

K-LINK INDIA **MARKETING PLAN**

A



Registration Process

Applicable Conditions to Comply with

**1**

After Registration, the Provisional Direct Sellers (Pro DS) can commence purchasing products of his/her choice using their K-LINK ID number.

2

If a Pro DS fails to effect atleast one purchase within three (3) calendar months, his/her ID will be deactivated permanently.

3

If a Direct Seller of any Rank fails to do a minimum of 100 PBV in any calendar month in a year, his/her ID will be deactivated permanently.

Non-Accumulation

- ❑ In order to be promoted from Pro DS (3%) to DS (6%), one has to do 400 PBV or 400 GBV in a calendar month.
- ❑ If he/she fails to do so, the BV done in that calendar month will not be considered for accumulation as far as the Pro DS is concerned. The Pro DS will have to start from Zero (0) in the following calendar month.
- ❑ However, the same GBV will be accumulated for DS and above Rank.

Accumulation

- ❑ From DS (6%) to Manager (15%) the PBV and GBV will be accumulated month on month and considered for promotions.

K-LINK INDIA

Marketing Plan

PLAN A

①	Retail Profit	~20% to 40% (CP - DP)	
②	Development Bonus	3 to 30%	74% (BV)
③	Star Incentive	5%	
④	Manager Fund	1%	
⑤	Leadership Bonus	25%	
⑥	S.R.E. Fund	2%	
⑦	D.C. Fund	2%	
⑧	Crown Ambassador Fund	2%	
⑨	Senior Crown Ambassador Fund	1%	
⑩	Royal Crown Ambassador Fund	1%	
⑪	Car / House Fund	3%	
⑫	Overseas Incentive	2%	

INCENTIVES SUMMARY

Marketing Plan

Personal and Group Performance (Min PBV 100 to 400)	Profit Sharing	4					✓	✓	✓	✓	✓	✓	✓	✓	✓
	Infinity Bonus	3		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Unilevel Bonus	2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Dynamic Incentive	1		✓	✓	✓	✓	✓							
	Overseas Incentive	12						✓	✓	✓	✓	✓	✓	✓	✓
	Car/ House Fund	11									✓	✓	✓	✓	✓
	RCA Fund	10													✓
	SCA Fund	9												✓	✓
	CA Fund	8											✓	✓	✓
	D.C. Fund	7									✓	✓			
	S.R.E. Fund	6						✓	✓	✓					
	Leadership Bonus	5	Generations of Qualified Manager	9									1%	1%	1%
				8									1%	1%	1%
				7							1%	1%	2%	2%	2%
				6							2%	2%	2%	2%	2%
				5						3%	3%	3%	3%	3%	3%
				4					3%	4%	4%	4%	4%	4%	4%
				3			3%	4%	4%	5%	5%	5%	5%	5%	5%
				2			4%	4%	4%	5%	5%	5%	5%	5%	5%
				1			5%	5%	5%	5%	5%	5%	5%	5%	5%
				Personal Group Sales			5%	5%	5%	5%	5%	5%	5%	5%	5%
	Manager Fund	4				✓	✓								
	Star Incentive	3		✓	✓	✓	✓								
	Development Bonus	2	3%**	6%	9%	12%	15%	17%	19%	21%	23%	25%	28%	29%	30%
	Retail Profit (CP-DP)	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Rank		ProDS	DS	S	AM	M	SM	RM	EM	DM	CM	CA	SCA	RCA

Career Achievement →

** Non - Accumulative

PBV : Personal Business Value
 PGBV : Personal Group Business Value
 BV : Business Value

1

Retail Profit ~ 20% to 40% (CP-DP)

$$\begin{array}{rcccl} \text{Customer} & & \text{Direct Seller} & & \\ \text{Price} & - & \text{Price} & = & \text{Retail Profit} \\ \text{(CP)} & & \text{(DP)} & & \end{array}$$

EXAMPLE

$$\text{₹ } 1200 - \text{₹ } 1000 = \text{₹ } 200$$

$$\frac{\text{₹ } 200}{\text{₹ } 1000} \times 100 = 20\%$$

Marketing Plan A

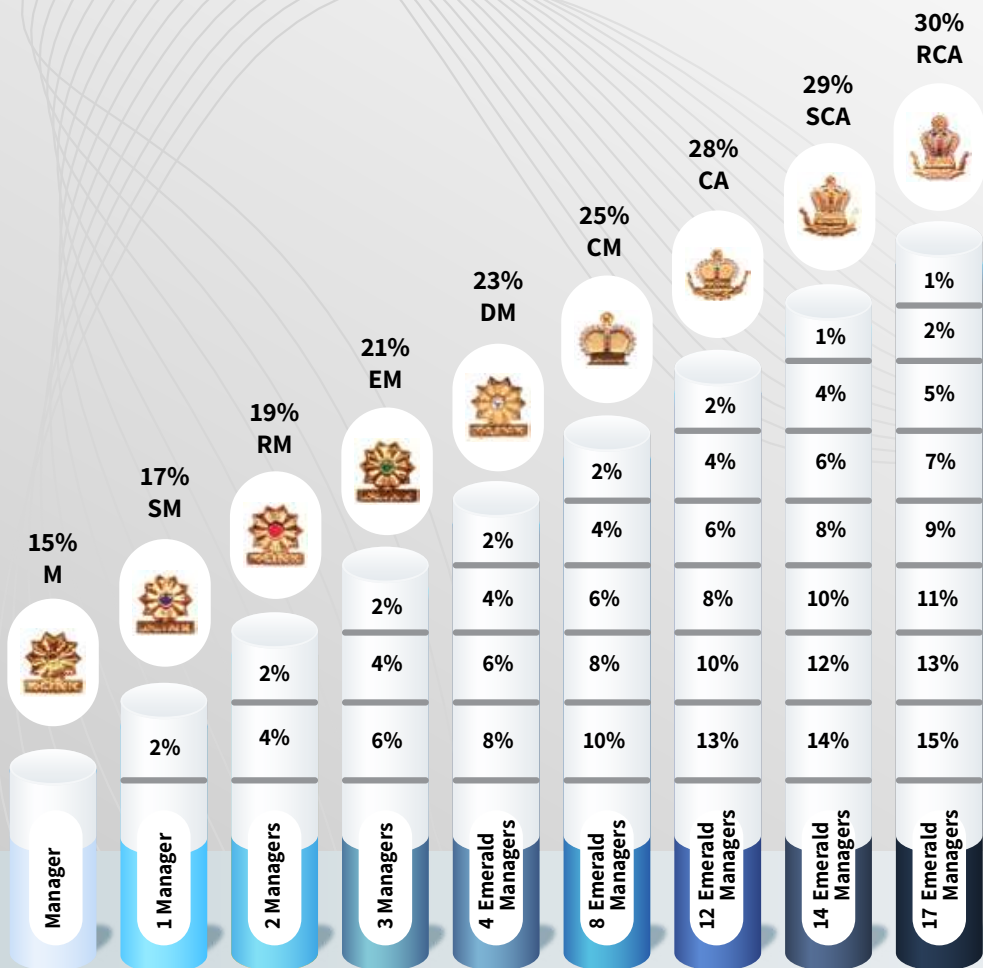
2

(i) Ranking and Percentage



Development Bonus

3 to 30%



Qualification for Promotion

The promotion of Diamond Manager and above ranks can only utilize 4 Emerald Managers of each Manager line.

* Direct Seller shall maintain monthly personal sales of 100 BV to enjoy the Development Bonus.

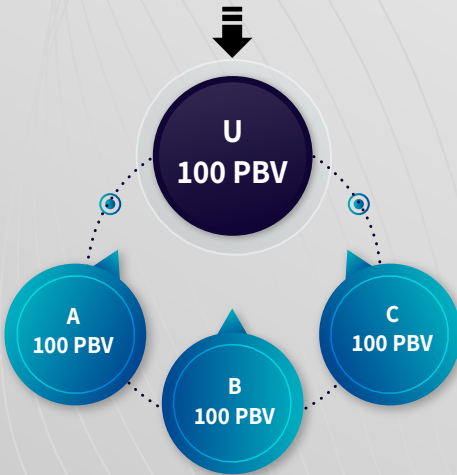
Provisional Direct Seller	-	3% (100 BV - 399 BV) Non Accumulative
Direct Seller	-	6% (400 BV) Accumulative
Supervisor	-	9% (2,000 BV) Accumulative
Assistant Manager	-	12% (8,000 BV) Accumulative
Manager	-	15% (18,000 BV) Accumulative

3

Star Incentive 5%

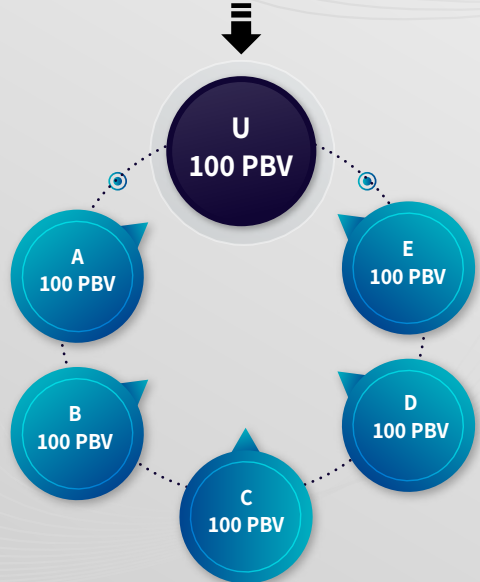
- Managers and below are eligible for Star Incentive.
- PBV should be 100 BV.
- Star Incentive with 2 categories as 1 Point & 2 Point Achievers.

1 POINT



Minimum 1 new Personal Sign Up with 100 PBV in a Calendar Month

2 POINT



Minimum 2 new Personal Sign Ups with 100 PBV in a Calendar Month

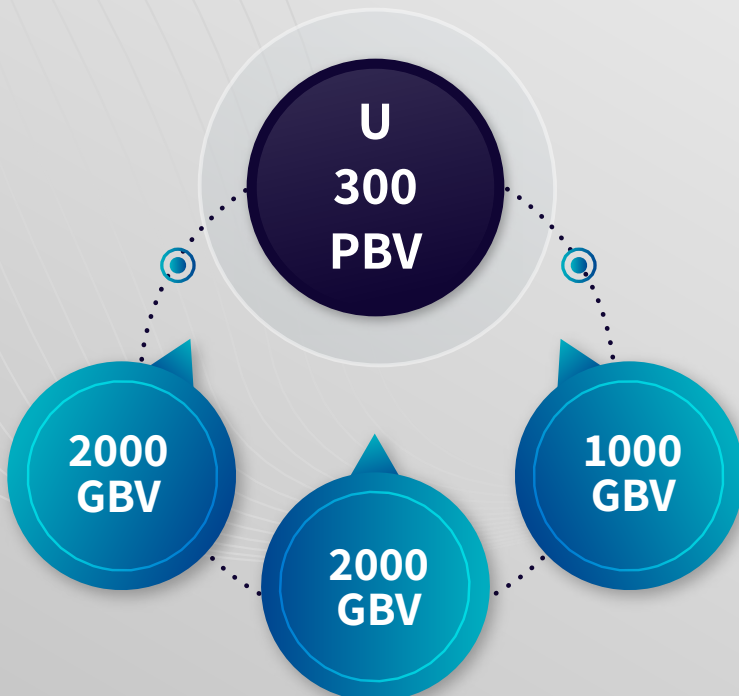
★ 100 PBV each from 3 different lines inclusive of 1 new Personal Sign Up of 100 PBV.

★ 100 PBV each from 5 different lines inclusive of 2 new Personal Sign Ups of 100 PBV.

4

Manager Fund 1%

- Assistant Managers & Managers are eligible for Manager Fund.
- PBV should be 300 BV.
- GBV → 2000/2000/1000



5

Leadership Bonus 25%



Total Company BV x 25%
 (Fixed allocation of Leadership Bonus) = Leadership Bonus Point Value
Total Qualified Leadership Points

N/B: Qualified Leadership Points = Qualified Manager BV x Qualified Manager Ranking Percentage



Monthly Maximum Pay Out : ₹ 75,000

Leadership Bonus 25%

Rank		SM	RM	EM	DM	CM	CA	SCA	RCA
Monthly Personal Business Value (PBV)		200	200	200	400	400	400	400	400
Personal Group Business Value (PGBV)		2,000	1,600	1,200	800	600	400	400	400
Personal Group Leadership Bonus		5%	5%	5%	5%	5%	5%	5%	5%
Generations of Manager Bonus	1	5%	5%	5%	5%	5%	5%	5%	5%
	2	4%	4%	4%	5%	5%	5%	5%	5%
	3	3%	4%	4%	5%	5%	5%	5%	5%
	4		3%	4%	4%	4%	4%	4%	4%
	5			3%	3%	3%	3%	3%	3%
	6				2%	2%	2%	2%	2%
	7				1%	1%	2%	2%	2%
	8					1%	1%	1%	1%
	9						1%	1%	1%

1. Direct Sellers have to maintain 200 PBV or 400 PBV as mentioned in the table above as per their rank to enjoy the Leadership Bonus.
2. Personal Group Business Value (PGBV) = Total Sales Volume of you and your downlines (3% to 12%) who have not been promoted to Managers (15%).



Leadership Bonus for Diamond Manager and above:

DIAMOND MANAGER

50% OF LEADERSHIP BONUS

- At least (2) Manager Lines with 3000 GBV each.
- PBV = 400 / PGBV = 800

(or)

100% OF LEADERSHIP BONUS

- At least (1) Manager line with 10000 GBV.
- At least (1) more Manager line with 3000 GBV.
- PBV = 400 / PGBV = 800.

**Enjoy 50% of
Leadership Bonus**

**Enjoy 100% of
Leadership Bonus**

DM

400 PBV
800 PGBV

MANAGER
LINE 1
3000 GBV

MANAGER
LINE 2
3000 GBV

DM

400 PBV
800 PGBV

MANAGER
LINE 1
10000 GBV

MANAGER
LINE 2
3000 GBV

CROWN MANAGER

50% OF LEADERSHIP BONUS

- At least (1) Manager line with 5000 GBV.
- At least (1) more Manager line with 3000 GBV.
- $PBV = 400$ / $PGBV = 600$

(or)

100% OF LEADERSHIP BONUS

- At least (1) Manager line with 10000 GBV.
- At least (1) more Manager line with 5000 GBV.
- At least (1) more Manager line with 3000 GBV.
- $PBV = 400$ / $PGBV = 600$.

**Enjoy 50% of
Leadership Bonus**

CM
400 PBV
600 PGBV

MANAGER
LINE 1
5000 GBV

MANAGER
LINE 2
3000 GBV

**Enjoy 100% of
Leadership Bonus**

CM
400 PBV
600 PGBV

MANAGER
LINE 1
10000 GBV

MANAGER
LINE 2
5000 GBV

MANAGER
LINE 3
3000 GBV

CROWN AMBASSADOR / SCA / RCA

50% OF LEADERSHIP BONUS

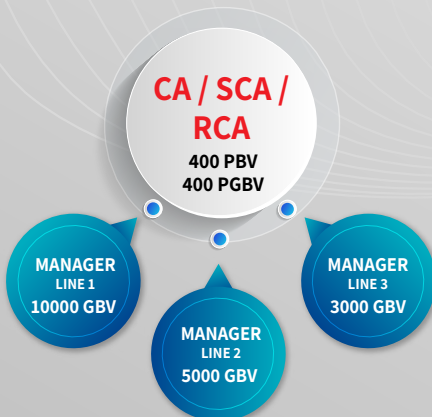
- At least (1) Manager line with 3000 GBV.
- At least (1) more Manager line with 5000 GBV.
- At least (1) more Manager line with 10000 GBV.
- $PBV / PGBV = 400$

(or)

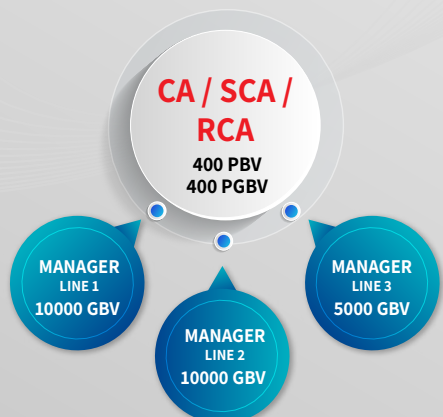
100% OF LEADERSHIP BONUS

- At least (2) Manager lines with 10000 GBV each.
- At least (1) more manager line with 5000 GBV.
- $PBV / PGBV = 400$

**Enjoy 50% of
Leadership Bonus**



**Enjoy 100% of
Leadership Bonus**





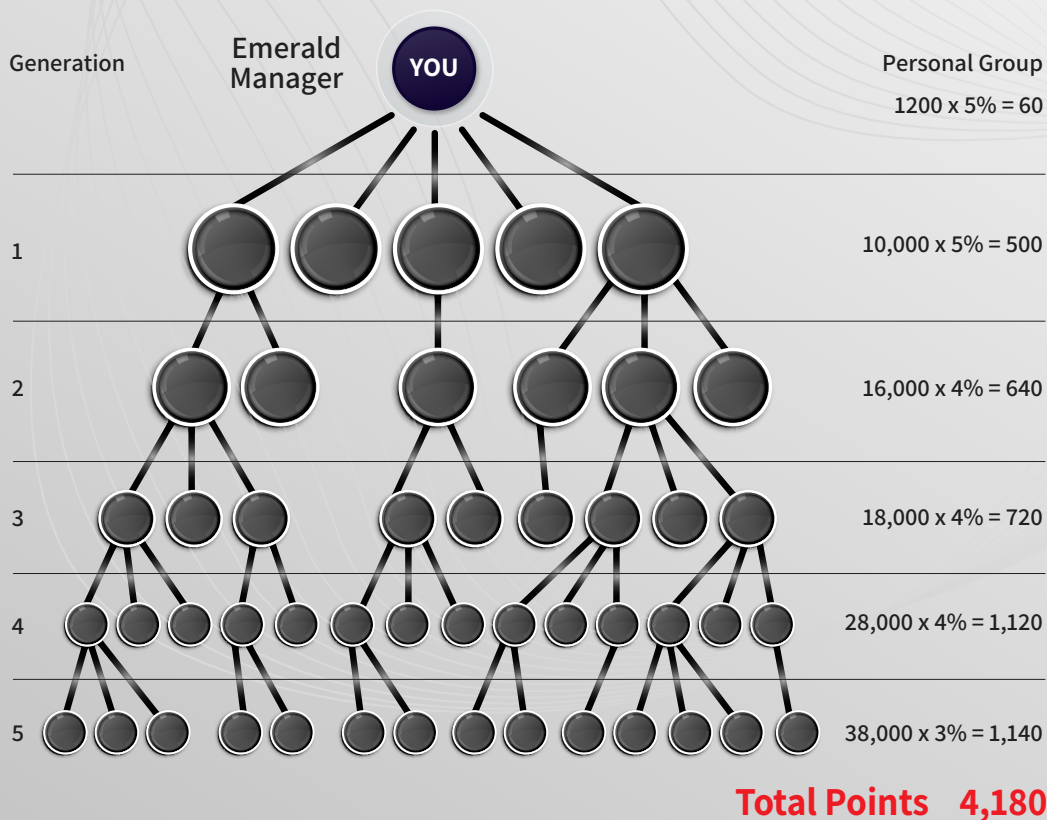
Example Calculation of Leadership Bonus

Total Company Business Value : **50,00,000 BV**

Total Company Qualified Leadership Points : **25,00,000**

$$\text{Leadership Point Value} = \frac{50,00,000 \times 25\%}{25,00,000} \sim 0.50$$

(PV 0.50)
(Point Value)

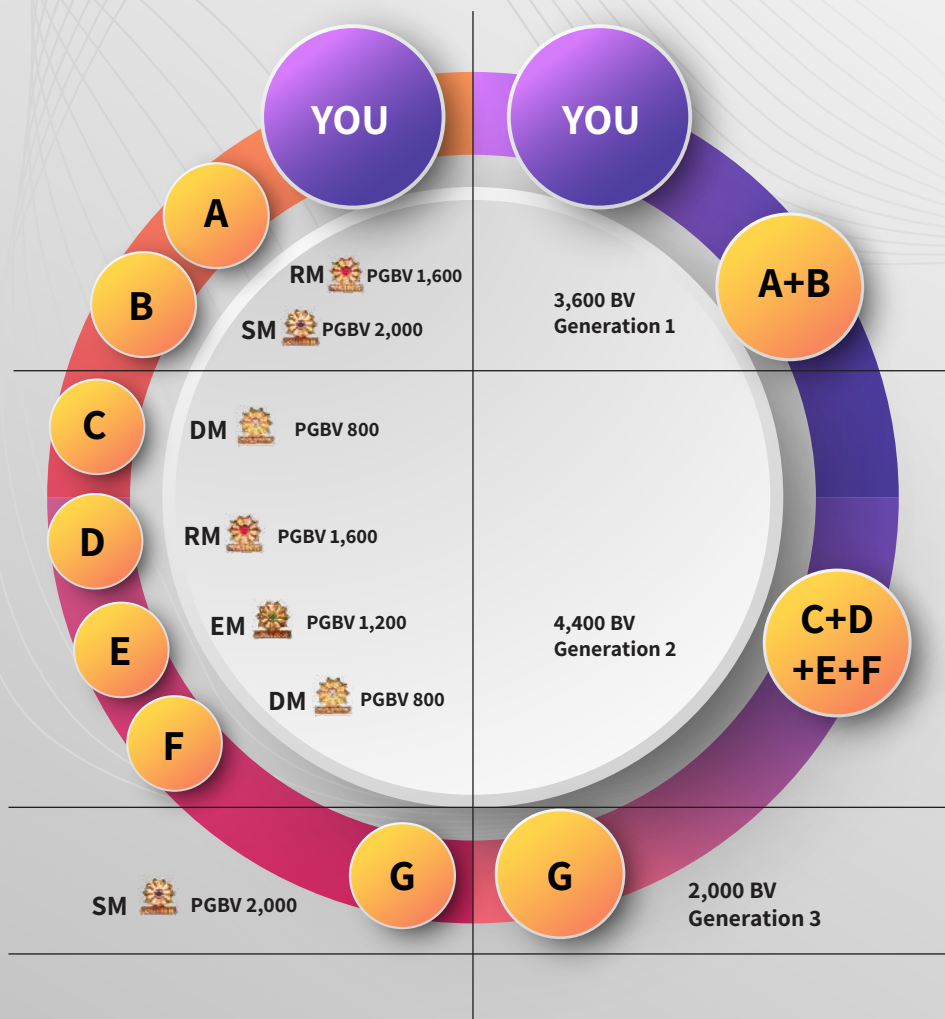


Your Leadership Bonus = 4,180 point x PV 0.50 x ₹15 = ₹31,350.00



Compression System

1. Personal Group Business Value (PGBV) $\geq 2,000$ BV will be considered as One (1) Generation.
2. Three (3) Qualified Emerald Managers or higher rank will be considered as One (1) Generation.

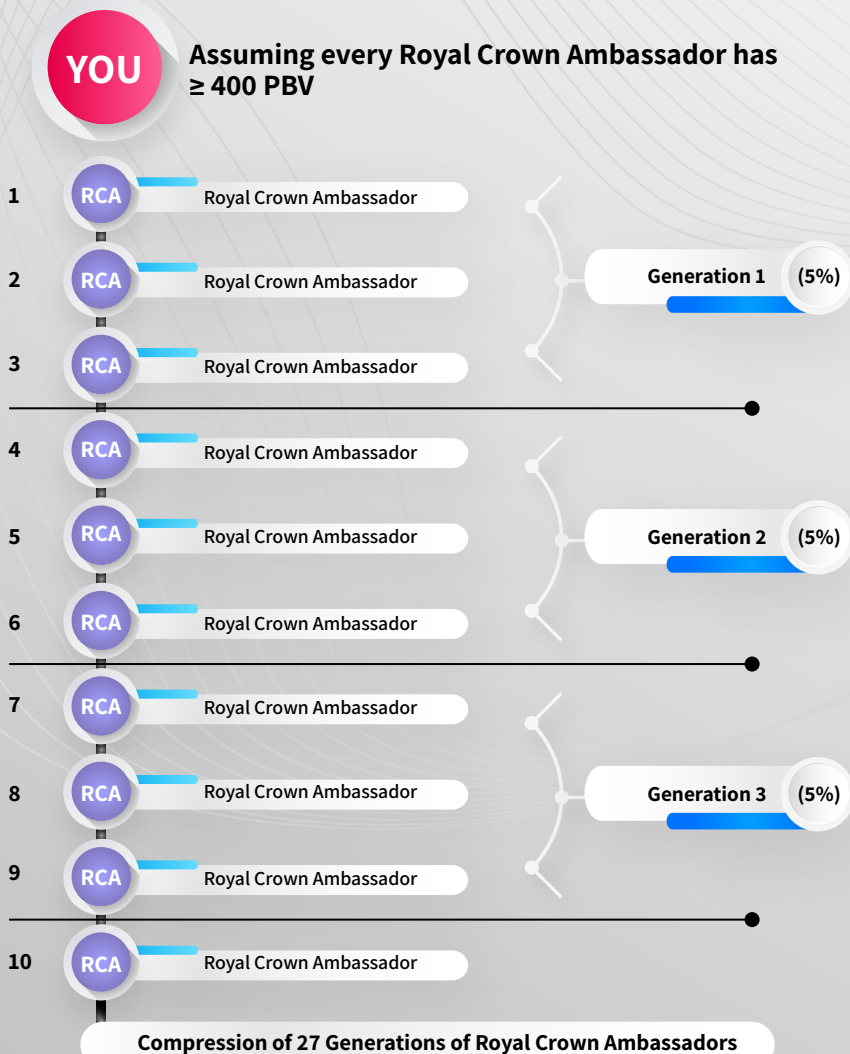




Rewards up to 27 Generations of Leadership Bonus

Compression System

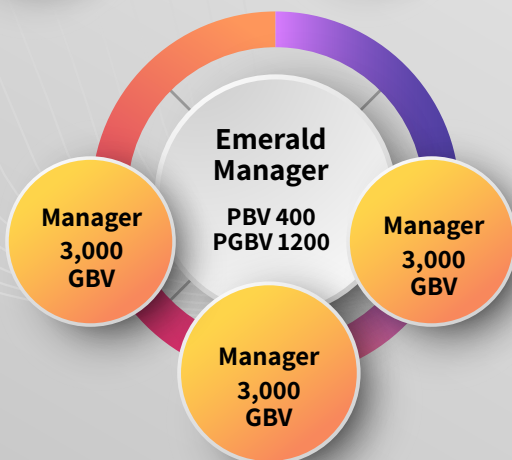
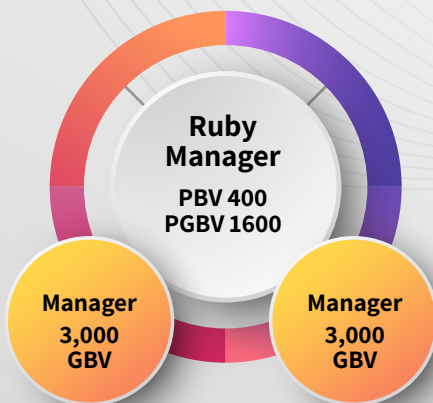
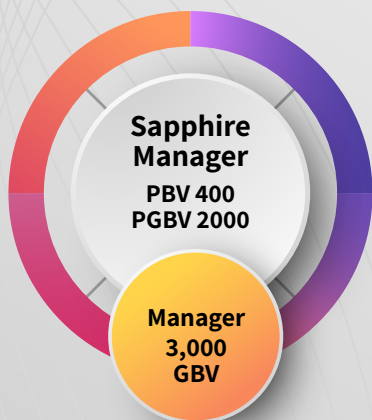
1. Personal Group Business Value (PGBV) $\geq 2,000$ BV will be considered as One (1) Generation.
2. 3 Qualified Emerald Managers or higher rank will be considered as One (1) Generation.



6

S.R.E. Fund 2%

Qualified Sapphire Managers, Ruby Managers & Emerald Managers



7

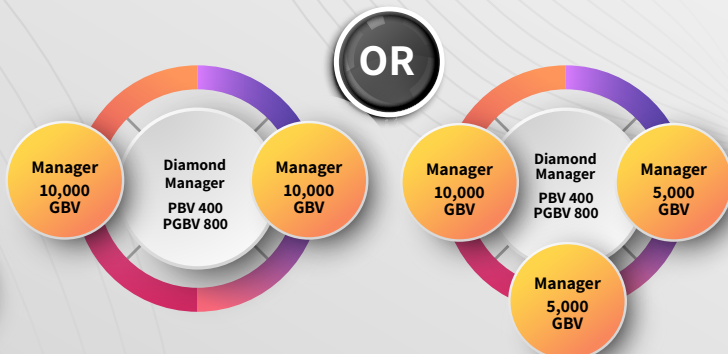
D.C. Fund 2%

Qualified Diamond Managers & Crown Managers

Diamond Manager

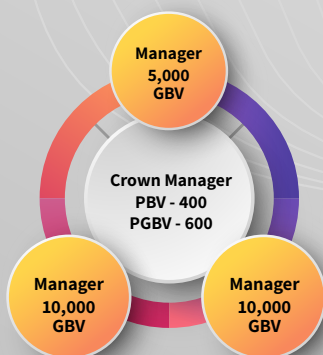


100% of Diamond Fund

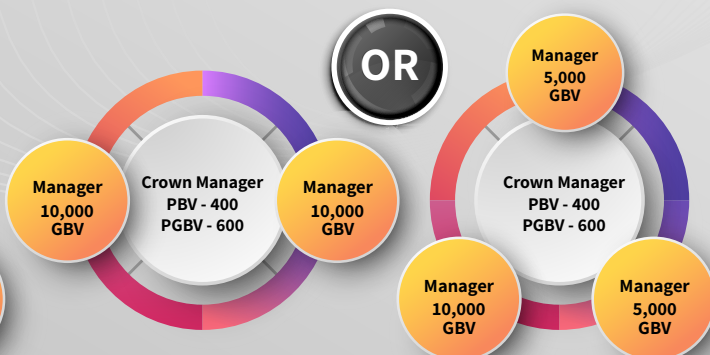


2/3 of Diamond Fund

Crown Manager



100% of Crown Fund



2/3 of Crown Fund

8

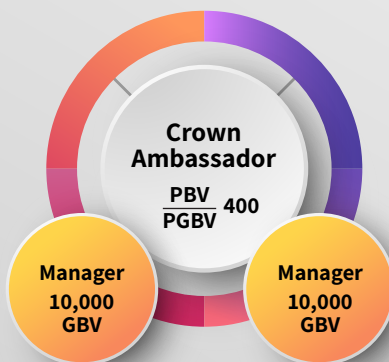
Crown Ambassador Fund 2%

Qualified Crown Ambassadors / Senior Crown Ambassadors /
Royal Crown Ambassadors

100% of CA Fund



50% of CA Fund



50% of CA Fund

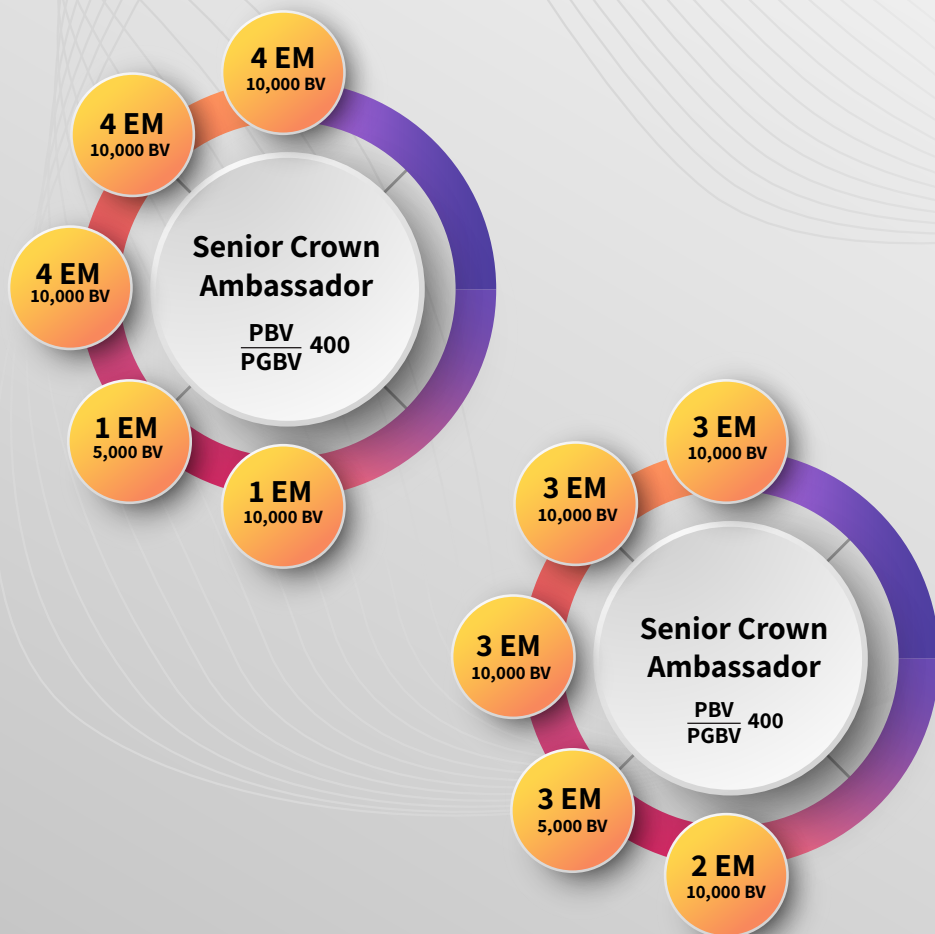


Monthly Maximum Pay Out : ₹ 15,000

9

Senior Crown Ambassador Fund 1%

Qualified Senior Crown Ambassadors & Royal Crown Ambassadors

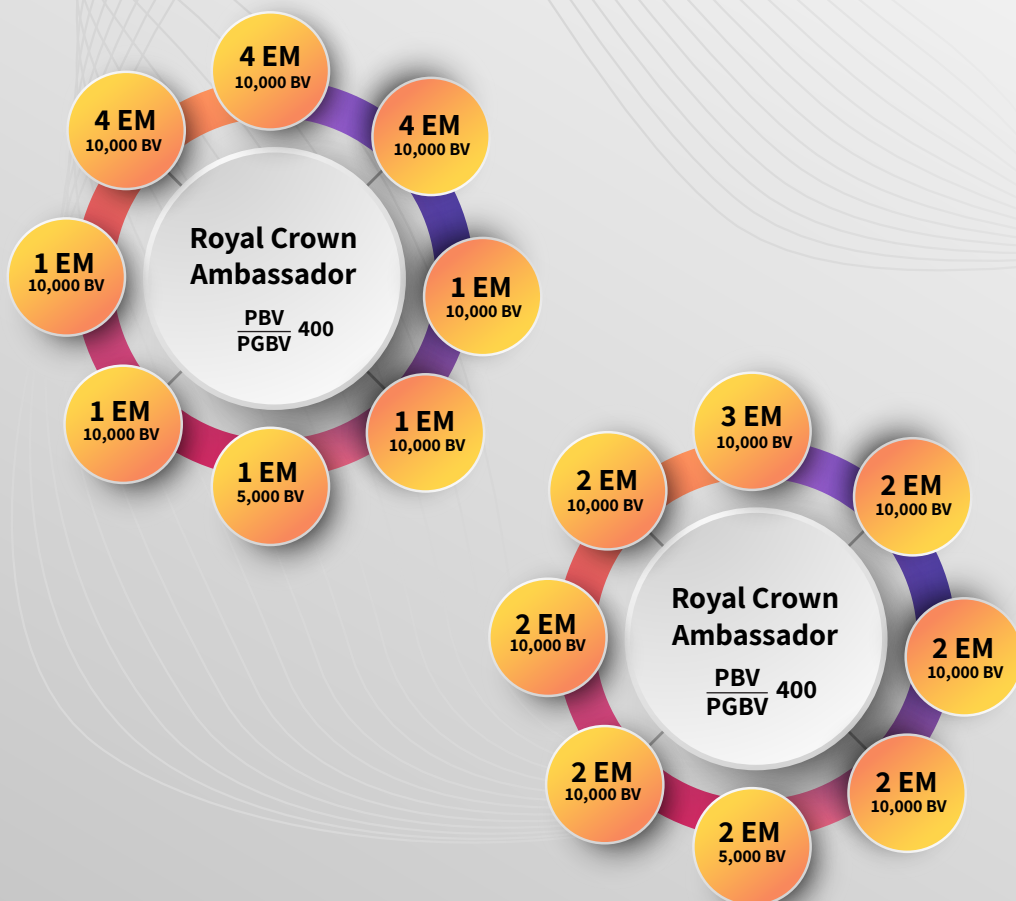


Other than enjoying the 1% Senior Crown Ambassador Fund, the qualified Senior Crown Ambassador is also entitled to enjoy the 2% Crown Ambassador Fund.

10

Royal Crown Ambassador Fund 1%

Qualified Royal Crown Ambassadors



Other than enjoying the 1% Royal Crown Ambassador Fund and 1% Senior Crown Ambassador Fund, the qualified Royal Crown Ambassador is also entitled to enjoy the 2% Crown Ambassador Fund.

11

Car/ House Fund 3%

Qualified Diamond Managers - Royal Crown Ambassadors



Monthly Maximum Pay Out : ₹ 20,000

12

Overseas Incentive 2%

Qualified Sapphire Managers - Royal Crown Ambassadors



Monthly Maximum Pay Out : ₹ 10,000

- Only one person will be eligible for Overseas Tour once a year.
- Points can be accumulated for two calendar years.
- These points cannot be exchanged for cash.



Effective Rank & Adjusted Rank

Effective Rank

When certain conditions are laid down for Sapphire Manager and above Rank, in order to qualify for Development Bonus corresponding to his/her rank and he/she fulfils all the laid down conditions, then his/her **Effective Rank** will be the same as what he/she is.

Adjusted Rank

When he/she fails to fulfil the laid down conditions, then the **Adjusted Rank** will come into existence for calculating his/her Development Bonus at a lower Rank, for the corresponding calendar month.

Sapphire Manager (17%): Effective Rank:

PBV = 200. PGBV = 2000. If not fulfilled, **Adjusted Rank** will be Manager (15%), provided 100 PBV is done.

Ruby Manager (19%): Effective Rank:

PBV = 200. PGBV = 1600. If not fulfilled, **Adjusted Rank** will be Manager (15%), provided 100 PBV is done.

Emerald Manager (21%): Effective Rank:

PBV = 200, PGBV = 1200. If not fulfilled, **Adjusted Rank** will be Manager (15%), provided 100 PBV is done.

Diamond Manager (23%): Effective Rank:

PBV = 400, PGBV = 800 & 3000 GBV in any one (1) of the Manager Lines. If not fulfilled, **Adjusted Rank** will be Emerald Manager (21%), provided 400 PBV and 1200 PGBV is done. If this condition is also not fulfilled, his/her **Adjusted Rank** will be Manager (15%) provided 100 PBV is done.

Crown Manager (25%): Effective Rank:

PBV = 400, PGBV = 600 & 3000/3000 GBV in any two (2) of the Manager Lines. If not fulfilled, **Adjusted Rank** will be Diamond Manager (23%), provided 400 PBV and 800 PGBV is done. If this condition is also not fulfilled, his/her **Adjusted Rank** will be Manager (15%) provided 100 PBV is done.

Crown Ambassador (28%): Effective Rank:

PBV / PGBV = 400 & 3000/3000/3000 GBV in any three (3) of the Manager Lines. If not fulfilled, **Adjusted Rank** will be Diamond Manager (23%), provided 400 PBV and 800 PGBV is done. If this condition is also not fulfilled, his/her **Adjusted Rank** will be Manager (15%) provided 100 PBV is done.

Senior Crown Ambassador (29%): Effective Rank:

PBV/PGBV = 400 & 3000/3000/3000/3000/3000 GBV in any five (5) of the Manager Lines. If not fulfilled, **Adjusted Rank** will be Crown Ambassador (28%), provided 400 PBV/PGBV is done. If this condition is also not fulfilled, his/her **Adjusted Rank** will be Manager (15%) provided 100 PBV is done.

Royal Crown Ambassador (30%): Effective Rank:

PBV/PGBV = 400 & 3000/3000/3000/3000/3000/3000/3000/3000 GBV in any eight (8) of the Manager Lines. If not fulfilled, **Adjusted Rank** will be Crown Ambassador (28%), provided 400 PBV/PGBV is done. If this condition is also not fulfilled, his/her **Adjusted Rank** will be Manager (15%) provided 100 PBV is done.

* Adjusted Rank is applicable to calculate Development Bonus only.

* When the Adjusted Rank becomes Manager, he/she will not be eligible for Star Incentive and Manager Fund.



Glossary

BV

BV is the Business Value assigned to Products based on which commissions are paid.

PBV

PBV is the Personal Business Value which means the BV of the Products purchased by an individual Direct Seller on his/her ID on any calendar month.

GBV

Group Business Value means the total BV from you and the entire group of yours in a calendar month.

PGBV

Personal Group Business Value means the sum of your PBV and GBV done in your non manager line/lines in a calendar month. PGBV is applicable only to Sapphire Manager and above rank in order to be eligible for their monthly commission as per their effective ranks and not applicable to Manager and below rank.



Disclaimer

1

K-LINK India Marketing Plan is not intended to entice or lure any Direct Seller or Non Direct Sellers.

2

K-LINK India Marketing Plan is not meant to make anyone rich overnight. Hard work and consistent effort is required to become successful in K-LINK.

3

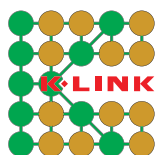
All the examples given in the Marketing Plan is imaginary and meant to make people understand the Plan easily.

4

No Direct Seller is forced or compelled to do K-LINK business. Doing K-LINK business is one's own choice.

5

K-LINK India Management has all rights to alter, modify or change the Marketing Plan with or without prior intimation.



Your Global Link