

KEVA INDUSTRIES

KEVA



BUSINESS PLAN

- Most Trusted Brand name in Healthcare & FMCG Sector in India
 - Incepted in year 2009, started Direct Selling Model in April 2010, Keva Industries an ISO 9001-2015 Certified Company is positioned as one of the most trusted brand name & a conglomerate in Healthcare & FMCG sector in India with a dominant network footprint, contouring as one of the emerging Natural Healthcare company even since its inception, backed by a strong track record of innovation. .
- Keva Industries is a GOOD BUSINESS opportunity and it follows Direct Selling Guidelines as per Govt. of India



Partners With State-of-the-art Multi-disciplinary Division



LARGE INFRASTRUCTURE OF HO & PARTNER COMPANIES

KEVA INDUSTRIES

Plot No-18-19, Village Tibba, Sahnewal Dehlon Road,
Ludhiana : 1411020

Total Area :166660 Sq ft

Keva Herbals UNIT 1 (Partner company)

Vill. Kishanpura, Post Gurumajra,
Teh Baddi Distt. Solan (H.P.)

Total Area : 99000 Sq ft

Keva Herbals UNIT 2 & Other Partner Companies

Approx. Land : 185000 Sq Ft

Around 450000 Sq ft AREA



MISSION

To be the most trustworthy, competent & dedicated company bringing forth its exceptional & innovative healthcare and wellness products with a sense of utmost commitment to fulfil the best quality with delivery obligations to each customer & moving a step towards betterment of human health by improving the life expectancy of as many people as possible & hence helping mankind. To provide the best business opportunity.

VISION

To make the benefits of all its products reach every customer through a well defined distribution channel & to let the distributing leaders succeed ahead in Business development by awarding promotional plans.



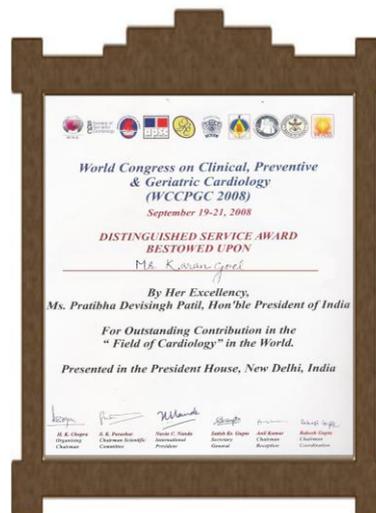
DR. KARAN GOEL CEO – Keva Industries

After doing diligent market research in Direct Selling Industry & growth for 5 years globally from USA to Europe to provide more competent & prospective direct selling business model for Indian people Dr. Goel moved back to India and joined his family business and later he started a healthcare business by the name “Keva Industries” to provide people with financial freedom & healthy life. A multi-faceted personality, Dr. Goel is a connoisseur, who takes interest in different activities that enrich and enliven life.



DR. KARAN GOEL CEO – Keva Industries

Dr. Goel was conferred the '**Distinguished Services Award**' that was bestowed upon him **By Her Excellency Ms Pratibha Devisingh Patil**, Hon. Ex- President of India, in President House, for outstanding contribution in the field of Cardiology.

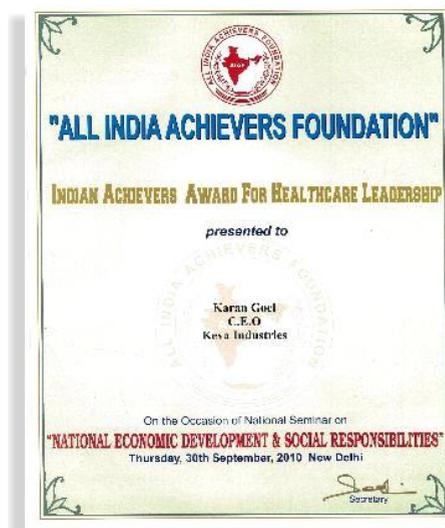


DR. KARAN GOEL CEO – Keva Industries

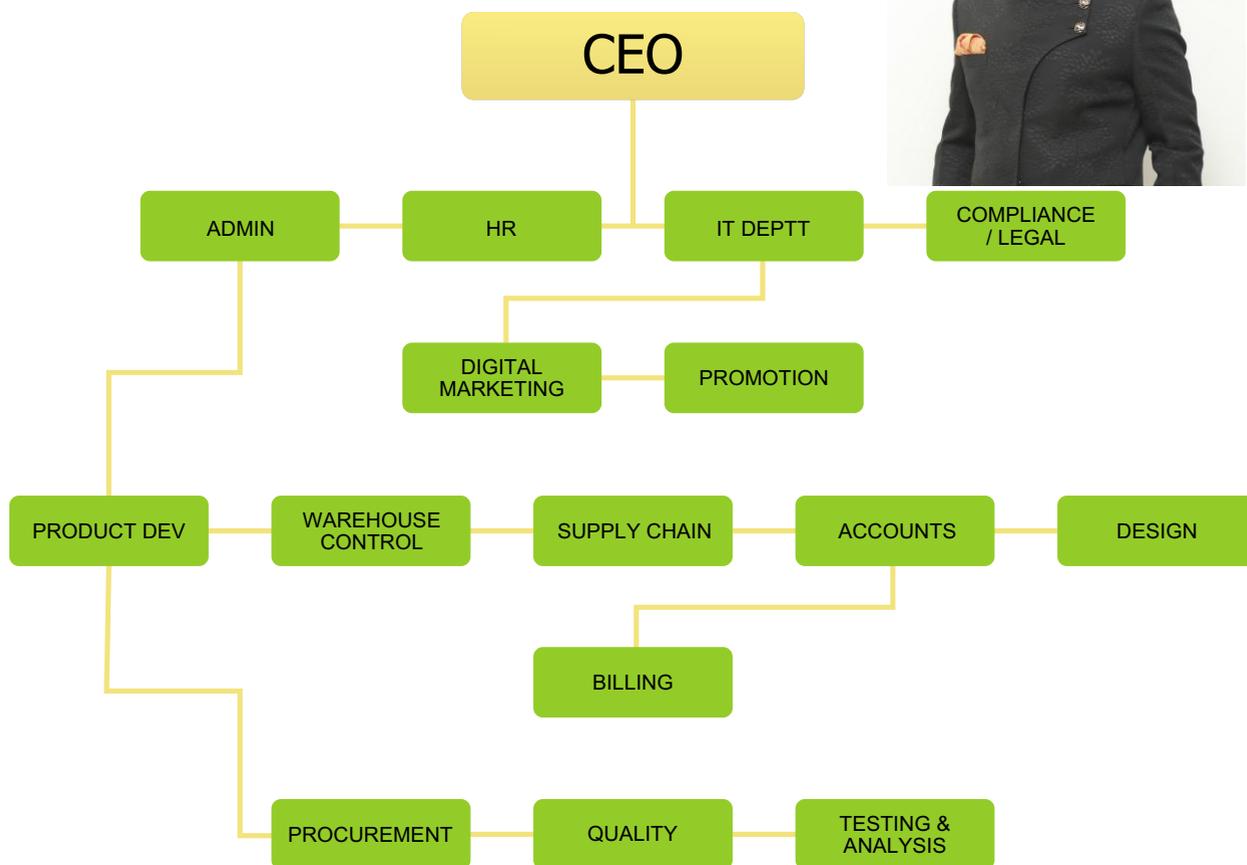


On the occasion of 57th National seminar The Indian Economic Development & Research Association presented 'Bhartiya Udyog Ratan Award' to Dr. Goel for "Outstanding Contributions to Nation Building & World Peace"

In September, 2010 presented 'Indian Achievers Award for Healthcare Leadership' for 'National Economic Development & Social Responsibilities'



MANAGEMENT & OPERATIONAL WING



MORE THAN 50 PATENTS, TRADEMARKS, COPYRIGHT & AWARDS



Dr. Karan Goel
 Facilitated with the **CEO of the Year** award
 Award Received From Shree Harish Rawat (Ex CM of Uttarakhand,
 General Secretary Indian National Congress party)



South Asia Pacific Healthcare Summit & Business Awards 2019



Fastest Growing Direct Selling Company Award to Keva Industries

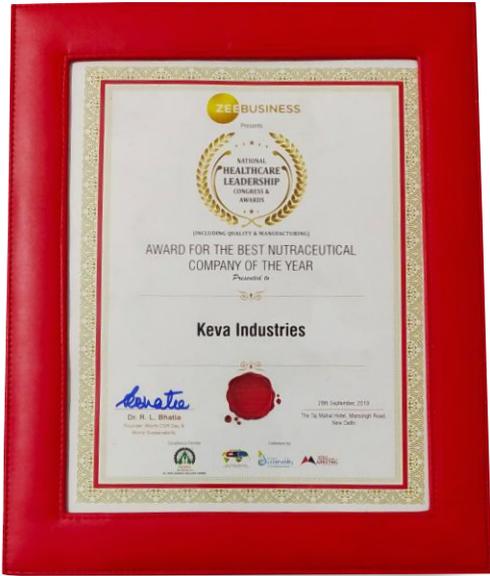
Fastest Growing Healthcare Company Award





"The Best Nutrition Brand" certificate from Zee Business

"The Best Nutraceutical Company of the Year" certificate from Zee Business





KOSHER Certificate for Keva products



WHO GMP Certificate of Compliance



HALAL certificate for Keva products



HACCP Certificate (Hazard Analysis Critical Control Points)



USFDA Certificate with Keva Industries

ORGANIC CERTIFICATE



IRA & IDSA Membership Certificate

Award From

NEWS CHANNEL



**“The Best Nutrition Brand”
&
“The Best Nutraceutical Company of the Year”**



“QUALITY EXCELLENCE AWARD FOR FASTEST GROWING COMPANY”

From



ECONOMIC TIMES



CERTIFICATES & APPROVALS

- Certificate From Indo US Chamber Of Commerce
- Certification From Direct Marketing Association
- FSSAI Lic
- Test Report From Central Food Technological Research Institute
- Certification From Health Foods And Dietary Supplements Association
- Certification From Spinal Cord Society Of India
- Certificate From Alzheimer's And Related Disorders Association Of India
- Certificate From Indian Economic Development And Research Association
- KAMD Test Certificate From ShriRam Institute For Industrial Research, New Delhi, India
- Premium Health Award For Keva Anti Pollution Drops
- Economic & Human Resource Development Award For KSED
- ISO 22000:2005 Certificate (Food Safety Management System)
- ISO 14001: 2015 Certificate (Environmental Management System)
- ISO 9001:2015 Certificate (Quality Management System)
- ISO 18001:2007 Certificate (Occupational Health and Safety Management System)
- Certificate from All India Cosmetic Manufacturers Association
- Certificate from All India Food Processors Association
- Best Citizen Award For Bharat Vikas Conferred to Dr. Karan Goel
- Certificate From Agricultural And Processed Food Products Export Development Authority



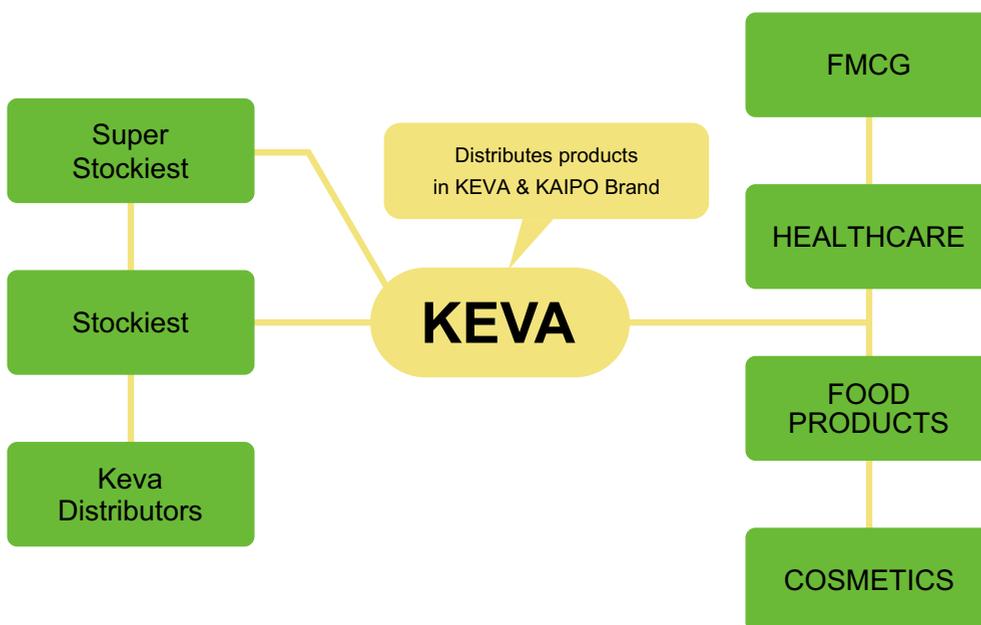
CERTIFICATES & APPROVALS

- CE Certificate for Quantum Analyzer
- Quality Excellence Certificate - Keva Acai
- Compliance CE for Quantum Magnetic Resonance Analyzer
- Quantum Magnetic Resonance Lab Report from Planet Electro Lab
- Quantum Certificate - Medical Device Quality Management System
- Community Service and Letter of Appreciation
- International Healthcare Excellence Award For Keva Noni
- International Quality Excellence Award For KAMD
- Ministry of Consumer Affairs Certificate for Quantum Magnetic Resonance Analyzer
- Certification From Chamber Of Industrial And Commercial Undertakings
Recognized By Government Of India



KEVA INDUSTRIES

Distribution HUB



1

RETAIL INCOME

ALL KEVA PRODUCTS ARE AVAILABLE
BUY ONE GET ONE FREE
FOR LIFE TIME HENCE
RETAIL PROFIT WILL BE 100%

FOR EXAMPLE:-

PRODUCT	MRP(Rs.)	PROFIT	PROFIT(%AGE)
KAMD	949/-	(949+949)	949/- (100%)
SHAMPOO	299/-	(299+299)	299/- (100%)

2

Distribution: 100% of BP Turnover

TEAM PERFORMANCE BONUS

38 % of BUSINESS POINT VOLUME (B.P.)

Monthly Self Purchase = 400 Business Point



DIRECTOR TEAM INCENTIVE (6% OF Bp*)

Eligible only if Star club Achieved
IF COMPLETED 1,00,000 B.P FROM ANY LEG
1,00,000 B.P. FROM ALL OTHER LEGS

Director Team Incentives Level 1 = 2% of BP Value

Director Team Incentives Level 2 = 1% of BP Value

Director Team Incentives Level 3 = 1% of BP Value

Director Team Incentives Level 4 = 0.5% of BP Value

Director Team Incentives Level 5 = 0.5% of BP Value

Director Team Incentives Level 6 = 0.5% of BP Value

Director Team Incentives Level 7 = 0.5% of BP Value



**ROYALTY
CLUB INCOME
8%
OF B.P.**

AFTER BECOMING EXECUTIVE

**IF COMPLETED 10,000 B.P FROM
ANY ONE LEG
&
10,000 B.P. FROM ALL OTHER LEGS.**

**8% OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS**

Illustration :

**If Company Monthly BP Turnover 12.50 Cr
Number of Achiever : 2230**

$$\frac{125000000 * 8\%}{2230} = \text{Rs.4484}$$

**Rs.4484 will be distributed to Each Royalty
Achiever**

**LOYALTY
CLUB INCOME
5%
OF B.P.**

After Becoming Executive

Generate 25,000 B.P From Any One Leg
+
25,000 B.P. from all other Legs

5% of Co Monthly BP Turnover
No of Achievers

Illustration :

If Company Monthly BP Turnover 12.50 Cr
Number of Achiever : 762

$$\frac{125000000 * 5\%}{762} = \text{Rs.8202}$$

Rs.8202 will be distributed to Each Loyalty
Achiever

**STAR
CLUB INCOME
4%
OF B.P.**

CONDITION
MINIMUM 2 EXECUTIVES IN DIFFERENT LEGS
IF COMPLETED 50,000 B.P. FROM
ANY ONE LEG
&
50,000 B.P. FROM ALL OTHER LEGS.
4% OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS

Illustration :

If Company Monthly BP Turnover 12.50 Cr

Number of Achiever : 390

$$\frac{125000000 * 4\%}{390} = \text{Rs.12820}$$

Rs.12820 will be distributed to Each Star
Achiever

**FOREIGN TOUR
CLUB INCOME
2%
OF B.P.**

CONDITION
MINIMUM 2 DY. MANAGERS IN DIFFERENT LEGS
IF COMPLETED 1,00,000 B.P. FROM
ANY ONE LEG
&
1,00,000 B.P. FROM ALL OTHER LEGS.
2% OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS

Illustration :

If Company Monthly BP Turnover 12.50 Cr
Number of Achiever : 193

$$\frac{125000000 * 2\%}{193} = \text{Rs.12953}$$

Rs.12953 will be distributed to Each Foreign
Achiever



**CAR
CLUB INCOME
2%
OF B.P.**

CONDITION
MINIMUM 2 SR MANAGERS IN DIFFERENT LEGS
COMPLETED 1,50,000 B.P. FROM
ANY ONE LEG
&
1,50,000 B.P. FROM ALL OTHER LEGS.
2% OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS

Illustration :

If Company Monthly BP Turnover 12.50 Cr
Number of Achiever : 111

$$\frac{125000000 * 2\%}{111} = \text{Rs.22552}$$

Rs.22552 will be distributed to Each Car
Achiever



**HOUSE
CLUB INCOME
2%
OF B.P.**

CONDITION
MINIMUM 2 GENERAL MANAGERS IN DIFFERENT LEGS
IF COMPLETED 2,00,000 B.P. FROM
ANY ONE LEG
&
2,00,000 B.P. FROM ALL OTHER LEGS.
2% OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS

Illustration :

If Company Monthly BP Turnover 12.50 Cr
Number of Achiever : 85

$$\frac{125000000 * 2\%}{85} = \text{Rs.29411}$$

Rs.29411 will be distributed to Each House
Achiever



OPAL Director (10% OF BP)

Opal Director : 1,00,000 /1,00,000 B P - 10%

Topaz Club : 3,00,000 /3,00,000 B P - 3%

Ruby Club : 6,00,000 /6,00,000 B P - 2%

Emerald Club : 12,00,000/12,00,000 BP - 1%

Sapphire Club : 20,00,000/20,00,000 BP - 1%

Diamond Club : 30,00,000 / 30,00,000 BP - 1%

DISTRIBUTION = Total % OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS TOTAL BP (FACTOR WISE)
X
INDIVIDUAL CLUB ACHIEVERS
BP (FACTOR)

Illustration :

If Company Monthly BP Turnover 12.50 Cr

If Number of Opal Achiever : 197
 $\frac{125000000 * 10\%}{197 \text{ (Factor wise)}} = \text{Rs.63451 Factor wise}$

If Number of Topaz Achiever : 59
 $\frac{125000000 * 3\%}{59 \text{ (Factor wise)}} = \text{Rs.63559 Factor Wise}$

If Number of Ruby Achiever : 27
 $\frac{125000000 * 2\%}{27 \text{ (Factor wise)}} = \text{Rs.92592 Factor wise}$

If Number of Emerald Achiever : 10
 $\frac{125000000 * 1\%}{10 \text{ (Factor wise)}} = \text{Rs.125000 Factor wise}$

If Number of Sapphire Achiever : 5
 $\frac{125000000 * 1\%}{5 \text{ (Factor wise)}} = \text{Rs.250000 Factor wise}$

If Number of Diamond Achiever : 4
 $\frac{125000000 * 1\%}{4 \text{ (Factor wise)}} = \text{Rs.312500 Factor wise}$

PEARL PRESIDENT CLUB (8% OF Bp*)

**AFTER HAVING
ONE OPAL DIRECTOR UNDER YOU
IF COMPLETE
2,00,000 B.P. FROM ANY ONE LEG
&
2,00,000 B.P. FROM ALL OTHER LEGS.**

**8% OF CO. MONTHLY BP TURNOVER
NO.OF ACHIEVERS TOTAL BP (Factor)
X
INDIVIDUAL PEARL PRESIDENT'S
BP (Factor)***



Matching conditions will as per below :

If BP achieved in weaker is less than Power so calculation shall be made as per weaker matching with Power

If BP achieved in weaker is more or equal to power then both sides BP shall be added

*For factor calculation kindly refer slide named : Illustration Table of Factor BP Calculation



ILLUSTRATION TABLE OF FACTOR BP CALCULATION

Suppose : there are 5 person, A,B,C,D,E . PERSON "E" has no director in their down but he has made the repurchase of 5 Lac Business Point in their Power and Weaker Sponsor Leg. But due to no director in their down , Mr. "E" will not enter in this club. Rest Mr . A,B, C,D will enter in this club and because they have at least One Director in Down.

Particulars	Business Point in Weaker	Business Point in Power	Business Eligible For payout
A	10000000	10000000	20000000
B	15000000	35000000	30000000
C	20000000	15000000	35000000
D	5000000	10000000	10000000
E	5000000	5000000	
Total BP			95000000

Let Company BP Turnover is 12.50 Crore and 8% will be distributed in this Club then amount that will be distributed in this club = 10000000 (1 Crore) Now 1 Crore Will be Distributed to A,B,C,D is as Follows President Club Distribution Ratio = Total Amount Distributed in this club/Total Business Point of President Club

Here Amount for Distribution is – Rs 1 Cr/- and Total Business Point of President Club = 95000000/-

President Club Distribution Ratio = $10000000/95000000=0.10526315$

Now Each Person Will Get 0.10526315 of Business Point. We will Multiple the 0.10526315 to Business Point of Each person

CHAIRMAN CLUB 7% OF B.P.*

CONDITION

Min. 02 Directors under You
(In 2 Different Legs)

Chairman Club : 30,00,000 / 30,00,000 BP	2% *
Chairman Bronze: 60,00,000/60,00,000BP	2%*
Chairman Silver : 1,00,00,000/1,00,00,000 BP	2%*
Chairman Gold : 5,00,00,000 / 5,00,00,000 BP	0.5%*
Chairman Diamond : 12,00,00,000 / 12,00,00,000 BP	0.5%*

Example :- $\frac{7\% \text{ of Co. Yearly BP Turnover}}{\text{No. of Achievers}}$

NOTE:- This is an Annual Payout to be distributed at the end of the Financial Year (1st April to 31st March)



Illustration:

If Company Yearly BP Turnover 1500000000

Number of Chairman Bronze Club : 67

$$\frac{1500000000 * 2\%}{67} = \text{Rs.}447761$$

Rs.447761 will be distributed to Each Chairman Bronze Club Achiever

Number of Chairman Bronze Club : 35

$$\frac{1500000000 * 2\%}{35} = \text{Rs.} 857142$$

Rs.857142 will be distributed to Each Chairman Bronze Club Achiever

Number of Chairman Silver Club : 19

$$\frac{1500000000 * 2\%}{19} = \text{Rs.} 1578947$$

Rs. 1578947 will be distributed to Each Chairman Silver Club Achiever

Number of Chairman Gold Club : 3

$$\frac{1500000000 * 0.5\%}{3} = \text{Rs.} 2500000$$

Rs.2500000 will be distributed to Each Chairman Gold Club Achiever

Number of Chairman Diamond Club : 2

$$\frac{1500000000 * 0.5\%}{2} = \text{Rs.} 3750000$$

Rs.3750000 will be distributed to Each Chairman Diamond Club Achiever

MAJOR HIGHLIGHTS :

- There is no cost to join Keva Business
- No renewal required as such in Keva Business
- It is a business opportunity to make the income totally based upon sale of Keva products. There is no financial success without working / solely relying upon the efforts of others. All the benefits are based upon sale of Keva products.
- Please also refer the Keva Sales & Marketing Plan on the company official tools

Keva distributor has versatile possibility to cover Traditional Counter Sale as In India there are around 12500000 retail counters with essential / consumable products

- A business which needs no basic qualification
 - A business which has no Gender discrimination
 - A business that can be operated from the comfort of your home
 - A business you can operate part time or full time
 - A business with no employees & minimal over-head cost
 - WITH fully dedicated support team & unlimited training to all its Direct Sellers to help you grow business & achieve your goals.
-

MISSION 2020

**BY 31st DECEMBER 2020, 1 CRORE KEVA DISTRIBUTORS
TO BE JOINED
TARGET TURNOVER OF KEVA INDUSTRIES Rs. 2000 CR**

PROUD TO ANNOUNCE

**Company plan to Open More Than
20 WAREHOUSES BY DECEMBER 2020**



**KEVA PRODUCTS SUCH AS RICE BRAN OIL, TEA, SOAPS,
SHAMPOOS, HEALTH CARE & PERSONAL CARE PRODUCT SHALL
BE AVAILABLE IN THE WAREHOUSES**

**MORE THAN 700 CAR REWARD ACHIEVERS *8
THOUSANDS OF FOREIGN TRIP ACHIEVERS***



World Class Business Events in different districts of India



KEVA WELLNESS REPURCHASE KIT FOR Rs.2000 (TEAM SALES INCENTIVE PLAN)

**BUSINESS POINT (BP)= 400
REPURCHASE POINT (RP)= 100**

In Keva Wellness Repurchase Kit you will get :-

KAMD 50ml - MRP Rs. 949

KSED 50ml- MRP Rs. 949

Keva Triple Stem Cell 15ml - MRP Rs. 1999/-

TOTAL PRODUCT VALUE : Rs. 3897



ILLUSTRATION-**100 RP : 200 RP OR 200 RP : 100 RP is Rs.200****THEREAFTER, 100 RP : 100 RP is Rs.200****NO CAPPING WEEKLY CLOSING PAYMENT TRANSFER WEEKLY****Terms & Conditions:-**

1. One PAN CARD, One ID (Without PAN CARD, no Income will be generated)
 2. Every ID has to Top Up with Keva Wellness Repurchase Kit.
Without Top Up, they will not get any Income & their Repurchase points will not be counted.
 3. Every distributor has to make One direct sponsor on left side and One Direct sponsor on right side then his income generation will start (Maximum Rs.2000 payout will be generated before Sponsor condition. After fulfilling sponsor condition, there will be no capping)
-

OTHER OPTIONS FOR REPURCHASE KIT-

CHOICE 2



KEVA TRIPLE STEM CELL
15ML DROPS X 2
= RS. 3998

CHOICE 3



KEVA BONE & JOINT HEALTH
TAB X 1
= RS. 3999

CHOICE 4



KEVA ANTI SUGAR
TAB X 1
= RS. 3999

CHOICE 5



KEVA TRIPLE STEM CELL
TAB X 1
= RS. 3999

CHOICE 6



KEVA DOUBLE STEM CELL POWDER
200GM X 1
= RS. 2999

CHOICE 7



KEVA ALFALFA POWDER
200GM X 1
= RS. 2999

CHOICE 8



KEVA TRIPLE STEM CELL
30ML DROPS X 1
= RS. 3999

CHOICE 9



KEVA CHAGA
TAB X 1
= RS. 2999

CONTACT DETAILS

Bangalore :
Keva Industries
Brigade IRV, Level 9th-10th floor, Nallurahalli, Bangalore - 560 066

Ludhiana:
Keva Industries
Plot No: 18-19, Sahnewal Road, Village Tibba Ludhiana (Punjab)
Pin Code: 141120

**Be part of Keva Industries & Make All
Your Dreams Come True**
