

# K-LINK

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## COMMUNIQUE BULLETIN

FEBRUARY - 2023

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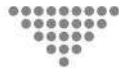


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# DIRECTOR DESK



## STRAIGHT FROM THE HEART



Mr. Jegiathesan Subramaniam  
Director of K-LINK India



New Year brings in new fervour, excitement, and promise of happiness with continued rewards. Every year opens the window to perceive new hope and weave new resolutions. As it progresses, some aspirations stay rooted in our conscience to yield desired results. In contrast, others make an evanescent exit from our minds. But all said and done, the resoluteness to raise the bar for achieving business success lingers on for most of us. So, the mantra for this year is -

**‘IF WE ENDEAVOUR, WE WILL ACHIEVE!’**

Let this year be a new reckoner for social media integration in our communication and harness business expansion. The power of the internet in your palms can catalyse various K-LINK product sales and lead to the widening of horizons for achieving new vistas.

We all know that India has one of the largest smartphone penetrations in the world due to the availability of affordable internet data. An average Indian is glued to their Smart Phone for 3 to 4 hours a day checking notifications and messages

**Henceforth, we need to leverage our business growth through social media also.**

I have always believed that all it takes to succeed with K-LINK is to adhere to the K-LINK business system that we have developed, formed, and pioneered over the years. We have created an engaged direct selling business infrastructure in the country. We look forward to connecting with Generation Z, who are tech-savvy and enterprising youth.

Our direct selling business rendezvous is based on long-term engagement and empowerment of all who get associated with us keeping the aspirations of people at its core.

All our initiatives are envisioned keeping in mind current trends that are shaping the direct selling industry and the sentiments of our sales field force and needs of our consumers.

Every direct selling business offering from K-LINK India considers the learnings from the leaders and aspirations of the youth who will be taking the mantle of leadership in the future.

We, as TEAM K-LINK, are resolute and committed to the Indian Market and cherish the bonds of trust and goodwill we have nurtured over the years.

Let 2023 be the year of dynamism: continuity and many zing vibrations that will enliven all of us to be the better version of ourselves.

**Mr. Jegiathesan Subramaniam**  
Director of K-LINK India



# EDITORIAL

**Mrs. Shanthini Pillai**

Director of K-LINK India

It is always a special feeling to express views in the year's first issue through this editorial. As it sets the tone for our interactive conversations, facilitating communication of our initiatives, programs and campaigns to build capacity among our direct sellers. The tenor of this editorial is an expression of the views of our Director Mr. Jegiathesan Subramaniam, 'if we endeavour, we will achieve.'



At this time of year, as we approach the fourth quarter of the financial year 22-23, Team K-LINK direct sellers are very driven to achieve their committed sales turnover growth in terms of numbers to reveal true advancement.

The K-LINK Communique Bulletin's current issue's theme is on women in business, self-employment, and social media learnings and requirements for growing our businesses.

As we all know, women are responsible for the day-to-day functioning of their homes and fulfilling the needs of family members. This automatically gives them hands-on exposure, socializing with friends, caring, talking, deciding on family budget spending, and running the household as the lady of the house. Hence, I believe it is very easy for women to fit into the self-employment business offered by direct selling business; as it gives them the flexibility to choose their time of work, confidence, an extra income source, and be economically independent within the comfort of their homes.

The growth of the Indian direct-selling industry has substantially increased in recent years, even during the Pandemic. Direct selling will continue to grow as more and more women, and young people join the industry as it makes you your own boss. Direct sellers who have stayed in action mode for 4-5 hours a day have created a stable sales business network in a span of 3 – 5 years.

Self-initiative, encouragement, and persistence towards the direct selling business mission is the pivot on which the current issue has been articulated, and it is best exemplified by the 'Triumphant Tales' segment in which we illustrate the journey of Dr. Shailendra Kumar Mishra (Senior Crown Ambassador) and Mr. Ravi Ram Dewangan (Diamond Manager). Our attempt is to create content that will provide our readers with information that will open a channel of collaborative communication with K-LINK India and its entrepreneurial business opportunity. Enjoy reading and stay connected!

Write to us at:  
[shanthini@klinkindia.in](mailto:shanthini@klinkindia.in)

Yours truly,

**Mrs. SHANTHINI PILLAI**

Director of K-LINK India

# ABOUT OUR PRODUCTS

## K-Cid & K-Ges

### K-CID

K-Cid is an ayurvedic combination which helps to neutralize excess acidity, prevent heart burn and heals ulcers.

#### K-CID is recommended for the following indications:

1. Hyperacidity
2. Heartburn
3. Gastritis

#### K-CID Mode of Action:

1. Relieves from acid indigestion and heartburn.
2. Helps manage GERD (Gastro-Esophageal Reflux Disease).

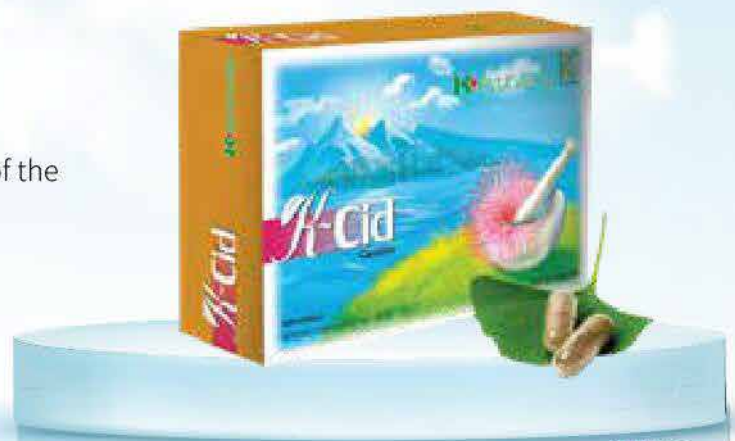
#### Some of the important ingredients of K-Cid Capsules are :

##### Glycyrrhiza glabra:

- Improves digestion
- Enhances gastrointestinal system

##### Woodfordia Fruticosa:

- Excellent astringent
- Found to stimulate the contraction of the intestinal loop



# K-GES

Indigestion is commonly used to describe discomfort of the gastrointestinal tract associated with eating, drinking or smoking. K-Ges contains enzymes, that help in the process of digestion and relieves gas.

## Symptoms

1. Heartburn and acid indigestion
2. Belching along with gaseous distention

## Causes

1. Irregular meal timings
2. Sleeping immediately after a heavy dinner

## K-Ges contains extracts of herbs like:

### Carica Papaya

- It contains two important compounds that are chymo-papain and papain which aids in digestion

### Zingiber Officinale

- Expels gas from the intestines

## Benefits

1. Improves appetite and digestion
2. Helps in gaseous distention





# SOCIAL MEDIA

## Consistency an Essential Part in Building Sales Network

Social Media consistency is repetition with innovation. Consistency is the groundwork for success and triumph in any domain where we want to excel and see tangible results.

Social media has made it possible to interact with potential customers in real-time and has developed into a tool for enhancing trade and commerce activities reaching to an infinite audience.

Practising & following a social media routine equips you with the continuous cycle of interaction and relationship building which is the core of the direct selling business one-to-one contact model.

**Follow these steps to maintain social media consistency for your personal brand development and business generation:**

**Step 1:** Check your calendar and select the days you want to post.

**Step 2:** Now segregate the chosen days and decide the nature of your posting. For example: On Mondays, you post only about motivational stories, and on the weekends, you share product testimonials.

**Step 3:** Once you develop this routine, remember to post on the selected days to balance the engagement activity with your audience. It is essential to be consistent with your engagement on social media as it keeps the linkage active with your audience & helps you find your real prospects who would buy your products.

**Step 4:** Analyze the audience response allocate sufficient time to understand the reaction of the audience to your posts, stories, and polls, etc.

**Step 5:** The most essential part is consistency which makes you grow faster towards your sales goals and vision board.

Leverage these steps, use social media tools, and stay active with your rendezvous with different social media platforms. The engagement can be of any form to stay connected, for example, commenting or reposting a post with your thoughts. To build a successful network, one must stay within the daily work routine and continue to share ideas and authentic information.

The byword for business excellence is consistency, and direct sellers need to be more conscious about it as they are visible in the public domain 24X7.

Discipline is the golden rule, and a direct seller has to be in the frame of mind which is "on your marks, get set go," i.e., be active with your presence, day in and day out, because it reflects you and is instrumental in building a successful direct selling business.





**LEARN**

**SALES PROSPECTING  
TECHNIQUES ON**

**SOCIAL MEDIA PLATFORMS**

Prospecting is a call to action to approach people to do business. It is the primary step in the business-building process. Sales prospecting techniques serve as the impetus on which sales networks are built.

Once a direct seller joins a direct selling industry, they are advised to prepare a warm list that comprises their friends, acquaintances, and relatives. In the initial phase, a direct seller approaches people in their natural market, including prospects they already know.

During the second phase, in which they have to expand and build a sales network and approach the unknowns to join their sales network, a direct seller can accelerate their business growth in a shorter time than ever before through social media.

Social Media Platforms which are helpful for direct sellers in generating their leads are Facebook, Instagram, Twitter, LinkedIn, and Pinterest. The most often asked question is which platform to use and how to identify your audience.

Remember that each platform has a different audience; for example, Instagram and Facebook is operated by everyone.

**Facebook live is excellent for showcasing new product launches.**

**Instagram gives perfect outcomes through reels providing solutions to health concerns like foot pain relief: acidity control, etc.**

**Pinterest is used by the younger generation and is best for posting your product pictures with benefits.**

On the other hand, LinkedIn is a highly professional platform that includes a network of professionals who connect on business interactions; it is a learning platform where people share authentic information through groups and interact further.

Brand building through social media is just the tip of the iceberg; social media serves as a tool for deriving sales keeping the fundamentals of the direct selling business model intact.

Integrate your social media strategies according to your platform and check the content your connections and the audience would like to see and share. Interaction can be of any type, through commenting, reposting posts with your thoughts, and working on collaborations with your sales team network under you.

For generating sales leads through social media, Content is the King. Prepare catchy and straightforward messages that can create instant rapport with the platform audience.

The instant way to spread the rapid word-of-mouth approach is by engaging in stories sharing product testimonials & customer feedback.

It would be best if you always remember that crores of people are your prospects and crores of people are using social media, so you have to differentiate yourself through quality content & consistency.

Social media is the modern relationship-building tool that automatically serves your sales growth.

**USE IT RIGHT  
AND ACHIEVE YOUR  
SALES VISION BOARD**





As a part of human body functioning, the stomach secretes the acid that aids in the breakdown of food during digestion. But when the gastric glands of the stomach produce excessive amounts of such acids, it leads to a health condition known as acidity. Some of the symptoms of acidity include formation of ulcers, heartburn and dyspepsia. The chances of developing acidity are higher in individuals who are generally very emotional and nervous. Heartburn is a common problem in today's world.

It has been found that acidity usually tends to occur in one of the following conditions:

- After meals
- During the night-time while lying on the bed
- While exerting pressure on the intra-abdominal area

**Possible causes of acidity:**

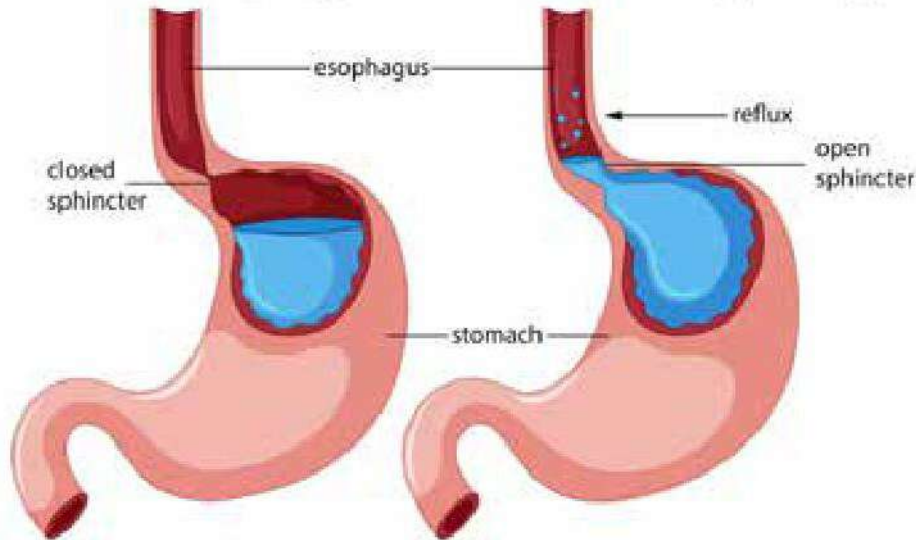
- Eating too fast
- Alcohol consumption
- Consumption of highly spicy foods
- Non-vegetarian diets
- Non-Steroidal Anti-Inflammatory Drugs (NSAID's)
- Stress

Hence, acidity is the condition in which there is an excess secretion of acid within the stomach. Other names for acidity are hyperacidity or acid dyspepsia. If untreated it leads to GERD.

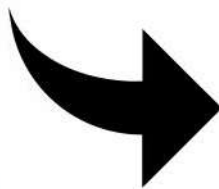
# GERD

Gastro Esophageal Reflux Disorder, a chronic disease that occurs when stomach acid or bile flows into the food pipe and irritates the lining. Acid reflux and heartburn more than twice a week may indicate GERD. Symptoms include burning pain in the chest that usually occurs after meals and worsens when lying down.

## Gastroesophageal reflux disease (GERD)



**SOLUTION!**



# K-CID CAPSULES

Helps in GERD, Hyper-Acidity and Heartburn

K-Cid Capsules helps reduce acidity and related conditions as it contains cooling herbal extracts that are Anti-inflammatory, Anti-spasmodic and Digestive properties.

These ingredients help neutralize excess acidity, reduce inflammation, prevent heart burn and heals ulcers. Help in relieving flatulence, nausea and vomiting.

**Some of the important ingredients of K-Cid Capsules are :**

## **GLYCYRRHIZA GLABRA:**

- Improves digestion
- Enhances gastrointestinal system
- A demulcent, that soothes the mucous membranes and protects the digestive system.
- It has been known to coat the stomach's lining with a mucus.
- Glycyrrhizin acid also helps to inhibit enzymes that dismantle prostaglandins, which will help the stomach and upper intestine, allowing ulcers to heal more quickly.
- Protects the colon and treats ulcerative colitis, Crohn's disease, Celiac disease, gastritis, and peptic ulcer.



## **WOODFORDIA FRUTICOSA:**

- Excellent astringent
- Found to stimulate the contraction of the intestinal loop, showing antipyretic effect
- Provides a composition for treating ulcer caused by the conditions caused by stress induced ulcer, peptic ulcer, cold restraint induced ulcer, drug induced ulcer and acid induced ulcer



### **K-CID Capsules:**

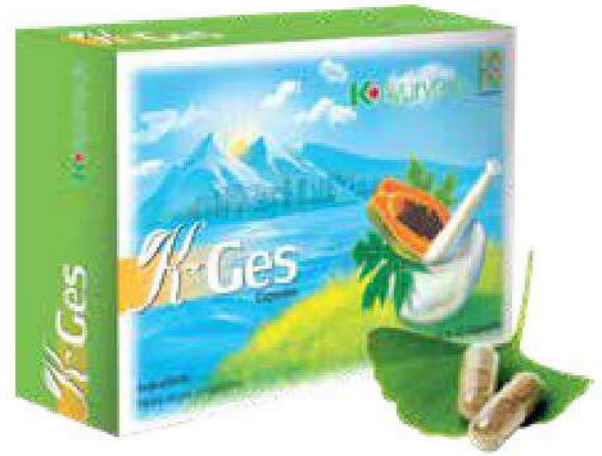
- Relieves from acid indigestion, upset stomach, sour stomach, and heartburn
- Helps manage GERD (Gastro-Esophageal Reflux Disease)
- Treats Acid indigestion
- Heals Chronic Ulcers
- Stops Heartburn (A burning sensation, usually in the chest, near the breastbone)

Acid reflux and gas are not directly related. However, they can occur together and make each other worse. Many of the same issues that cause gas also trigger acid reflux. For example, overeating too quickly can lead to both acid reflux and excess gas. Large meals trigger the release of more acid from the stomach lining, making acid reflux worse. Large amounts of food also cause one to swallow more air, resulting in more gas.

This is the reason K-Cid capsules in conjunction with K-Ges capsules can provide relief easily.

# K-GES CAPSULES

Helps in digestive disorders,  
Gas and Indigestion



**K-Ges contains extracts of herbs like:**

## CARICA PAPAYA:

- It contains two important compounds that are chymo-papain and papain, which aids in digestion.
- Papaya is antibacterial agent



## ZINGIBER OFFICINALE:

- Expels gas from the intestines
- Stimulates the intestines
- Promotes production of saliva, digestive juices, and bile
- Enhances digestion



**K-GES Capsules:**

- Relieves from colic pain and flatulence
- Has antispasmodic action
- Improves appetite and digestion
- Helps in gaseous distention



FROM THE MANUFACTURER OF

**AGRO**  
PRODUCTS



**Mr. RAVINDRA NAMBIAR**

( Managing Director - Cropex Private Limited )

# K-REPEL

## FOR PADDY BPH



K-Repel is a farm input for better crop care and better crop growth. Improves plants resistance against attack from pests like Brown Plant Hopper on Paddy.

Brown plant hopper [BPH] is a small sized brown insect found mainly on the base of paddy plants above the water level. BPH suck the plant sap from leaf sheathes, causing yellowing of lower and then upper leaves.

Mode of Action: Upon spraying K-Repel, the plants will grow better and will withstand against stress and pests like Brown Plant Hopper. It works as Repellent and antifeedant activities.

It contains B-Vitamins which help for the better growth of the crop and bitterant agent helps to keep away the insects from feeding plants. The premium surfactant helps in better dispersion of nutrients in the spray solution.

Due to its antifeedant properties, the Spray may leave a harmless, unpleasant taste on the outer surface of the crop for a few days. Stop spraying a week prior to harvest.

**Dosage:** 2-3ml per litre of water, 2-3 application depending on infestation rate. Spray uniformly, thoroughly and drench the plant surface.



# **BUILD** **CONVERSATION** AND CONNECT WITH YOUR TARGET AUDIENCE THROUGH SOCIAL MEDIA PLATFORMS

Today we cannot even imagine functioning and conversing without dynamic platforms offered by social media. With the arrival of social media, the scope of spreading immediate information has become extremely necessary and useful. It has transformed the way in which tangible business is taking place, not just general conversations about staying connected.

Direct Selling business is the oldest and original social interactional business format and has become a winning medium for empowering individuals and communities.

Social media has transitioned how direct selling business communication is done and conducted. A direct seller, through the usage of social media, can develop contacts and network with prospects who reside in diverse geographies. The infinite potential of social media can be seen from the number of team meetings, training sessions, sales demonstrations, and presentations organized by direct sellers. It is a medium that enables an individual direct seller to economize time and prioritize their personal goals.

You can engage with your audience through various ways, such as connecting with them through stories, likes, running polls, asking them about their opinion, feedback and re-sharing posts.



Following are the ways through which you can optimize your social media plan:

- Create a social media account
- Keep one E-mail id for all social media platforms.
- Interact regularly and keep up the engagement; on a daily basis which means say hi or like so that interaction is every day.
- For posting pictures on products/motivation, quotes adopt a timetable which you can follow through for a minimum of 6 months.
- Post content that encourages your audience and makes it more relatable.
- Build a community group and connect with your prospects on a daily basis.
- Send customized messages to your prospects, adding a personal touch to your communication.
- Post product videos, testimonials & feedback; by doing this, you will add authenticity to your social media personal branding.
- Start FB live once a month; it will accelerate your engagement
- Serving the prospect is essential, and protecting yourself from unsolicited interaction is equally important, so be a little cautious
- Please note that as direct sellers completely avoid political & religious believes on social media.

As you continue to do the above activities, remember to continue checking your engagement insights & analyse what keeps your audience most engaged.

Share behind-the-scenes knowledge with your audience; for example, people who follow are most likely to follow the company's social media. Also, if they find exclusive content on your page, this will keep them more connected to your page. Utilize the tools provided by social media and direct them towards building your own sales network under the aegis of K-LINK.



**K-LINK**

# TRIUMPHANT TALES



**Dr. Shailendra Kumar Mishra**

(Senior Crown Ambassador)

JAI SHREE KRISHNA.

Gratitude is the key word for my success in life. Thanks to my parents and my team for everything. They have given me three points which i feel can help any distributor (maybe) because it has helped with me.

1. Dream Big - which people don't even dare to think.
2. Fight for it - To achieve your goal. Ready to sacrifice whatever it cost you (for the implementation).
3. Gratitude - Show the gratitude towards the almighty, your family and even to those also who left you.

HARDWORK IS THE ONLY WAY TO SUCCESS (According to me).

Last - you don't become what you want to become, but you definitely become what you are.

I just wanted to be a good FOLLOWER, rest God will take care.

Thanks Jyoti for keeping the trust in the ups & down of my life.

In the end - One thing i follow about myself.

I am a good follower. I selected one person to follow i.e. Mr.Jegiathesan Subramaniam sir (Director). Whatever i am today, good or bad is only because of him. Thanks sir for being in my life & no doubt K-LINK Company and Management, especially Shanthini mam & Sarala mam.

Team -

Dr. Pranav Kumar Ray | Mr. Ravi Ram Dewangan | Mr. Vinay Kumar Jha | Mr. Tikam Chand  
Mr. Lalit Varu | Mr. T. Mahesh | Mr. Shadab Siddique | Mr. Ajay Kela

**Dr. Shailendra Kumar Mishra**

(Senior Crown Ambassador)

**K-LINK**

# TRIUMPHANT TALES



**Mr. Ravi Ram Dewangan**  
( Diamond Manager )

Shree Shivay Namastubhyam. Today I have been able to reach this stage with the blessings of Lord Bholenath Shiv Shankar ji and the blessings of my parents, elder brother Mr. Ramtaram Dewangan, entire family and my teachers, the support of my team, classmates and the sacrifice and penance of my better half.

I have seen many ups and downs in life. At one time I was working in a chit fund company and my work was going on in such a way that I was touching the heights of the sky. The almighty is not so heartless; he again gives a chance to his children to be careful. Something similar happened with me too, Shiv ji gave me another chance in the form of Dr. Shailendra Kumar Mishra Sir (Senior Crown Ambassador). I was completely shattered at that time. He gave me a new dimension and continuously boosted my spirits due to which new confidence started infusing in me and knowledge started flowing in my blood. That is, I started working by joining K-LINK and created a new history in no time. With the help of my team, I got the Emerald Manager PIN within 4 Years. But in the court of the above one more test was still to be given.

During the time of Corona, I got a disease called Black Fungus. In which I lost my left eye and I think it was the first case of this disease in Chhattisgarh. Remembering those days, I am in great pain. I had seen my death closely at that time. With Shiv Shankar ji blessings, my whole family especially my elder brother Mr. Ramta Ram Dewangan, my wife and my whole team, my friends, my mentor most respected Mr. Jegiathesan Subramaniam Sir, Dr. Shailendra Kumar Mishra Sir (SCA) and K-LINK Management family, I got a new life due to the blessings of the members. "It is said that where there is a will, there is a way" Knowing that the name has dissolved in the blood that nothing was impossible, we were around 300 patients in PPDAI Hospital. The most critical of them was my hair. The doctors had said that my left eye would have to be removed and I was operated on 25 May 2021. Before the operation, the doctor had told my family members that anything can happen during the operation and took them to the operation theater at 9 am and the operation was done. My left eye was removed and left nose was also operated upon. After the operation, I regained consciousness around 3 to 4 pm. And I was placed in PBN. But my family members could not get the news that my operation was successful.

All the people were scared that what has happened, nothing is known. Tears were flowing from the eyes of the people in the family. Everyone Dr. Shailendra Kumar Mishra sir, all my friends, all the people of the team were worried. But at 9:30 in the night the doctor told my brother that the operation was successful. Four days after the operation, bandages were opened from my eyes, the doctors and nurses were upset because as soon as the bandages were opened, there was a stream of blood flowing from my left eye, nose and mouth and almost 1 bottle of blood had flowed continuously. But the doctors were encouraging me that nothing will happen to me.

All my clothes had turned red and I was operated upon on the same bed. When the operation was being done, both the nostrils were closed and instead of flowing out the blood filled inside the throat, at that time I had only a few moments left. What shows the glory of God, I started getting cramps in my hands and legs and stopped breathing for a moment, I thought that I would say goodbye to this place, but at that time Lord Shiva blessed me and the doctor put some pipes in my mouth. Due to which the frozen blood in the throat went to the stomach, after which I took a long breath. After one hour of operation nose started bleeding again and after 1 day it started bleeding again. Now the doctors were also upset and started saying that now the bandage will be opened in the operation theatre, but they said that they knew that we are also of Shivji Devotees are fighters.

The strip was opened again after 4 days and this time the mission was successful. That day I understood one thing that a networker is always ready to fight in every situation and he "may be crippled physically but never mentally." Mercifully, I decided that I would be the first among 300 patients in the hospital to be discharged and that happened despite being in such a critical condition. My mission started after 3 months of bed rest at home but I would like to share one thing with you guys.

There is life in the products of K-LINK Company. Our director Mr.Jega Sir and Dr.Roopam Bhatt Sir have made the products in such a great way. Today I do not take any sugar tablet and insulin and the sugar level is absolutely normal. It gives me pleasure to inform that when the fighters of K-LINK recovered and entered the field, after sometime i achieved Diamond Manager on September 2022. My new guest lavchha arrived by the grace of Shiva. In all these times, my family members, my classmates, each and every member of my team, mentor, respected Mr.Jega Sir, respected Dr. Shailendra Kumar Sir, respected Dr. Roopam Sir, respected Mr. Nambiar Sir and all the management of K-LINK family, all of you have contributed a lot in my new life. May you all live a long life and I will be indebted.

“Courage is also not less than a doctor. He gives you the medicine of strength in every difficulty.”

**Mr. Ravi Ram Dewangan**  
(Diamond Manager)

# K-LINK ACTIVITIES

## “NEW YEAR 2023 BRINGS IN NEW HOPES & A NEW ENERGY”

Program held at Salt Lake Office, Kolkata on 07<sup>th</sup> Jan'2023 by our honourable guest  
Mr. Jegiathesan Subramaniam (Director of K-LINK INDIA)  
& Speakers - Dr. Shailendra Kumar Mishra (Senior Crown Ambassador),  
Dr. Subrata Nandy (Diamond Manager), Mr. Ravi Ram Dewangan (Diamond Manager) and  
Mr. Dinesh Chandra Makar (Diamond Manager).



# K-LINK ACTIVITIES





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