



K-LINK INDIA **MARKETING PLAN**

B



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 B

1	Dynamic Incentive	9%	74% (BV)
2	Unilevel Bonus	40%	
3	Infinity Bonus	15%	
4	Profit Sharing	10%	

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

Marketing Plan B

To enjoy the benefits of Marketing Plan B, a Direct Seller must maintain 300/400 PBV or more corresponding to his/her rank. From this PBV, 200 BV will be transferred to Marketing Plan B and the rest of the BV will remain in Marketing Plan A. The bonus sharing is distributed into Four (4) categories as follows.

1

Dynamic Incentive 9%*

Qualifications and Points calculated to share this fund are as follows:

1. Must have Three (3) different lines with at least One (1) Direct Seller doing 300 PBV in each line, which is considered as One (1) qualified point.
2. Must have at least Five (5) different lines with at least One (1) Direct Seller doing 300 PBV in each line, which is considered as Two (2) qualified point.
3. The Direct Seller doing 300 PBV in any line need not be the direct downline. He/She shall be from anywhere in each line.

Total Plan B pool BV x 9% divided by total number of 1 point and 2 point = Value of 1 point. 2 times of 1 point will be the value of 2 point.

For Example :

Assume that Plan B Pool is 1,00,000 BV and total number of qualified points for Dynamic Incentive is (Number of 1 point + number of 2 points) which is (60+30) = 90 points.

$$1,00,000 \text{ BV} \times 9\% = 9,000 \text{ BV}$$

$$\frac{9000 \text{ BV}}{(60 \text{ pt} + 30 \text{ pt})} = 100$$

1 pt → 15 x 2 pt

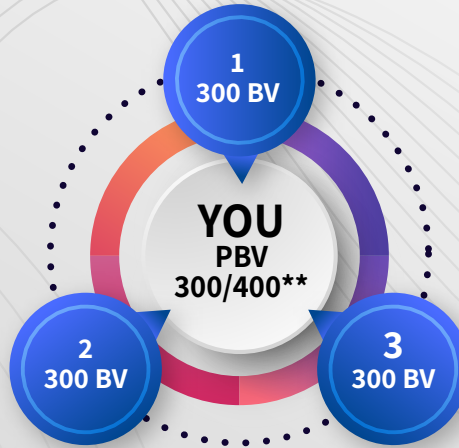
$$100 \times ₹ 15 = ₹ 1,500$$

$$\text{Then } 1 \text{ pt} = ₹ 1,500$$

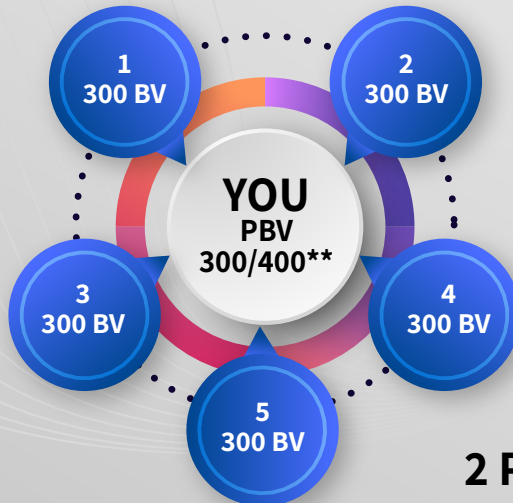
$$2 \text{ pt} = ₹ 3,000$$



Dynamic Incentive



1 Point



2 Point

*Eligible only for Sapphire Managers and below.

**PBV 300 for Managers and below for qualification.

**PBV 400 for Sapphire Managers for qualification.

2

Unilevel Bonus 40%

$$(200 \text{ BV} \times 4\% \times ₹ 15 = ₹ 120)$$

40% of Business Value (10 x 4% = 40%)

300 PBV for Managers & below. 400 PBV for SM to RCA

Number of Levels	1 x 200	2 x 200	3 x 200	4 x 200	5 x 200
Personal Level 4%					
Level 1	4%	4%	4%	4%	4%
Level 2	4%	4%	4%	4%	4%
Level 3	4%	4%	4%	4%	4%
Level 4	4%	4%	4%	4%	4%
Level 5	4%	4%	4%	4%	4%
Level 6		4%	4%	4%	4%
Level 7			4%	4%	4%
Level 8				4%	4%
Level 9					4%

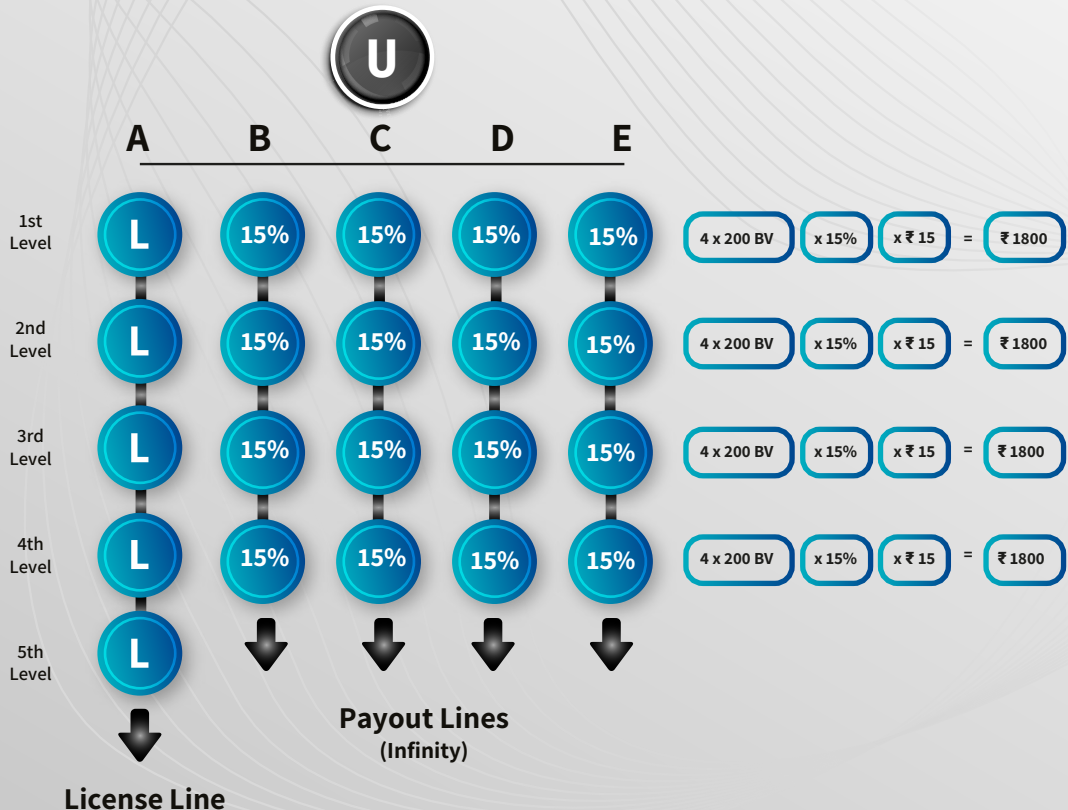
* Maintain as many downlines as possible with 300/400 PBV in Five (5) different lines or more, you will then be able to enjoy 9 levels of Unilevel Bonus in addition to your Personal Level.

3

Infinity Bonus 15%

From Individual line, every level is entitled for one time bonus only.

$$(200 \text{ BV} \times 15\% \times ₹ 15 = ₹ 450)$$



- 1) Deepest line will be the License line.
- 2) From rest of the lines, every level of each line generates Infinity Bonus.
- 3) Since, there is no restrictions on number of levels it is called as Infinity Bonus.

4

Profit Sharing 10%*

K-LINK INDIA allocates 10% from Plan B Pool for Profit Sharing and it is distributed into two categories

- 1) Less than 1,00,000 GBV - 5%
- 2) 1,00,001 GBV to 2,00,000 GBV - 5%

Qualification for category 1 - (5%)

- 300/400 PBV.
- Must have Three (3) different lines with 3,000 GBV each.
- Total GBV must be less than 100,000 BV.

Category 1



Total Group Sales
Less than 100,000 GBV

Category 2



Total Group Sales
100,001 to 200,000 GBV

Qualification for category 2 - (5%)

- 300/400 PBV.
- Must have Three (3) different lines with 10,000 GBV, 10,000 GBV & 5,000 GBV.
- Total GBV must be between 100,001 BV to 200,000 BV.

* Profit Sharing will be calculated based upon the number of Direct Sellers who have done 300/400 PBV in your group in the calendar month.



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

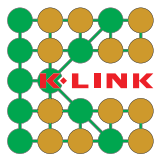
All the examples given in the Marketing Plan is imaginary and meant to make people understand the Plan easily.

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