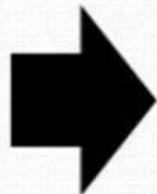


YOU



KEVA



NAME

-

COMPANY

-

PEOPLE

✘ NO INVESTMENT

✘ NO RISK

✘ NO EXPERIENCE

P - P - P

PROFILE - PRODUCT - PLAN



C - CONSUMABLE

A - AFFORDABLE

R - REPURCHASE-ABLE

ABOUT KEVA INDUSTRIES



Dr. KARAN GOEL
B.Sc., B.A.M.S., M.D.
Naturopathy U.K.

- ☞ Keva Industries के मालिक डॉ करण गोयल जी है !
- ☞ Keva, Health Care Sector में भारत में एक बहुत ही Trusted नाम है !
- ☞ Keva Industries में 1000+ से अधिक कर्मचारी है !
- ☞ Keva Industries कुल मिलाकर 4,50,000 वर्ग फुट के क्षेत्र में फैला हुआ है !
- ☞ Keva के पास 2000+ करोड़ से अधिक की सम्पत्ति (Assets) है !
- ☞ Keva Industries पूर्णरूप से भारतीय (Indian) कम्पनी है !
- ☞ Keva, Indian Government Direct Selling Guidelines को Follow करती है !
- ☞ Keva ने अपने Products पर 15 Crore का Liability Insurance कराया हुआ है !
- ☞ Keva ने 15 May 2009 में Direct Selling Business की शुरुवात Binary Plan से की थी !
- ☞ Keva ने साल 2016 में Generation Plan (Repurchase Plan) की शुरुवात की !

ABOUT COMPANY C.E.O. Dr. KARAN GOEL

- Recently Dr. Goel was conferred the 'Award' for outstanding contribution in the field of Cardiology.
- Distinguished Services by Mrs. Pratibha Devi Singh Patil.



(B.Sc., B.A.M.S., M.D.,
Naturopathy U.K.)



Awards & Certificates

❖ Certificate from Indo US Chamber of Commerce

- ❖ Certificate from pharmaceuticals export promotion council
- ❖ Certificate from Protein Foods and Nutrition Development Association in India
- ❖ Certification from Direct Marketing Association
- ❖ Certification from Chamber of Industrial and Commercial Undertakings Recognized by Govt. of India
- ❖ Distinguished Service Award from Ex-President Pratibha Devi Singh Patil in regards to Cardiology
- ❖ Test Report from Central Food Technological Research Institute
- ❖ Certification from Ayurvedic Drug Manufacturer's Association
- ❖ Sale License for Food Supplements from Govt. of India
- ❖ Certificate of Drug License by Govt. of India
- ❖ Certification from Health Foods and Dietary supplements Association
- ❖ Exclusive Certified letter from TMR to Keva Industries
- ❖ Certification from Spinal Cord Society of India
- ❖ Certificate from Alzheimer's and Related Disorders Association of India
- ❖ Bhartiya Udyog Ratan Award to Mr. Karan Goel
- ❖ Indian Achievers Award for Healthcare Leadership to Mr. Karan Goel
- ❖ KAMD Test Certificate from Shri Ram Institute for Industrial Research, New Delhi, India
- ❖ International Healthcare Excellence Award for Keva Noni
- ❖ International Quality Excellence Award for KAMD
- ❖ Premium Health Award for Keva Anti Pollution Drops
- ❖ Economic & Human Resource Development Award for KSED
- ❖ Keva Products Now Have Halal & Koser Certification
- ❖ NOC (No Objection Certificate) From Industries Department Kerala Govt. For Direct Selling
- ❖ CERTIFICATE FROM AGRICULTURAL & PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY



DR. KARAN GOEL

CEO – Keva Industries

KEVA



On the occasion of 57th National Seminar - The Indian Economic Development & Research Association presented 'Bhartiya Udyog Ratan Award' to Dr. Karan 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'



PRESENTS



KEVA

South Asia Pacific Healthcare Summit & Business Awards 2019

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

**CERTIFICATE
OF ACHIEVEMENT**

THIS CERTIFICATE IS PROUDLY PRESENTED TO

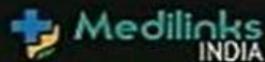
Dr. Karan Goel-Keva Industries
CEO of the Year

14th December 2019

SIRFORT AUDITORIUM,
NEW DELHI



MR. ASHWANTS
MD & CEO
MEDILINKS INDIA



PRESENTS



SOUTH ASIA PACIFIC
HEALTHCARE SUMMIT
& BUSINESS AWARDS
2019

NEWS
इंडिया 1
MEDIA PARTNER

Awarded to

Dr. Karan Goel-Keva Industries
CEO of the Year

“Fastest Growing Direct Selling Company” Award to Keva Industries



INTERNATIONAL ACHIEVERS CONFERENCE FASTEST GROWING DIRECT SELLING COMPANY EXCELLENCE AWARD

PRESENTED TO

Dr. Karan Goel
C.E.O
KEVA INDUSTRIES
LUDHIANA, PUNJAB

for outstanding achievements at the
8th International Achievers Summit on

“GLOBAL BUSINESS OPPORTUNITIES”

on Friday, 12th August, 2016 at Bangkok, Thailand.




Secretary General

www.internationalachieversconference.org



INTERNATIONAL ACHIEVERS CONFERENCE FASTEST GROWING HEALTHCARE COMPANY EXCELLENCE AWARD

PRESENTED TO

Dr. Karan Goel
C.E.O
KEVA INDUSTRIES
PUNJAB

On the Occasion of 9th International Achievers Summit on

“GENERATING GLOBAL PARTNERSHIPS”

Saturday, 24th June, 2017, Bangkok, Thailand




Secretary General

“Fastest Growing Healthcare Company” Award

**"The Best Nutrition Brand"
&
"The Best Nutraceutical
Company of the Year"
Award from News Channel
"ZEE Business"**



Award From

NEWS CHANNEL



**"The Best Nutrition Brand"
&
"The Best Nutraceutical Company of the Year"**

**"QUALITY EXCELLENCE AWARD FOR FASTEST
GROWING COMPANY"**

from

DATE: 16th
FEBRUARY
2020



ECONOMIC TIMES



**Keva Industries has
another feather in cap -
Recently conferred with
"Quality Excellence Award
for Fastest Growing
Company"
from Economic Times ET
Now in Mumbai Dt. 16th
February 2020.**

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



**"The Best Nutrition Brand"
certificate from Zee Business**



PRODUCT CATEGORIES

- **WELLNESS PRODUCTS**
- **HOME CARE PRODUCTS**
- **HARBAL PRODUCTS**
- **AGRICULTURE PRODUCTS**
- **PERSONAL CARE PRODUCTS**
- **FOOD PRODUCTS**
- **HEALTH & FITNESS EQUIPMENTS**
- **ENERGY PRODUCTS**

KOSHER Certificate for Keva Products



Certificate of Registration

This is to certify that

Keva Industries

Plot No. 01, GT Road, Near Octra Post - Sahnewal, Ludhiana,
(Punjab), India.

Regd. Office: Plot No. 18 - 19, Sahnewal Road, Village Tibba, Ludhiana - 141120
(Punjab), India.

we under my supervision and on behalf of yours

KOSHER CERTIFICATE

For the following activities:

Keva Wellness Drops, Wellness Tablets, Keva Wellness Juices & Teas, Keva Wellness Capsules & Tablets, Keva Wellness Powders, Keva Herbal Tea, Keva Herbal Capsules & Tablets, Keva Herbal Powders, Keva Herbal Drops & Syrups, Keva Pain Management Products, Keva Herbal Oil & Pills, Tick Relief
(Product Details in a Annexure)

Issue Date: 04/09/2011
Valid until: 04/09/2012

[Signature]
Director of certification

Royal Stancert B.V.



Certificate of Registration

This is to certify that

Keva Industries

Plot No: 01, GT Road, Near Octra Post - Sahnewal, Ludhiana,
(Punjab), India.

Regd. Office: Plot No. 18 - 19, Sahnewal Road, Village Tibba, Ludhiana - 141120
(Punjab), India.

has been assessed by RSBV and found to comply with the requirements of

HALAL

Produced by the Islamic Procedures

In accordance with ISO 22000:2005 FSMS criteria and ISO 19011:2011 standards on
basis of Islamic procedures

for the following activities:

Keva Wellness Drops, Wellness Tablets, Keva Wellness Juices & Teas, Keva Wellness Capsules & Tablets, Keva Wellness Powders, Keva Herbal Tea, Keva Herbal Capsules & Tablets, Keva Herbal Powders, Keva Herbal Drops & Syrups, Keva Pain Management Products, Keva Herbal Oil & Pills, Tick Relief
(Product Details in a Annexure)

Issue Date: 04/09/2011
Valid until: 04/09/2012

[Signature]
Director of Certification

Royal Stancert B.V.

Halal Certification - Ludhiana, India

Issue Date: 04/09/2011
Valid until: 04/09/2012



WHO GMP Certificate of Compliance

Certificate of Compliance

This is to certify that the
Food Safety Management System of

KEVA INDUSTRIES

Address : Plot No-18,19, Sahnewal Dabhai Road, Village Tibba Sahnewal
Ludhiana-141120, Punjab, India

has been successfully implemented the Quality Management System and has been found
working satisfactorily in per the norms of " Good Manufacturing practice" laid down by
"World health organization" which has been in compliance to the requirements of

WHO-GMP

Supplier of Home Care Products, Wellness Products, Herbal Products,
Agriculture Products, Personal Care, Food Products & Energy Products

Issue Date: 04/09/2011
Valid until: 04/09/2012

This certificate is valid per rules and regulations of ISO 9001:2008. It also certifies valid compliance to the requirements of
the successful completion of annual surveillance audit. continuation letter will be issued.



Managing Director

PSA Quality Certification Limited

2nd Floor, Phool Singh Complex, Alta Sector- 27 Noida- 201301 (U.P.) India
India: psacertification.com, www.psacertification.com

Certificate of Registration

This is to certify that the
Hazard Analysis and Critical Control Points of

KEVA INDUSTRIES

Address : Plot No-18,19, Sahnewal Dabhai Road, Village Tibba Sahnewal
Ludhiana-141120, Punjab, India

has been assessed and found in compliance
with requirements of

HACCP

(Hazard Analysis and Critical Control Points)

Covering the following activities:
Supplier of Home Care Products, Wellness Products, Herbal Products,
Agriculture Products, Personal Care, Food Products & Energy Products.

Issue Date: 04/09/2011
Valid until: 04/09/2012

This certificate is valid per rules and regulations of ISO 9001:2008. It also certifies valid compliance to the requirements of
the successful completion of annual surveillance audit. continuation letter will be issued.



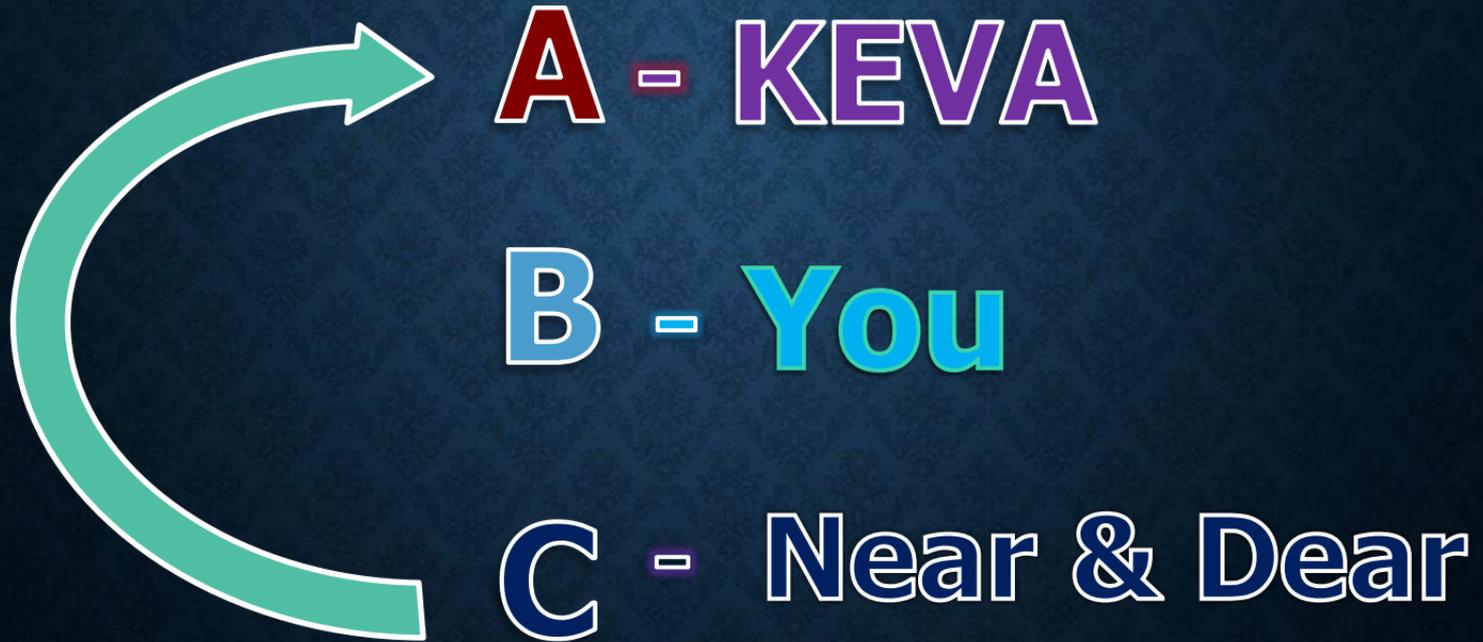
Managing Director

PSA Quality Certification Limited

2nd Floor, Phool Singh Complex, Alta Sector- 27 Noida- 201301 (U.P.) India
India: psacertification.com, www.psacertification.com

HACCP Certificate (Hazard Analysis Critical Points)

RECOMMENDATION & DUPLICATION BUSINESS





KEVA BUSINESS STRENGTH



- BUSINESS MODEL -

- ❑ **DOUBLE SALE INCENTIVE [HYBRID PLAN]“**
- ❑ **(MATCHING BONUS) + REPURCHASE PLAN**
- ❑ **ONLY 2 LEG PLAN & NO SIDE LEG MAINTAIN +{MULTI-LEG STRUCTURE OPTION}**
- ❑ **Monthly rewards more then 25 lakh per month**

TYPES OF PLAN

A

B

**COMPENSATION
INCOME**



**REPURCHASE
INCOME**

**1 TYPE OF
INCOME**

**11 TYPES OF
INCOME**

KEVA BUSINESS - TOTAL INCOMES

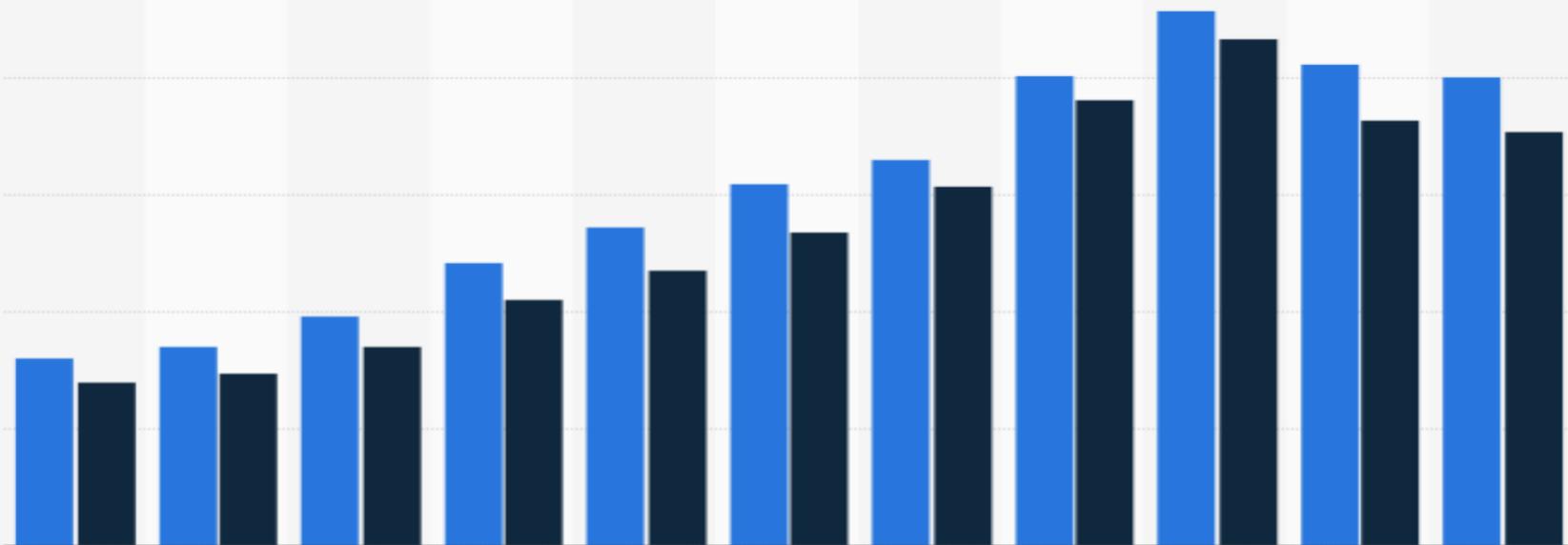
Keva has Total 12 Types of Incomes , कीवा से आप 12 तरह की इनकम कर सकते हैं !

1. **PAIR INCOME**
2. **RETAIL PROFIT** BUY 1 GET 1 FREE
3. **Team Performance Income**
4. **Royalty Club Income**
5. **Loyalty Club Income**
6. **Star Club Income**
7. **Foreign Tour Club Income**
8. **Car Club Income**
9. **House Club Income**
10. **Director Club Income**
11. **President Club Income**
12. **Chairman Club Income**



KEVA Kaipo

1-COMPENSATION INCOME BUSINESS PLAN



REGISTRATION Free(Joining)

KEVA INDUSTRIES

**If You Want to start
business with KEVA**

BUY 2000 RS -KEVA

**REPURCHASE KIT FOR
SELF USE**

FOCUSSED PRODUCT

Option 1



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

Option 2



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

Option 3



KEVA
ANTI
SUGAR
TAB X 1=
RS. 3999

Option 4



KEVA
TRIPLE
STEM
CELL TAB
X 1= RS.
3999

Option 5



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

Option 6



KEVA
ALFALFA
POWDER
, 200GM
X 1= RS.
2999

Option 7



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

Option 8



KEVA
CHAGA
TAB X 1=
RS. 2999

COMPANY OFFER VALID FOR LIFETIME

कीवा पर्सनल केयर किट

इसमें शामिल हैं-

1. सेंसिटिविटी केयर टूथपेस्ट (100 ग्राम)
2. टोटल स्कैल्प थेरेपी हेयर ऑयल (100 मिली)
3. टोटल स्कैल्प थेरेपी शैम्पू (100 मिली)
4. टोटल इफ़ेक्ट स्किन रीड्रेंट फेस वाश (60 मिली)
5. टोटल इफ़ेक्ट स्किन रीड्रेंट डे क्रीम (50 ग्राम)
6. स्किन केयर ट्रांसपेरेंट बाथिंग सोप- हैंड मेड



KEVA – REPURCHASE KIT 2000/-

Repurchase KIT Rs. 2000/-

Business Point- 400 BP per KIT

Product – Apx Rs. 4,000/-MRP

RP. 100/-

Pair INCOME- 200 Rs Per Pair



← FIRST PAIR →

OR



AFTER FIRST PAIR



You

PAIR-INCOME

LEFT
100 RP

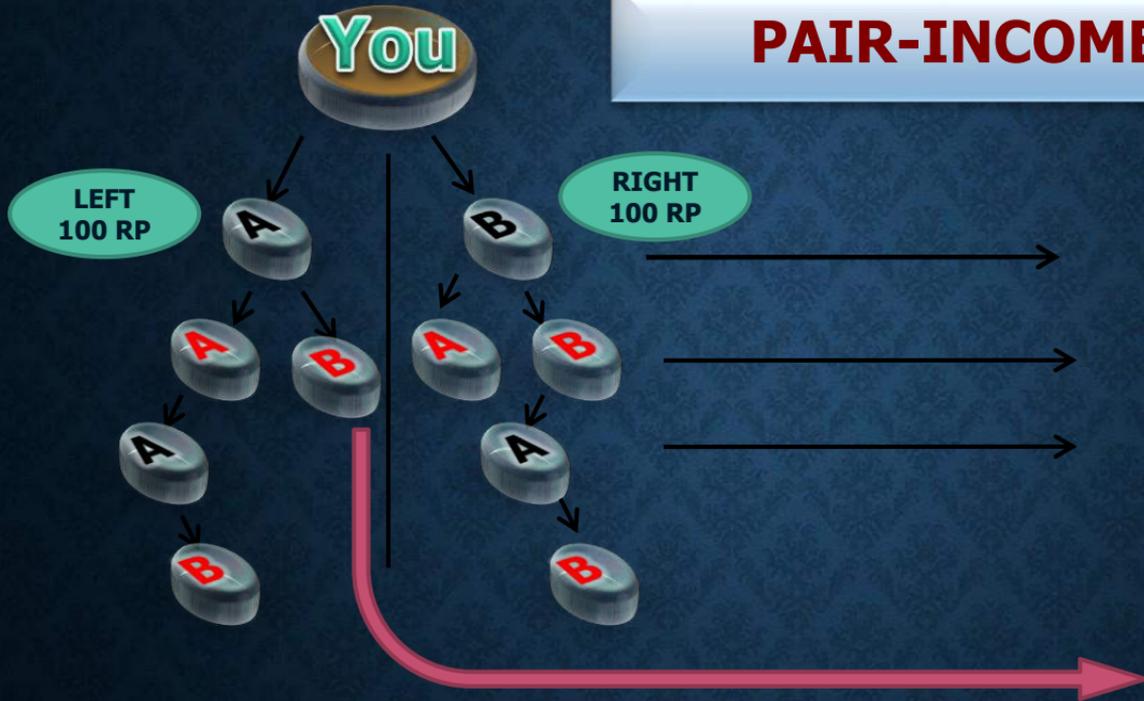
RIGHT
100 RP

200/-

200/-

200/-

NO CAPPING / NO FLASHOUT (UNLIMITED DEPTH PAIR INCOME)
POWER LEG CARRY FORWARD



For Example:



MONTHS

New Joinings

	1
1st Month	2
2nd Month	4
3rd Month	8
4th Month	16
5th Month	32
6th Month	64
7th Month	128
8th Month	256
9th Month	512
10th Month	1024
11th Month	2048
12th Month	4096

12 Months (Total PAIR) = 4096 Pairs

Binary Income = 200/- per pair x 4096 Pairs = 8,19,200/-

TOTAL PAIR IN A YEAR ON SINGLE ID = 4096 PAIR

1 REPURCHASE KIT = 400 BP

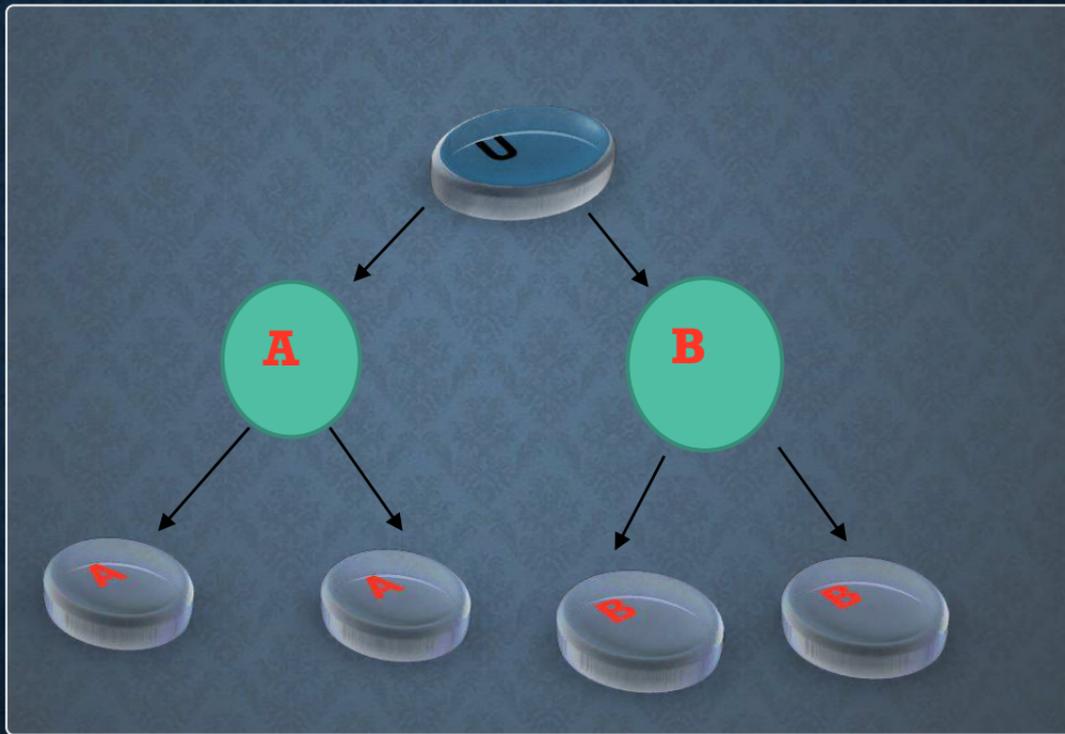
1 PAIR = 800 BP

4096 PAIR * 800 BP =

32,76,800 BP IN A YEAR

{7-8 LAKH}

**TOTAL 15-16 LAKH IN
A YEAR ON SINGLE ID**



8,19,200 * 3 = 24,57,600 RS IN A YEAR

32,76,800 BP FROM SINGLE ID IN A YEAR

{TRIPOD}

32,76,800*3

98,30400 BP in a year

[25-30 LAKH]

**TOTAL 45-50 LAKH IN
A YEAR FROM TRIPOD**

INCOME PAYOUT

WEEKLY PAYOUT

Every Tuesday Closing

Every Thursday Payout

EVERY MONTH RE-PURCHASE PAY OUT

FIVE PAYOUTS EVERY MONTH

2-REPURCHASE INCOME



RE-PURCHASE PERSONAL-CARE (FMCG)



BUY ONE GET ONE FREE (Life Time)

1

RETAIL INCOME

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

FOR EXAMPLE :-

<u>PRODUCT</u>	<u>MRP</u>	<u>PROFIT</u>	<u>PROFIT (%age)</u>
COUGH SYRUP	59/-	(59+59)	59/-100 %
SHAMPOO	240/-	(240+240)	240/-100 %

TEAM PERFORMANCE BONUS

WITH ACCUMULATION —
38 % OF BUSINESS POINT VOLUME (B.P.)

FOR EXAMPLE
Monthly = 400 Business Point

5 % OF B.P.

10 % OF B.P.

14 % OF B.P.

18% OF B.P.

22 % OF B.P.

26% OF B.P.

30 % OF B.P.

34 % OF B.P.

38 % OF B.P.

Distributor

EXECUTIVE
2000
2000
ANY ONE LEG= 2000 BP
ALL OTHER LEGS=2000 BP
DIRECT BONUS=10%
INDIRECT BONUS=5%

SENIOR EXECUTIVE
10000
10000
ANY ONE LEG= 10000 BP
ALL OTHER LEGS=10000 BP
DIRECT BONUS=14%
INDIRECT BONUS=4-6-9%

DEPUTY MANAGER
20000
20000
ANY ONE LEG= 20000 BP
ALL OTHER LEGS=20000 BP
DIRECT BONUS=18%
INDIRECT BONUS=4-13%

MANAGER
40000
40000
ANY ONE LEG= 40000 BP
ALL OTHER LEGS=40000 BP
DIRECT BONUS=22%
INDIRECT BONUS=4-17%

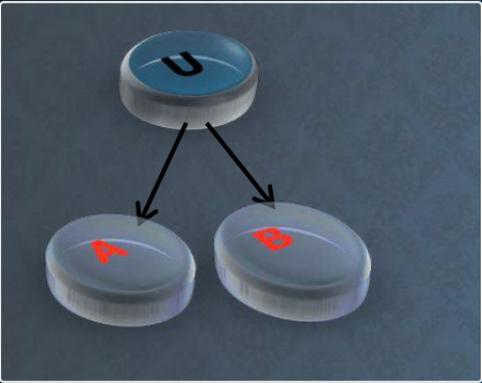
SENIOR MANAGER
80000
80000
ANY ONE LEG= 80000 BP
ALL OTHER LEGS=80000 BP
DIRECT BONUS= 26%
INDIRECT BONUS=4-21%

GENERAL MANAGER
160000
160000
ANY ONE LEG= 160000 BP
ALL OTHER LEGS=160000 BP
DIRECT BONUS=30%
INDIRECT BONUS=4-25%

DEPUTY DIRECTOR
320000
320000
ANY ONE LEG= 320000 BP
ALL OTHER LEGS=320000 BP
DIRECT BONUS=34%
INDIRECT BONUS=4-29%

DIRECTOR
640000
640000
ANY ONE LEG = 640000 BP
ALL OTHER LEGS =640000 BP
DIRECT BONUS=38%
INDIRECT BONUS=4-33%

For Example:



6,40,000

6,40,000



New Business Point Total Business Point

Self BP	1X400	= 400
1 st Month	2X400 = 800	= 1,200
2 nd Month	4X400 = 1,600	= 2,800
3 rd Month	8X400 = 3,200	= 6,000
4 th Month	16X400 = 6,400	= 12,400
5 th Month	32X400 = 12,800	= 25,200
6 th Month	64X400 = 25,600	= 50,800
7 th Month	128X400 = 51,200	= 1,02,000
8 th Month	256X400 = 1,02,400	= 2,04,400
9 th Month	512X400 = 2,04,800	= 4,09,200
10 th Month	1024X400 = 4,09,600	= 8,18,800
11 th Month	2048X400 = 8,19,200	= 16,38,000

11 Months (Total Business Points) = 16,38,000 (Director Level Achieve)

ROYALTY

CLUB INCOME

8%

OF B.P.

After Becoming Executive

**Generate 10,000 B.P From Any
One Leg**

+

10,000 B.P. from all other Legs

8% of Co Monthly Turnover

No of Achievers



उदाहरण के लिए :

यदि कंपनी का मासिक बी पी टर्नओवर 12.50 करोड़ हो
अचीव करने वालों की संख्या : 2230

$$\frac{125000000 \times 8\%}{2230} = ₹ 4484$$

Rs.4484 हर रॉयल्टी एचीवर को डिस्ट्रीब्यूट होंगे

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 Turnover

No of Achievers



उदाहरण के लिए :

यदि कंपनी का मासिक बी पी टर्नओवर 12.50 करोड़ हो
अचीव करने वालों की संख्या : 762

$$\frac{125000000 \times 5\%}{762} = ₹ 8202$$

₹ 8202 हर लॉयल्टी एचीवर को डिस्ट्रीब्यूट होंगे

STAR
CLUB INCOME

4%
OF B.P.

CONDITION

Min 02 Executives Under You
(in Different Legs)

Match 50,000 B.P. from any One
Leg

+

50,000 B.P. from all other Legs

4% of Co. Monthly Turnover
No. of Achievers



उदाहरण के लिए

यदि कंपनी का मासिक बी पी टर्नओवर 12.50 करोड़ हो
अचीव करने वालों की संख्या : 390

$$\frac{125000000 \times 4\%}{390} = ₹12820$$

₹ 12820 हर स्टार एचीवर को डिस्ट्रीब्यूट होंगे

**FOREIGN TOUR
CLUB INCOME**

2%
OF B.P.

CONDITION

**02 Deputy Managers Under You
(in different Legs)**

**Match 1,00,000 B.P. from any One
Leg**

+

1,00,000 B.P. from all other Legs

**2% of Co. Monthly Turnover
No. of Achievers**



उदाहरण के लिए

यदि कंपनी का मासिक बी पी टर्नओवर 12.50 करोड़ हो
अचीव करने वालों की संख्या : 193

$$\frac{125000000 \times 2\%}{193} = ₹ 12953$$

₹ 12953 हर फॉरेन एचीवर को डिस्ट्रीब्यूट होंगे

हजारों विदेशी ट्रिप अचीवर्स

आने वाले वर्षों में 1 लाख से अधिक विदेशी ट्रिप अचीवर्स की उम्मीद है !!

KEVA

Welcome to Suvarnabhumi Airport

**CAR
CLUB INCOME**

2%
OF B.P.

CONDITION

02 Senior Managers under You

**Match 1,50,000 B.P. from any One
Leg**

+

1,50,000 B.P. from all other Legs

**2% of Co. Monthly Turnover
No. of Achievers**



उदाहरण के लिए :

यदि कंपनी का मासिक बी पी टर्नओवर 12.50 करोड़ हो
अचीव करने वालों की संख्या : 111

$$\frac{125000000 \times 2\%}{111} = ₹22522$$

₹22522 हर कार एचीवर को डिस्ट्रीब्यूट होंगे

KEA

1000 से अधिक कार हासिल करने वाले



आने वाले वर्षों में
1 लाख से अधिक
कार अचीवर्स की
उम्मीद है !!

**HOUSE
CLUB INCOME**

2%
OF B.P.

CONDITION

02 General Managers under You

**Match 2,00,000 B.P. from any One
Leg**

+

2,00,000 B.P. from all other Legs

**2% of Co. Monthly Turnover
No. of Achievers**



उदाहरण के लिए :

यदि कंपनी का मासिक बी पी टर्नओवर 12.50 करोड़ हो

अचीव करने वालों की संख्या : 85

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

Rs. 29411 हर हाउस एचीवर को डिस्ट्रीब्यूट होंगे

DIRECTOR CLUB

(18% OF BP*)

CONDITION

After Becoming Director

OPAL CLUB: 1,00,000/1,00,000 BP	- 10%
TOPAZ CLUB: 3,00,000 /3,00,000 BP	- 3%
RUBY CLUB: 6,00,000 /6,00,000 BP	- 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%

$$\frac{\text{EXAMPLE} = 8\% \text{ OF CO. MONTHLY TURNOVER}}{\text{NO.OF ACHIEVERS TOTAL BP}} \times \text{INDIVIDUAL DIRECTOR'S TOTAL BP}$$



DIRECTOR TEAM INSENTIVE (6% OF BP*)

Eligible only if Star club Achieved

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



PRESIDENT CLUB (8% OF BP*)

Condition

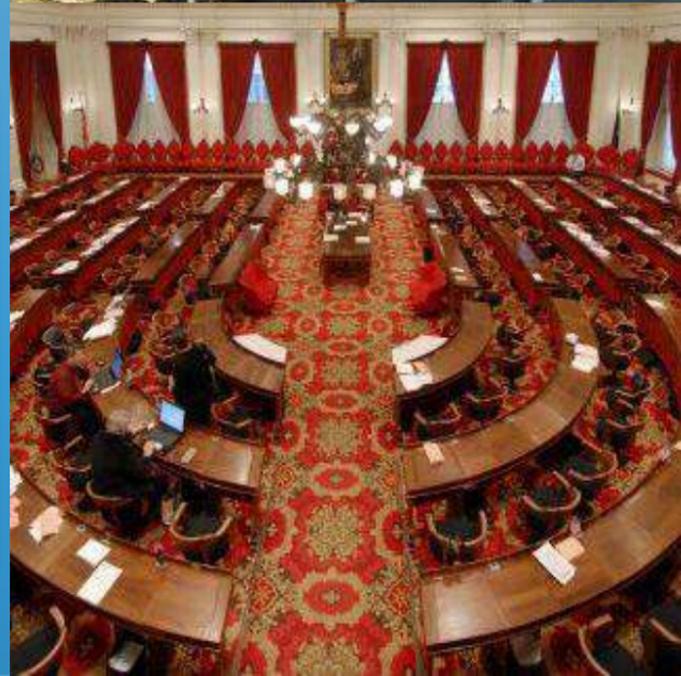
01 Director Under You

Match 2,00,000 B.P. from any One Leg

+

2,00,000 B.P. from all other Legs

Example = 08% of Co. Monthly Turnover
No. of Achiever's Total BP
X
Individual President's Total BP



CHAIRMAN CLUB INCOME

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

Example :- 04% of Co. Yearly Turnover
No. of Achievers

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



उदाहरण के लिए :-

यदि कंपनी वार्षिक बीपी टर्नओवर - 1500000000

चेयरमैन क्लब की संख्या: 67

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

प्रत्येक चेयरमैन क्लब अचीवर को रु .447761 वितरित किए जाएंगे

चेयरमैन ब्रॉन्ज़ क्लब की संख्या: 35

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

प्रत्येक चेयरमैन ब्रॉन्ज़ क्लब अचीवर को रु .857142 वितरित किए जाएंगे

चेयरमैन सिल्वर क्लब की संख्या : 19

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

प्रत्येक चेयरमैन सिल्वर क्लब अचीवर को 1578947 रुपये वितरित किया जाएगा

चेयरमैन गोल्ड क्लब की संख्या : 3

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

प्रत्येक चेयरमैन गोल्ड क्लब अचीवर को 2500000 रुपये वितरित किए जाएंगे

चेयरमैन डायमंड क्लब की संख्या : 2

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

MONEY DISTRIBUTION IN KEVA

- RETAIL PROFIT- 100%
- BP DISTRIBUTION- 100%
- PERFORMANCE BONUS- 38% (Matching Income)
- CLUB INCOME - 62% (ROYALTY Income)
- DIFFERENCE INCOME- 4% - 33%
- STOCKIEST MARGIN- 10-20%
- STOCKIEST REFERRAL INCOME - 1%
- SUPER STOCKIEST MARGIN - 4.5%
- SUPER STOCKIEST REFERRAL- 0.5%

**PLANNING TO BE OPENED
AREA STOCK POINT IN ALL
19100 PIN CODES BY DEC
2020**

**BUSINESS OPPORTUNITY
SUPER STOCKIEST / AREA STOCK POINT**

On referring Super-stockiest - get 0.5% commission
On referring Area Stock Point - get 1% commission

SUPER STOCKIEST		AREA STOCK POINT	
INVESTMENT	RS. 10 LAC	INVESTMENT	RS.1 LAC – RS. 50,000
MARGIN	4.5 % ON PURCHASE VALUE	MARGIN	UP TO 20% ON MRP
SUPPORT	COMPANY SIGNAGE BOARD, EXTRA PRODUCT SUPPORT AND REGULAR TRAINING	SUPPORT	COMPANY SIGNAGE BOARD, EXTRA PRODUCT SUPPORT AND REGULAR TRAINING
BRANDING	EXTERNAL & INTERNAL	BRANDING	EXTERNAL & INTERNAL
MINIMUM AREA REQUIREMENT	400 SQ. FT	MINIMUM AREA REQUIREMENT	200 SQ. FT
TRAINING & MEETING ROOM	1	TRAINING & MEETING ROOM	1