



VOCAL FOR LOCAL

आयुर्वेद अपनायें—निरोगी जीवन पायें!

BUSINESS PLAN

**DAILY NEED MARKETING
& RETAIL PVT. LTD.**

CIN-U52590HR2015PTC056073

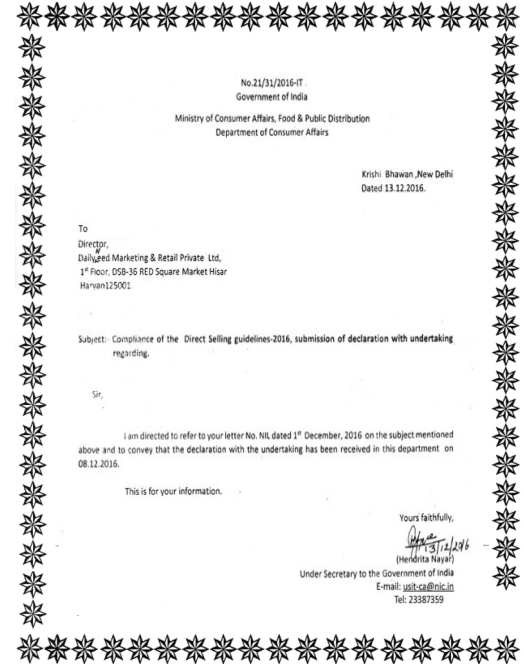
www.dnmbusiness.com

Way To Success....

LEGALITIES



- ◆ Company is always committed to fulfill all provision, rule & regulation related to consumer protection act, 1986 and Direct Selling Guidelines-2016.
- ◆ Company has submitted its undertaking file and also received a letter from "Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Govt. of India". Letter No. 21/31/2016-IT.



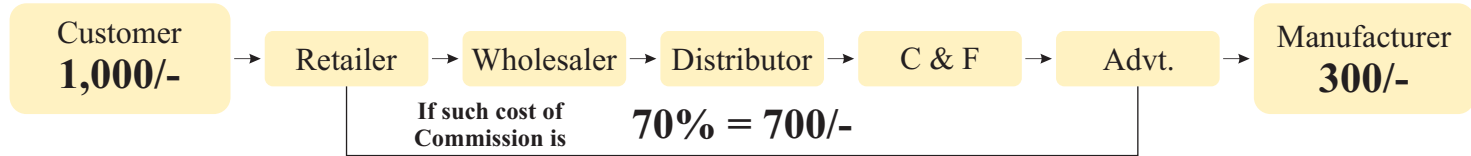
DNM PRODUCT CATEGORY



WHAT IS DIRECT SELLING ?

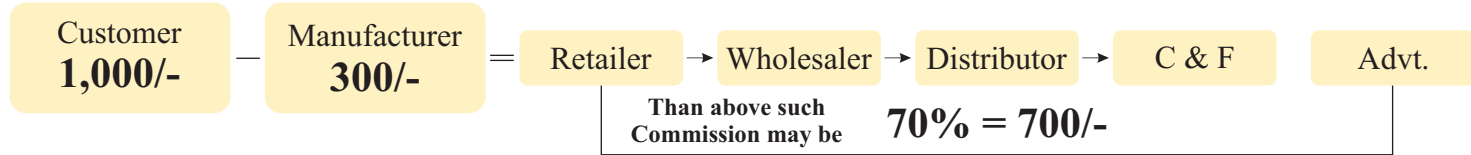
TRADITIONAL BUSINESS

Example-



DNM DIRECT SELLING

Example-



*Margin of agent, C&F, wholesaler as well cost of advertisement distribute **among direct seller team as per achieved sales by them**

DNM से उत्पाद खरीद कर आप **70 %** तक कमा सकते है।



How to Become a Direct Seller

- a) Free Registration.
- b) Register through our website www.dnmbusiness.com.
- c) Update KYC (Photo + Pan Card + Aadhar Card + Bank Passbook with IFSC Code).
- d) Go through term & conditions, agree and put sign through OTP.
- e) Direct Seller get his/her user ID and password instantly.

From Where DNM DS Can Purchase Product?

- a) DNM Head Office.
- b) Authorised Shopping Point/DD of the Company.



INCOME OF DIRECT SELLER

Sales Retail Discount (upto 40% on MRP)

Sales Group Commission (35% of SV)

Sales Group Extra Commission (15%)

Sales Commission for Traveling (5% of SV)

Sales Commission for Bike (5% of SV)

Sales Commission for Car (5% of SV)

Sales Commission for House (5% of SV)

Sales Commission for Villa (7.5% of SV)

Sales Self Repurchase (upto 30% of SV)

Sales Store(5% on DP), Sales DD(10% on DP) being a discount

Sales Loyalty Offer

SALES RETAIL DISCOUNT



SALES RETAIL DISCOUNT = (MRP-DP)

Example-

MRP of Heart Care Juice	: 800/-
DP Price of Heart Care Juice	: 520/-
Retail Discount to D.S.	: 280/-

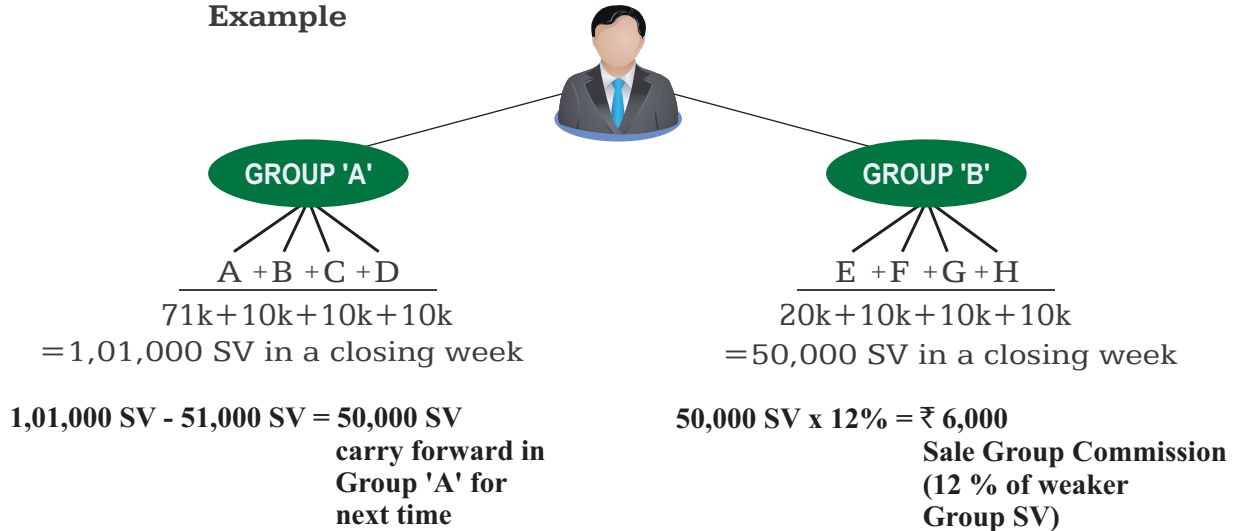


SALES GROUP COMMISSION (35%)



- 12 % matched on sale value of weaker Group.
- No Limit of appointment of Direct Seller in any Sale Group.
- Weekly Sale Close on Thursday, Payment in 10 days after weekly closing.
- 1st Sale Group Commission 1:2 or 2:1 after that 1:1.

Example



SALES MAXIMUM CAPPING



Sale Value	Maximum Capping
1,000	5,000 Weekly
5,000	35,000 Weekly
10,000	75,000 Weekly
	1,00,000 Weekly
	1,25,000 Weekly
	1,50,000 Weekly
	1,75,000 Weekly
	2,00,000 Weekly

this capping shall be increase accordingly to Direct Seller's achieved Level



- * Sale value based on first 30 days Purchasing
- * Automatic Weekly Closing on every Thursday at 11.59 pm

SALES GROUP EXTRA COMMISSION (15%)



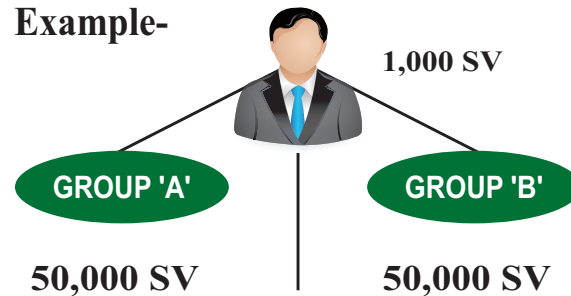
Sr. No.	Sale Points Sale Group A : B	Amount	Acheivement of DS	Tour Package based on sales
1	1 : 1	1,000	Star DS	Within 30 Days
2	5 : 5	2,100	Super Star DS	NIL
3	20 : 20	5,100	Silver Star DS	NIL
4	70 : 70	18,000	Gold Star DS	NIL
5	170 : 170	40,000	Ruby Star DS	Thailand
6	420 : 420	2,60,000	Emerald Star DS	Singapore
7	1070 : 1070	5,50,000	Crown Emerald Star DS	Dubai
8	2570 : 2570	7,50,000	Diamond Star DS	Tashkent
9	7070 : 7070	12,00,000	Blue Diamond Star DS	Muscat / Fizi Island
10	16070 : 16070	21,00,000	Crown Diamond Star DS	Hongkong / Macau
11	31070 : 31070	40,00,000	Ambassador Star DS	Russia
12	56070 : 56070	75,00,000	Blue Ambassador Star DS	Switzerland
13	91070 : 91070	1 Crore	Crown Ambassador Star DS	Australia

* 1 Sale Point = 10,000 S. V.

SALES COMMISSION FOR TRAVELLING (5%)

Who Will Qualify?

- Qualifying for the Sales Commission for Travelling, Achieved sales business of 50,000 SV in both Sale Group 'A' & 'B' in a particular month and 1000 SV repurchase in self code.
- 5% of total turnover of company will be equally distributed among all Qualifier as a Sales commission for travelling.

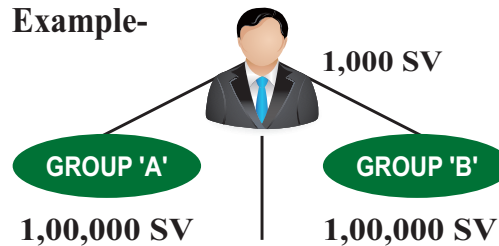


- Suppose, Company total turnover in a particular month = 1Crore SV
- 5 % (Sales commission for travelling) of 1Crore SV = 5 Lakh
- No. of approx achiever (Sales business 50,000 SV in A and B Sale Group) = 100
- Equally Distributed among all achievers = $5,00,000 / 100 = 5,000$ (Approx)

SALES COMMISSION FOR BIKE (5%)

Who Will Qualify?

- Qualifying for the Sales commission for bike, Achieved sales business of 1,00,000 SV in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- 5% of total turnover of company will be equally distributed among all Qualifier as a Sales commission for bike.

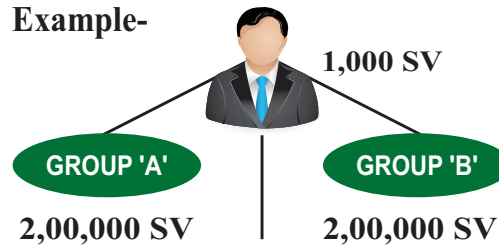


- Suppose, Company total turnover in a particular month = 1Crore SV
- 5 % (Sales commission for bike) of 1Crore SV = 5 Lakh
- No. of approx achiever (Sales business 1,00,000 SV in A and B Sale Group) = 50
- Equally Distributed among all achievers = $5,00,000 / 50 = 10,000$ (Approx)

SALES COMMISSION FOR CAR (5%)

Who Will Qualify?

- Qualifying for the Sales commission for car, Achieved sales business of 2,00,000 SV in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- 5% of total turnover of company will be equally distributed among all Qualifier as a Sales commission for bike.

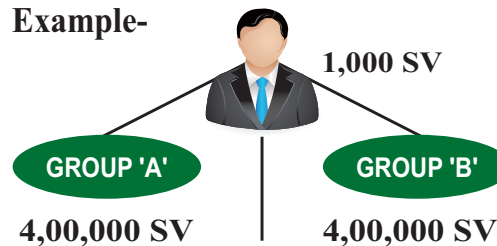


- Suppose, Company total turnover in a particular month = 1Crore SV
- 5 % (Sales commission for car) of 1Crore SV = 5 Lakh
- No. of approx achiever (Sales business 2,00,000 SV in A and B Sale Group) = 25
- Equally Distributed among all achievers = $5,00,000 / 25 = 20,000$ (Approx)

SALES COMMISSION FOR HOUSE (5%)

Who Will Qualify?

- Qualifying for the Sales commission for house, Achieved sales business of 4,00,000 SV in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- 5% of total turnover of company will be equally distributed among all Qualifier as a Sales commission for bike.



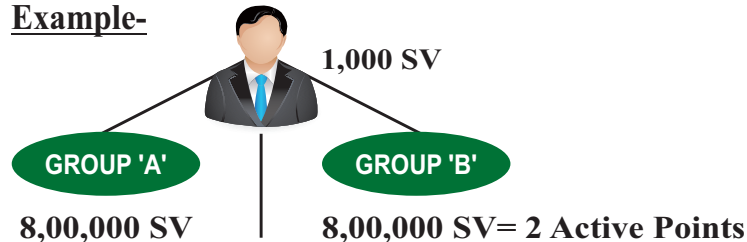
- Suppose, Company total turnover in a particular month = 1Crore SV
- 5 % (Sales commission for house) of 1Crore SV = 5 Lakh
- No. of approx achiever (Sales business 4,00,000 SV in A and B Sale Group) = 10
- Equally Distributed among all achievers = $5,00,000 / 10 = 50,000$ (Approx)

SALES COMMISSION FOR VILLA (7.5%)

Who Will Qualify?

- Qualifying for the Sales commission for villa, Continuously maintain 3 month regular Sales Commission for House & achieved Sales business of 8,00,000 SV in both Sale Group 'A' & 'B' in a particular month and also 1000 SV repurchase in self code.
- 7.5% of total turnover of company will be distributed among all Qualifier as per their Active Points.
- 1 Active Point = 4,00,000 SV: 4,00,000 SV in both Sale Group 'A' & 'B' in a particular month.
- 2 Active Point = 8,00,000 SV: 8,00,000 SV in both Sale Group 'A' & 'B' in a particular month. (Point will be calculated in multiple of 4,00,000 SV each group)

Example-



- Suppose, Company total turnover in a particular month = 1Crore SV
- 7.5 % (Sales commission for house) of 1Crore SV = 7.5 Lakh
- No. of Active Point = 25
- 1 Active Point value is ₹30,000
- You have 2 Active Points = ₹30,000 x 2 = ₹60,000 (Sales Commission for Villa)

STORE / DD POINT



Store will be open with the product of 50,000/- (5% on DP) being a discount (10,000 Stock should be Maintained)

DD will be open with the product of 5,00,000/- (10% on DP) being a discount (2.5 Lac. Stock should be Maintained)

SALES LOYAL CUSTOMER



Free
Gift

Free
Gift

Assured
Gift

1000 S.V.

Purchasing Regular 6 Months

between 1 to 15th day of every month

1000 S.V. Product Gift
in the 7th month

- ★ लॉयल्टी प्रोडक्ट पर **S.V.** नहीं मिलेगा व प्रोडक्ट एकल-एकल मिलेगा।
- ★ जिस महीने न्यू ज्वार्डनिंग हो रही है व पूरा महीना मान्य होगा इसके बाद हर महीने एक से 15 तारीख तक का व्यवसाय मान्य होगा।
- ★ परफोरमेंस बोनस के लिए की गई रिप्रचेज पर लॉयल्टी मान्य नहीं होगी।
- ★ लॉयल्टी लेने के लिए सिंगल बिल ही मान्य होगा। सिर्फ **1000 S.V.** पर ही लॉयल्टी मान्य होगी।

ACHIEVEMENT OF DIRECT SELLER



Sr. No.	Achievement of DS	Sale Points Sale Group A : B	Active Leg
1	Star DS	1 : 1	2 Active Leg
2	Super Star DS	5 : 5	2 Active Leg
3	Silver Star DS	20 : 20	2 Active Leg
4	Gold Star DS	70 : 70	2 Active Leg
5	Ruby Star DS	170 : 170	2 Active Leg
6	Emerald Star DS	420 : 420	2 Active Leg
7	Crown Emerald Star DS	1070 : 1070	2 Active Leg
8	Diamond Star DS	2570 : 2570	2 Active Leg
9	Blue Diamond Star DS	7070 : 7070	2 Active Leg
10	Crown Diamond Star DS	16070 : 16070	2 Active Leg
11	Ambassador DS	31070 : 31070	2 Active Leg
12	Blue Ambassador DS	56070 : 56070	2 Active Leg
13	Crown Ambassador DS	91070 : 91070	2 Active Leg

SALES SELF RE-PURCHASE COMMISSION (UPTO 30%)



If any Direct Seller, Self Re-purchase any product after Activation of Self ID. The Company gives him/her, self re-purchase commission up to 30%

Example-

<u>Id Active With</u>	<u>Self Repurchase Level</u>
(I) 1,000 S.V.	15%
(II) 5,000 S.V.	30%
(III) 10,000 S.V.	30%



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