

**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



**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



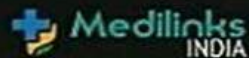
KEVA

## 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



Awarded to

**Dr. Karan Goel-KeVA Industries**  
CEO of the Year



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

14<sup>th</sup> December 2019  
SIRFORT AUDITORIUM,  
NEW DELHI



Media Partner



*Signature*  
MR. KESHAVS  
MD & CEO  
MEDILINKS INDIA



# **“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](http://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**



# KEVA INDUSTRIES

*The natural way to promote good health*

KEVA





# PRODUCT CATEGORIES

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

2nd Floor, Phase I, Singh Complex, Alta Sector- 27 Noida- 201301 (U.P.) India  
Email: [naac@naac.org](mailto:naac@naac.org), [naac@naac.org](mailto:naac@naac.org), [naac@naac.org](mailto:naac@naac.org)

# ORGANIC CERTIFICATE

## CERTIFICATE OF REGISTRATION



This is to certify that

"AS PER ATTACHED"

Produced By  
**Keva Industries**

Plot No- 1, GT Road Near Octroi Post- Sahnewal  
Ludhiana, Punjab, India

has been examined and found to be in accordance with  
the requirement of

## Organic Certification Scheme of TNV UK for Production & Marketing

Product of the Company found eligible to be certified as Organic Product

Categories of Product: Organic

Production Base: Processing & Trading

Certificate Number: 1708100916201

Issue Date: 10<sup>th</sup> Aug. 2017

Certificate Expiry Date: 09<sup>th</sup> Aug. 2020

1<sup>st</sup> Surveillance: 10<sup>th</sup> Jul. 2018

2<sup>nd</sup> Surveillance: 10<sup>th</sup> Jul. 2019



TNV Certification UK Ltd  
UK Signature

Authorized Signatory  
TNV Certification UK Ltd  
Regd. Off: 57, Belmont Lane, Stannmore, Wiltshire, England, HA7, 3PU, United Kingdom.  
info@tnvuk.com

Validity of the Certificate may be confirmed by visiting [www.tnv.uk.com](http://www.tnv.uk.com)

TNV Certification UK Ltd is a registered company in the United Kingdom and is a member of the International Federation of Organic Agriculture Movements (IFOAM).

In the issuance of this certificate, TNV Certification UK Ltd declares its liability to the client and the client's responsibility to the client. The certificate's validity is subject to the client's compliance with the agreed upon Certification Agreement. The certificate's validity is subject to the client's compliance with the agreed upon Certification Agreement.

This certificate remains the property of TNV Certification UK Ltd. Anywhere it must be returned upon request.



## Certificate of Compliance

This is to Certify that

### Keva Industries

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

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

## USFDA

[USFDA Regulatory Guidelines for Formulation, Manufacturing  
Trading & Selling of Pharmaceutical and Food Products]

Product Description:

**Keva Healthcare & Food Products.**  
(Product Details as per Annexure)

Note: The products mentioned above complies with all provisions of USFDA.  
This certificate is only valid for products described above and based upon  
technical file submitted by client.

Document Publication / Date of Issue : 18/02/2020  
Valid until / Date of Expiry : 17/02/2021

### Royal Stancert B.V.

International Retail Alliance - International Direct Selling Alliance

Certificate Number / Certificate No.: 10-001-000-000

Regd. Office: - 100, Nieuwmarkt 70, 1015 AB Amsterdam, The Netherlands.

1015 Amsterdam, The Netherlands. 1015 AB Amsterdam, The Netherlands.

This certificate is issued to the company of Royal Stancert B.V. and must be retained

wherever it is issued. The validity of this certificate can be verified at

<http://www.royalstancert.com>. Royal Stancert B.V. is an international system

operator and general coordinator for the following products: Food, Beverages

1015 Amsterdam, The Netherlands. 1015 AB Amsterdam, The Netherlands.

*[Signature]*

Director (Certification)



PRC-GEAC-1506-209

# USFDA Certificate with Keva Industries

# IRA & IDSA Membership Certificate



## Certificate of Registration

This is to certify that

### Keva Industries

At: Plot No. 1, G. T. Road, Near Octroi Post, Sahnewal, Ludhiana - 141120  
(Punjab), India.

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

## IRA & IDSA

International Retail Alliance and International Direct Selling Alliance  
(B2B & B2C Category - Membership)

for the following activities:

Sale of Wellness Drops, Wellness Tablets & Capsule, Wellness Juices  
& Tonics, Wellness Powder, Herbal Tea, Herbal Capsule  
& Tablets, Herbal Drops, Oils, Tonics & Ointment.

Document Publication / Date of Issue : 29/09/2018  
Valid until / Date of Expiry : 28/09/2020

### Royal Stancert B.V.

International Retail Alliance - International Direct Selling Alliance

Certificate Number / Certificate No.: 10-001-000-000

Regd. Office: - 100, Nieuwmarkt 70, 1015 AB Amsterdam, The Netherlands.

1015 Amsterdam, The Netherlands. 1015 AB Amsterdam, The Netherlands.

This certificate is issued to the company of Royal Stancert B.V. and must be retained

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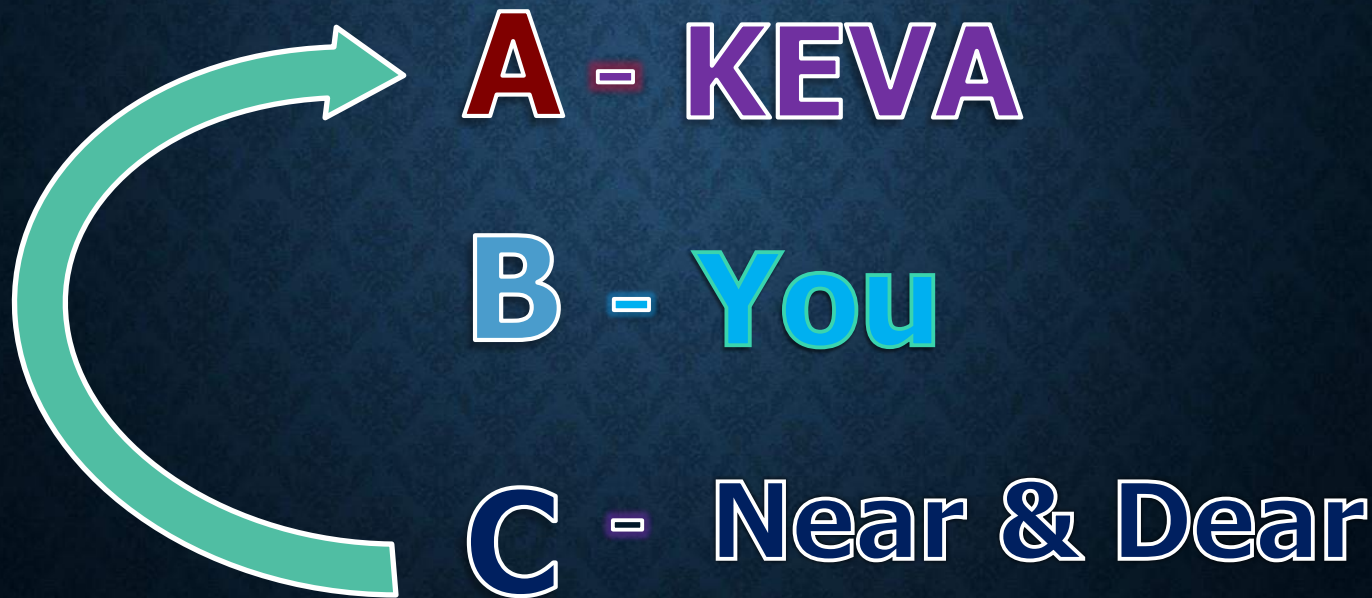
operator and general coordinator for the following products: Food, Beverages



PRC-GEAC-1506-209



# RECOMMENDATION & DUPLICATION BUSINESS





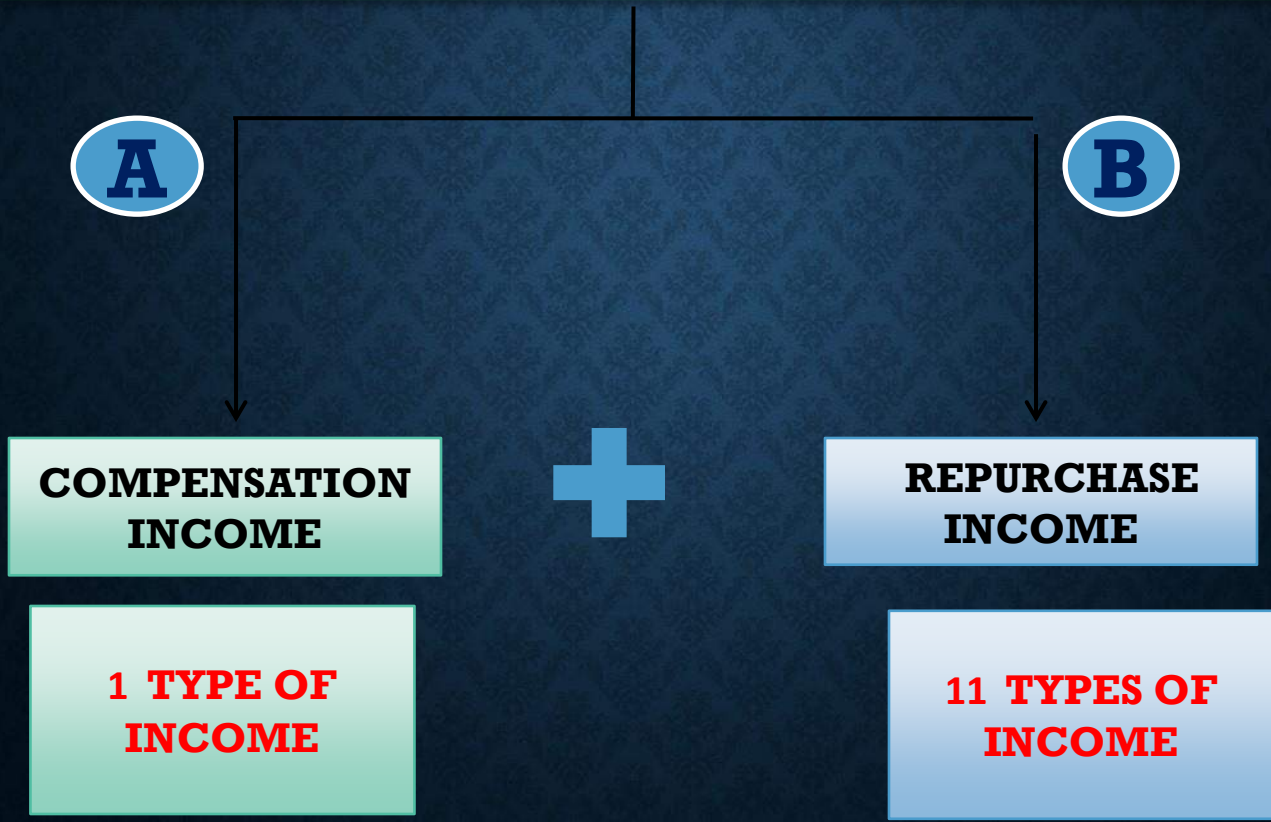
# KEVA BUSINESS STRENGTH



- 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





# KEVA BUSINESS - TOTAL INCOMES

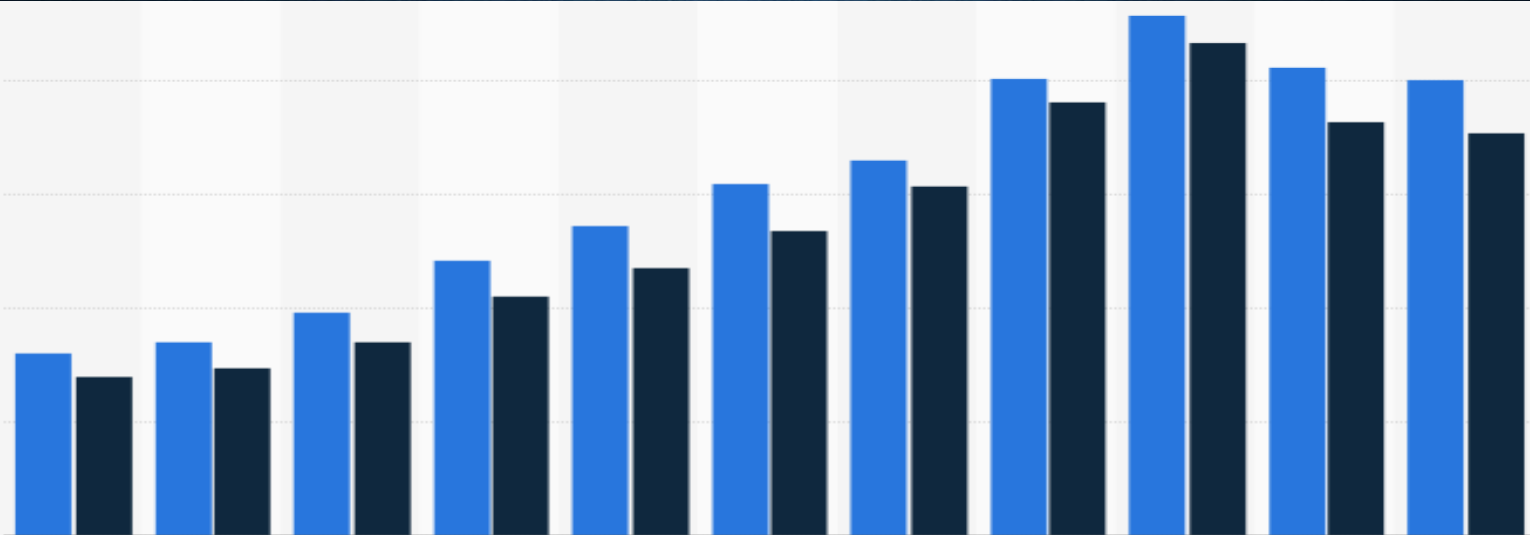
Keva has Total 12 Types of Incomes , कीवा से आप 12 तरह की इनकम कर सकते हैं !

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 रीड्रेंवेट फेस वाश (60 मिली)
5. टोटल इफ़ेक्ट स्किन रीड्रेंवेट 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**

**1<sup>st</sup> Month**

**2**

**2<sup>nd</sup> Month**

**4**

**3<sup>rd</sup> Month**

**8**

**4<sup>th</sup> Month**

**16**

**5<sup>th</sup> Month**

**32**

**6<sup>th</sup> Month**

**64**

**7<sup>th</sup> Month**

**128**

**8<sup>th</sup> Month**

**256**

**9<sup>th</sup> Month**

**512**

**10<sup>th</sup> Month**

**1024**

**11<sup>th</sup> Month**

**2048**

**12<sup>TH</sup> 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**

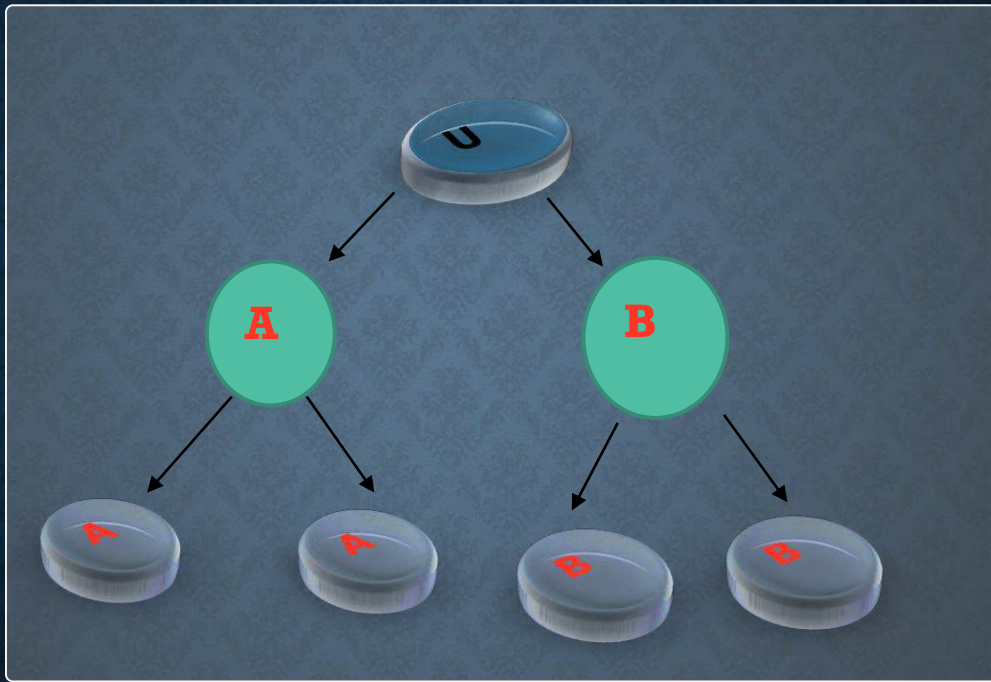
**1 PAIR = 800 BP**

**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)**



## RE-PURCHASE HERBAL-PRODUCTS



**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 :-**

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

2

# TEAM PRAFORMANCE 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.

## 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

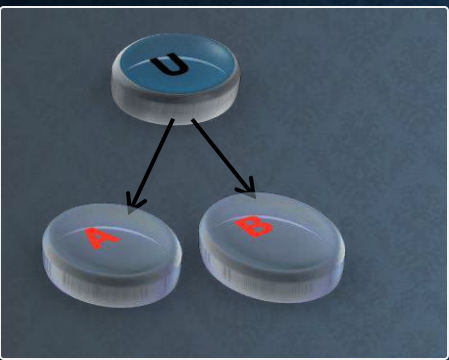
ALL OTHER  
LEGS  
=640000 BP

DIRECT  
BONUS=38%

INDIRECT  
BONUS=4-33%

Distributor

**For Example:**



6,40,000

6,40,000



	New Business Point	Total Business Point
Self BP	1X400	= 400
1 <sup>st</sup> Month	2X400 = 800	= 1,200
2 <sup>nd</sup> Month	4X400 = 1,600	= 2,800
3 <sup>rd</sup> Month	8X400 = 3,200	= 6,000
4 <sup>th</sup> Month	16X400 = 6,400	= 12,400
5 <sup>th</sup> Month	32X400 = 12,800	= 25,200
6 <sup>th</sup> Month	64X400 = 25,600	= 50,800
7 <sup>th</sup> Month	128X400 = 51,200	= 1,02000
8 <sup>th</sup> Month	256X400 = 1,02,400	= 2,04,400
9 <sup>th</sup> Month	512X400 = 2,04,800	= 4,09,200
10 <sup>th</sup> Month	1024X400 = 4,09,600	= 8,18,800
11 <sup>th</sup> 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 !!

KEA

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%**

**EXAMPLE = 8% OF CO. MONTHLY TURNOVER**  
**NO.OF ACHIEVERS TOTAL BP**

**X**

**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 (1<sup>st</sup> April to 31<sup>st</sup> 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

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