End Screen	YES	SR& KWI	2%		
		D14	Digital Media - Side Aisle Screen	YES	SR& KWI	2%		
		D15	Digital Media - Dual POS Screen	YES	SR& KWI	2%		
		D16	E-Commerce	YES	SR& KWI	2%		
10	Non TTA	95	Affiliate Fee	Yes	SR& KWI	2%		
		92	Support Voucher Media	No	DN	No		