

## **MARKETING PLAN**

### **Definitions:-**

The following words used in Marketing Plan shall have the meaning as defined as under;

- a. **Point volumes/ Business Volume (P.V/ B.V)** : it is value of the product on which sales incentive is calculated weekly. PV/BV specifically given to every products .The PV/BV of the product may be equal to or different as may be declared by the company.PV /BV may change from time to time by the company.

- b. **Direct Sponsor**

The id who is main sponsor of the direct seller at time of enrollment.

- d. **Under Place ID**

it is id of Direct seller under which new Direct seller ID is placed by the system.

### **E Downlines**

Refers to the Direct sellers who have recruited or who have joined the business after you did and whose sales also generate income for you. There is left Downline (group) and right Downline (group)

### **E. Calculation of Sales Incentive**

Net Sales Incentive of a Direct Seller is calculated on basis PV/BV matched in the both Downlines (groups). The Sales Incentive relates to the Direct Seller who becomes disqualified for any reason for Sales Incentive, shall not be excluded for calculate of Sales Incentive payable to other Direct Sellers .

- c. **Sponsor**

Direct Seller who promote new person to become Direct Seller in his/her group termed as a Sponsor.Just immediate upline of new applicant termed as a sponsor.

### **How to become Direct Seller :-**

Application form is available on the website link for becoming Direct Seller. Sponsor id of any existing direct seller is required for free registration.

After registration you will get unique id and password and welcome sms will be sent to your registered mobile no.

After that you can login to your account and you are required to upload the original scanned documents. As listed below.

List of the documents to be submitted/uploaded along with for becoming a Direct Seller.

one Passport size coloured photograph.

Original scanned copy of any of the following documents for photo identification shall be uploaded in KYC section in Dashboard.

1. Passport (Valid)
2. PAN Card
3. Aadhar card
4. Certification from any of the Authorities mentioned below:
  - Panchayat Pradhan
  - Councilor
  - Sarpanch of Gram Panchayat
- b. Self attested Photocopy of any of following documents for address proof:-
  1. Telephone bill not older than 6 months
  2. Bank account statement not older than 6 months(Attested by Bank)
  3. Electricity bill not older than six months
  4. Ration card
  5. Passport (Valid)
  6. Driving License (Valid)
  7. Voter's Identity Card
  8. Written confirmation from the banks (Attested by Bank)
  9. Lease agreement along with rent receipt not older than 3 months
  10. Current employer's certificate mentioning residence
  11. Domicile certificate with communication address and photograph
  12. Central/State Government certified Address proof.

Please note that expired passport cannot be used as address proof, it can be accepted as ID proof.

- c. Cancelled original signed cheque which has the name printed of account holder or original Bank statement issued and attested by bank for the proof of Bank Account Number.
- d. Photo copy of PAN Card.

There is no charge for registration as a Direct Seller. A Unique/Track ID Number will be given on website. After receiving the ID Number, the Direct Seller has to obtain the ID card by login their personal information on Website.

One Direct Seller can sponsor as many person as he/she desire. Sponsor who is not Direct Seller can sponsor single new person but benefit privileges will be given only after becoming Direct Seller.

#### **CALCULATION OF SALES INCENTIVE:-**

Sales Incentive is calculated on a fixed percentage of business volume of the purchase made by direct sellers and their groups on weekly basis .all the business volume (BV) and point volume (PV) are accumulated from sale of products in the Downlines. Weekly payout will be calculated on matched BV/PV. You will get 700/-as matching PV (2PV) incentive. Balance PV of any side will be carry forward for next closings .Weekly capping for PV matching is 150 PV. You will get 5% of total matched BV/PV weekly. Percentage can be upgraded to 8% and 15% of total matching PV/BV by purchasing 1500 BV and 3000 BV.

#### **TEAM INFINITY BONUS:-**

Team infinity bonus is calculated from the payouts of direct Downlines. For example your direct sponsored direct sellers will your 1<sup>st</sup> level . Your direct sponsored direct seller will sponsor their direct seller s under them that will be counted as your 2<sup>nd</sup> level .your 2<sup>nd</sup> level direct sellers sponsored new direct sellers will be your 3<sup>rd</sup> level as so on. This will be infinity level.

#### **MONTHLY ROYALTY:-**

Monthly royalty is calculated on the total turnover of the company. Minimum qualification of monthly Royalty is silver direct seller. Monthly royalty is given to the active direct sellers starting from Silver Direct sellers. When you qualify for the Gold level you will get the royalty for Silver and Gold direct sellers. You can take all levels monthly Royalty from the company Turnover .Minimum monthly sales is required to qualify for the Monthly Royalty.

Example: suppose you are qualified silver distributor for the current month. Total turnover of the company is 1000000.

Sales turnover of BV/PV

Monthly Royalty=-----

No of royalty achievers

**YEARLY ROYALTY**

YEARLY Royalty is calculated on company yearly turnover of the company BV/PV. Company calculates the yearly turnover PV/BV. There are minimum qualification criteria to be eligible to the Yearly Royalty on company turnover.

Yearly Sales turnover of BV/PV

Yearly Royalty=-----

No of yearly Royalty achievers

**JASAN POOL INCOME**

It is promotional income generated from monthly sales turnover of company PV. The Direct sellers who will qualify for the Pool Income will get monthly income from the company PV turnover. If direct seller fails to qualify for Pool 1 income. He can qualify for the 2<sup>nd</sup> or 3<sup>rd</sup> Pool in given time to qualify for the pool income. There is no monthly fixed income it may decrease or increase on monthly PV turnover. Company can withdraw income at any time and will not be applicable for the new direct sellers. However all the qualified direct sellers will get the income as specified. Jasan Pool Income is not part of regular business/Marketing Plan.

<b>POOL NAME</b>	<b>REQUIRED LEFT PV SALES</b>	<b>REQUIRED RIGHT PV SALES</b>	<b>TOTAL AMOUNT</b>	<b>QUALIFICATION TIME FROM DOJ</b>
JASAN POOL 1	2	2	13000	20 DAYS
JASAN POOL 2	20	20	20000	40 DAYS
JASAN POOL 3	80	80	45000	80 DAYS

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