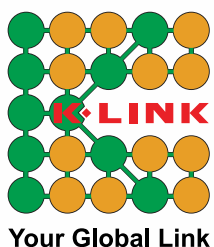




KEY TO
SUCCESS



K-LINK
COMMUNIQUE BULLETIN

NOVEMBER - 2021

WHAT TO FIND INSIDE?



MESSAGE FROM GROUP MANAGING DIRECTOR - DATO' DR. DARREN GOH



STRAIGHT FROM THE HEART - K-LINK INDIA DIRECTOR –
Mr. JEGIATHESAN SUBRAMANIAM



EDITORIAL – Mrs. SHANTHINI PILLAI



NEW LAUNCH - K-HOME MAGIC (DISHWASH LIQUID)
K-HOME MAGIC (TOILET CLEANER), K-HOME MAGIC (FLOOR CLEANER)



RECENTLY LAUNCHED - K-GANO COFFEE,
K-SHINE & SPARKLE (2 IN 1) DETERGENT POWDER 1KG, K-eSOCKS,
K-ION NANO (PREMIUM 5 – BLACK), K-ION NANO (PREMIUM 7 – GLOSSY BLACK)



DIRECT SELLING INDUSTRY & ITS DIGITAL TRANSFORMATION IN
BUSINESS PROCESSES DURING PANDEMIC



DIRECT SELLING - UNLEASHING THE TRUE ENTREPRENEURIAL
POTENTIAL OF WOMEN



MESSAGE FROM OUR MANUFACTURER OF AYURVEDA PRODUCTS
Dr. ROOPAM BHATT -DIRECTOR -WELEX LABORATORIES



ABOUT URBAN FARMING FROM OUR MANUFACTURER OF AGRO PRODUCTS -
Mr. RAVINDRA NAMBIAR –DIRECTOR- CROPEX PRIVATE LIMITED



TRIUMPHANT TALES - Mrs. REDILA ADILA PAME (CROWN AMBASSADOR)



TRIUMPHANT TALES - Mr. NISHAN BARMAN (EMERALD MANAGER)



ANNOUNCEMENT



WOMEN ACHIEVERS



K-ACTIVITIES 2021

MESSAGE FROM K-LINK GROUP MANAGING DIRECTOR

Dato' Dr. Darren Goh



As I connect with you through this issue for K-LINK Communique Bulletin, I am very elated to share with you the progressive business strategies envisaged by the K-LINK in the Indian Market. As you are aware, K-LINK is an International Direct Selling Entity with business operations in more than 50 countries worldwide. It started its India business operations in 2001 with Chennai as its Headquarters. It has its branches all over India and has established its sales network in almost all states of India and is expanding exponentially. At K-LINK, we have established a culture of harmonious growth and cooperation and have the utmost respect for business conventions, trade practices, heritage and lifestyles of the countries with a business presence.

K-LINK believes in excellence, and its business strengths are its proven products, which have been acclaimed internationally by the users and its distributors, who are well versed with the skillsets of the information economy. Business Plans launched by K-LINK internationally are very easy to understand; they allow our distributors to earn more and actualize their full potential.

K-LINK has been founded on the business philosophy which targets to empower its distributors, customers, employees, trading partners and business associates to perform at their optimum level by supporting each other.

The Indian Market offers vast growth prospects for K-LINK India and we really cherish 20 years of our mutually beneficial association with our business partners and distributors. I appreciate K-LINK India Team for being resilient in the ever-progressing Indian Market.

Concluding my message with you all; prosperous festive greetings of Christmas & New Year, have an exceptional year of growth & triumph.

Wish you all the best in pursuit of your endeavours,

A handwritten signature in black ink, appearing to be 'D. Goh', written in a cursive style.

Dato' Dr. Darren Goh
Group Managing Director



STRAIGHT FROM THE HEART

K-LINK India Director

Mr. Jegiathesan Subramaniam

At the outset, I want to congratulate everyone for their accomplishment and not giving up the spirit on account of the First & Second wave. I am proud of each one of you for your resilience & confidence in yourself and in us as a Team.

At K-LINK, we believe in creating a healthy and happy future for our people. We offer a range of high-quality healthcare products to our consumers. Now, we are planning to launch many more new products in the coming months. At K-LINK, we put substantial effort and energy into creating supreme quality products. We have recently launched new products like- K-ION NANO PREMIUM 5, K-ION NANO PREMIUM 7 & e-SOCKS. These well-researched and high-quality products will make our consumers happier and scale up the sales for our K-LINK distributors.

We have created an encouraging environment for our Direct Sellers and support our distributors with the new trends of the market. In the coming months, we will focus more on training sessions through online (Zoom) platforms. Apart from that, offline training has been conducted in many cities like Chennai, Belgaum, Guwahati, Kolkata & Patna. K-LINK looks forward to empowering the distributors and expanding their presence in the Indian market.

We are extremely dedicated in increasing the benefits of the distributors. In order to boost the field sales network and attain success together as a team, we have decided to launch some modifications. It will open new possibilities for the distributors. Hence, K-LINK will now replace product vouchers as Cash deposits of Rs. 225/-. Our aim is to build a special relationship with each distributor as each of them is an essential pillar of our success and presence in the global direct selling business market.

I firmly believe that recognition is an excellent motivator. Appreciation not only feels great but changes the way you think. It gives me immense pleasure to convey that we look forward to acknowledging our achievers. K-LINK has also conducted recognition for achievers in certain places like Chennai, Kolkata, Patna, and Nagaland.

At K-LINK, we are positive that 2022 will be a year of positivity and possibilities. We are all set to create a surge in our growth prospects in 2022 by making every direct seller feel valuable and self-reliant.

As we welcome Christmas and commence 2022, heartfelt greetings of joy and victory to everyone wishing you all a year full of excitement and new possibilities.



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



Mr. Jegiathesan Subramaniam
(Director of K-LINK INDIA)

EDITORIAL

Mrs. Shanthini Pillai



I am penning down my views at a time when our country is recovering from festive season euphoria. Most of the cities in India are still soaking up the Carnival atmosphere.

At K-LINK, we understand the cultural sensitivities of our nation; we are recalibrating our business strategies are in sync with the aspirations of emerging India. In our 20 years of business sojourn in the Indian market, K-LINK has had an opportunity to understand and unravel the success codes of business operations in the Indian Market.

We have progressive business policies which have kept its pace with changing times. Markets worldwide have changed significantly in their characteristics, and business entities have to adapt to the demands of the emerging information economy.

The leadership Team at K-LINK has identified India as one of the major markets which can give momentum to its revenue growth. All endeavours are being made to make K-LINK business operations in India independent and self-dependent on its resources.

Women are central to K-LINK India's business outreach strategy. It is testimony to K-LINK's strategic far sight that initiatives, programs and get-togethers are organized for its women leaders in all the major cities of our country to empower them.

Our product portfolio architecture is prepared and presented to enliven the josh and consideration of the women of India. Women are essential decision-makers and performance managers of Indian homes. We at K-LINK love to orient our product offerings to have instant connection with hearts and minds.

For K-LINK, its India business journey is filled with a lot of field learnings that have prepared us to conjure and recast our Indian Business Model as per business conventions of India. There are plans on the anvil to source our products locally from the Indian market itself.

K-LINK looks forward to energizing and consolidating its India business operations; it has prepared a blueprint to generate revenue surge in the Indian market. We also have put in place a training and orientation mechanism which turbocharges the business strategies, which is put in place for ground implementation.

Cooperation – Collaboration and Harmonious growth for all our distributors is the mantra imbibed by K-LINK in its India business operations. K-LINK is a closely-knit International Direct Selling Behemoth and provides an enlightening platform for its Direct Sellers in which they are mentored by its top leaders. The latter have international Direct Selling Business experience.

Working with K-LINK is an enriching experience, and people from all walks of society join us. They all are introduced and made acquainted with K-LINK's internationally acclaimed biz generation system. It is a system that has ensured profitable growth for Direct Sellers all over the world.

K-LINK has societal considerations as well; we look forward to boosting the entrepreneurial ecosystem of India. The main sutra of K-LINK is to ensure prosperity in the households of its distributors through its business opportunity plans.

We look forward to the progress and continuous intellectual growth of people associated with us, integrating K-LINK with the emerging Information Economy.

Write to us in case you would like to publish an article in the next issue:



.....
Mrs. SHANTHINI PILLAI

shanthini@klinkindia.in



EDITORIAL



K-HOME MAGIC





DISHWASH LIQUID



It is necessary for household items and food vessels to be maintained in a hygienic condition especially in the liquid we use to wash dishes matters a lot. Choosing the right Dishwashing Liquid helps in removal of germs and bacteria more efficiently. K-HOME MAGIC DISHWASH liquid is the best solution for kitchen cleaning needs. It leaves your utensils sparkling clean with no stains after wash. It has an unbeatable degreasing power and effortlessly washes away all germs.

The Multi action of K-Home Magic Dishwash Liquid



-  Removes 99.9% germs.
-  It is a perfectly formulated blend to clean those harsh stains & greases while keeping those precious, hard working hands soft and safe.
-  Lemon removes harsh burns and sticky grease.
-  Just a few drops can clean a load of dishes.

Directions for use



For tough grease:

Pour just one drop of Dishwash Liquid on to a wet scrub-sponge and apply on the utensil.

For a regular cleaning:

Dilute a few drops of a Dishwash Liquid in a bowl of water. Dip the scrub-sponge in the gel and use.

**JUST ONE WIPE TO
ENJOY COOKING
YOUR FAVOURITE
RECIPE!!!**





K-HOME
MAGIC

TOILET CLEANER



Few surveys state that majority of the germs and bacteria start spreading from the toilet we use. K-Home Magic Toilet Cleaner is an extra thick formulation, that clings to the toilet surface to clean deeply from the rim to the U-bend. It also disinfects your toilet and you get a sparkling clean, hygienic and fresh toilet with every use of K-Home Magic Toilet Cleaner.

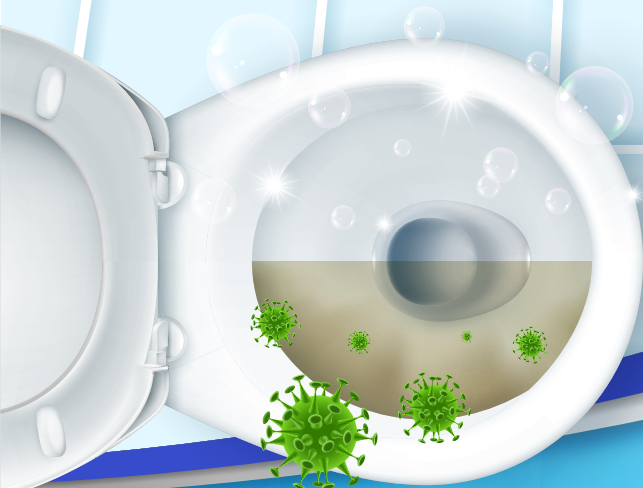
The Multi action of K-Home Magic Toilet Cleaner

- Kills 99.9% of germs.
- Removes toughest stains and super cleans toilet bowls.
- Helps fight odour and any unpleasant smell.
- An extra thick formulation enables the active contents with long lasting fragrance.
- Cleans above and below the waterlogging.

Directions for Use

Flush Toilet bowl before cleaning. Apply 60 ml under and around rim of the bowl. Scrub entire bowl and allow to sit for 10 minutes. Flush Toilet bowl and see the magical results.

**WASH AND FLUSH IN A
MORE EASY WAY!!!**





K-HOME
MAGIC

FLOOR
CLEANER



Cleanliness of the floor is the first thing a visitor will notice and daily mopping is crucial for keeping surface dirt away. K-HOME MAGIC FLOOR CLEANER is a pleasantly rose fragranced cleaner and very effective in removal of heavy dirt and stain on the floors. It has a deep cleaning ability which helps to preserve floors from damaging dirt and water stains. It is safe for use on different types of floors for household and commercial places.

The Multi action of K-Home Magic Floor Cleaner

- 🌹 Kills 99.9% of germs.
- 🌹 An effective product for cleaning the floor stain & keeping it shiny & clean.
- 🌹 Has strong anti bacterial properties which helps to maintain a good hygiene.

Directions for use

Floor & Bathroom Surface:

Use one cap full in half a bucket of water (2 litre). Gently mop the surface. No need to rinse.

Kitchen Surface:

Use undiluted, Apply on dirty areas. Leave for 5 minutes and rinse.

**MAKE SURE
TO CLEAN
YOUR FLOOR!!!**





K-Gano Coffee

TASTE THE SECRET OF K-GANO COFFEE!!

K-Gano Coffee is an instant soluble & blended from quality coffee. Enriched with Pure Coffee Bean & Ganoderma (Mushroom Extract). Rich in aroma and Classic in taste.

K- Gano Coffee is a unique blend of instant coffee with Ganoderma mushroom extract. Ganoderma is called the king of mushrooms for its unique health benefits. This unique blend has many benefits of coffee.

Ingredients

- Pure Coffee Bean
- Ganoderma (Mushroom Extract)



Benefits

- Helps in Detoxifying the body.
- Provides Instant energy.
- Helps in prolonging quality sleep.
- Rich in Antioxidant
- Improves memory.
- Enhances blood circulation
- Helps in repairing & healing damaged cells.
- Helps to suppress the excessive hunger thus facilitates to weight loss.
- Cleanses the body and removes the impurities and toxins.
- Boosts immunity & acts as a stress buster.





K-SHINE & SPARKLE

2 IN 1 DETERGENT POWDER (1 Kg)

K-Shine & Sparkle 2 in 1 detergent powder removes even the toughest dried-on stains, ensuring a stain-free laundry. It removes stubborn stains, protects the colors of your clothes and gives a lingering fragrance to your clothes. K-Shine & Sparkle detergent powder works great in front load washing machine, top load washing machine & also hand washing purpose. It is designed to give you an outstanding clean in both, machine wash and Hand wash.

Fragrance

Your clothes play an important part in your mood for the day. K-Shine & Sparkle leaves your clothes with a lingering fresh smell that is sure to set the perfect tone for the day.

Softness

K-Shine & Sparkle detergent powder sometime leave your favourite clothes stiff. The perfumed detergent cleans the fabric gently.



Shine

We all know how harsh chemicals of detergents can make your clothes look dull. The cleaning agents of K-Shine & Sparkle maintains the shine and keeps your clothes looking like new.



Keep your clothes shining all day!!



K-eSOCKS

(SINGLE PAIR) - BLACK

**A DIFFERENCE
YOU CAN FEEL IN YOUR SOLE!!**

K-eSOCKS (SINGLE PAIR) - BLACK are designed to enhance your sports performance & promote everyday comfort that is suitable for all. Made with ultra-soft and breathable cotton, infused with Tourmaline to stimulate blood circulation.



Benefits

Sweat Absorbent

Absorbs sweat and fights against odour keeping your feet feeling fresh and odour free.

Anti-Bacterial

Prevents bacterial growth, eliminates foot odour and itchiness.

Negative Ion

Active invisible particles of negatively charged ions help to alleviate cramps.

FIR

Far Infrared Rays penetrate deep inside and promote blood circulation.





K-Ion Nano

Advanced Healthcare Spec

PREMIUM 5

BLACK

RECENTLY
LAUNCHED

By using the latest nanotechnology, K-ION NANO Premium 5 Advanced Healthcare Spec is infused with eye-benefiting anion and far infrared, it is anti UV, anti blue ray and HD anti fog. It refreshes your eyes by helping to supply more oxygen to the eye area, thus easing common eye diseases such as glaucoma, myopia, astigmatism, floaters, dry eye and many more. This is the ultimate care for your eyes.

The Health Benefits Of Anion (Negative Ion)

Anion (Negative ion) is an invisible particle with negatively charged ion. If we breathe in anions, it promotes our cell's metabolism and increases vitality, cleanse our blood and is effective for stabilizing nerves, and recovering from exhaustion. Therefore, an anion is even called the vitamin of the air.

The Benefits Of Far Infrared Rays

Far Infrared Rays are invisible waves of energy that have the ability to penetrate all layers of the human body, including the inner tissues, muscles and bone. Far Infrared Rays increases blood flow by expanding the blood capillaries. Thus, it brings benefits to the eye cells as well as prevents various eye problems.





K-Ion Nano PREMIUM 7

Advanced Healthcare Spec

GLOSSY BLACK



STAY FOREVER
Classy
with

DURABLE K-ION NANO PREMIUM 7 (GLOSSY BLACK)


K-Ion Nano Premium 7 (GLOSSY BLACK) is made by using a unique frame manufactured with elegant and high-quality titanium, infused with nanotechnology releases anions and far-infrared, bringing benefits to the eyes as well as preventing various eye diseases. Its frames are manufactured with elegant and high-quality titanium, it is light weighted , long lasting and resistant to corrosion.

Benefits

- Far Infrared Ray (FIR)
- Anion (Negative Ion)
- Anti-UV
- Anti-Blue Ray
- Anti-Fog
- Nanotechnology



K-Ion Nano PREMIUM 7
Cermin Mata Kesehatan Modern • Advanced Healthcare Spec



DIRECT SELLING INDUSTRY & ITS DIGITAL TRANSFORMATION IN BUSINESS PROCESSES DURING PANDEMIC

The last one and a half years have tested the grit and resilience of humanity. Never before in the living memory of the current generation has a pandemic brought the businesses worldwide to a grinding halt. It is to the credit of human resolve to overcome the crisis that the countries worldwide are now recovering from and looking forward to the year 2022.

However, this was not the case eighteen months back when reports started pouring in about the outbreak of the Covid-19, Pandemic. Lockdowns were imposed around the world to stop the spread of this virus. Governments all over the world were in a tailspin in finding an effective solution to this unprecedented crisis.

Lockdowns and the widespread fear of venturing out adversely impacted the business activity.

Direct Selling Business, which relies on face to face interaction for sales acquisition activities, was very severely impacted initially due to Lockdown. Direct Sellers had to stay at home and had to devise new ways to reach out to their consumers and sales network.

During this period of uncertainty, Direct Selling Companies were nimble & fleet-footed in their business operational response & embarked on a mission to digitally upgrade their business processes.

Technology came in as a shot in the arm for Direct Sellers, and they resumed their Direct Selling Business activities through Zoom Calls, Webinars and Google Meet. Even those Direct Sellers who were not tech-savvy learnt how to conduct business meetings through digital platforms.

Direct Selling Distribution Channel world over took the Phygital (Physical + Digital) Business Model, and it strengthened Direct Selling Companies reach and the quality of their network.

Digital Infrastructure implemented by Direct Selling Companies makes them future-ready. It enhances its appeal among Generation Z and the younger generation, which is tech-savvy and aspirational in their outlook.

As Direct Selling Industry gets steady with Digital Architectural Mission Mode, we have listed below learnings which can inspire entrepreneurs to look forward in reimagining their sales business processes:

- Social Media Tools & their role in spreading mass information through the usage of various social media platforms like Facebook, Instagram, LinkedIn, YouTube.
- Direct Sellers can make Sales Working Group on Telegram a Messaging Application and form group chats containing up to 200,000 members, and they can share innumerable business related photos and videos.
- WhatsApp provides creative engagement approaches to Direct Sellers as it is a highly engaging digital channel.
- Direct Sellers can use Pinterest for Sales Promotion and post pictures of products which they want to sell and promote

There is a saying that “Adversity teaches a lot of things”. In the case of the Direct Selling Industry, nuances of the Direct Selling Business got refined and re-defined during this unprecedented crisis of Covid-19.

Direct Selling businesses are seeing a gust of change on account of the digitization of business processes, which makes it an attractive distribution channel for the coming generation.



DIRECT SELLING

UNLEASHING THE TRUE ENTREPRENEURIAL POTENTIAL OF

W O M E N

The Direct Selling Industry, since its inception, has encouraged women to take control of the steering wheel of its business expedition. Women globally have discovered an instant connect with the Business Model of Direct Selling and the range of products they can relate to.

The direct selling industry can be considered as a trustworthy gender parity platform for women if we compare it with other Industries as Women comprise 74% of the field force of the Direct Selling Industry globally.

The Direct Selling Industry offer women entrepreneurial skills and business management where they learn nuances of sales procedures such as prospecting a customer or closing the sales which in turn builds a long long-lasting relationship with the customers.

Women comprise approximately 50% of the field force of the Indian Direct Selling Industry. Direct Selling Business is an exhilarating Distribution Channel for women. It offers them a break from the regular 9:00 – 5:00 type of job offered by traditional jobs and provides them with flexible

timings, i.e. women can work at their own convenience in the comfort of their homes.

K-LINK offers a wide range of consumer products i.e. Agro Products, Ayurveda, Healthcare, Health food, Health drinks, Household, UIE & Personal Care products which women can purchase for their Daily household consumption needs and refer it among her peer group.

We understand the role of women in their business expansion strategies. We have launched K-Women's cluster all over India, which facilitates their personal development and business development skills through variety of courses and programs.

Our initiatives and empowering endeavours have equipped women with life skills. K-LINK has a business presence in more than 50 countries and offers them an orientation & training program that will unravel their authentic leadership and entrepreneurial potential which already have.



CLEANSING, ACTIVATING AND BALANCING WITH *Ayurveda*

Detoxifying: Cleansing

K-Lax: Flushes the toxins out.

The Ayurvedic system lays much importance to eliminate the bowel on a daily basis. Constipation occurs due to infrequent or hard stools, or difficulty in passing stools. There is a wide variation in normal patterns of bowel elimination.

K-Lax Capsules acts gently to flush the bowels out, relieving the person from constipation, It flushes and cleanses the stomach of unwanted elements and toxins.

Healing:

K-Derme: An excellent healer.

Blood purifier, Anti fungal, anti-inflammatory and astringent. Acts against harmful fungi, parasites, and viruses but does not kill off beneficial intestinal bacteria that aids digestion nor produce any adverse side effects.

Treats a variety of skin problems and diseases including psoriasis, eczema and other persistent skin conditions. Moisturizes and protects the skin while healing the lesions, scales and irritations.

Toning and Balancing:

K-Lite:

Atoner and an appetite balancer

The liver is the gateway or filter between all the cells inside the body from all types of toxins.

Overloaded liver blocks absorption of nutrients causing many liver diseases and imbalance in the metabolism.

K-Lite heals, protects, tones and strengthens the liver functioning for better absorption of nutrients and purification of the blood. Thus eliminating the chances of reoccurrences of ailments and enhancing Immunity. K-Lite in conjunction with the Tonics for men and women helps to balance the hormone levels and create a greater sense of wellbeing for acquiring

A portrait of Dr. Roopam Bhatt, a man with glasses, wearing a dark suit, a white shirt, and a red patterned tie. He has his arms crossed and is smiling slightly. The background is white.

Dr. Roopam Bhatt

Managing Director – Welex Laboratories Pvt. Ltd

Rejuvenating:

Men and women in fact require different types of Ayurvedic herbal composition in their tonics since their physiological needs differ from each other. So K-Ayurveda range has two different tonics for Men and Women.

Tonic For Men: K-Vigo

K-Vigo is an energizing, restorative and activating tonic for Men.

- K-Vigo is comprised of natural antioxidants and phytonutrients that provides nourishment to every layer of the body, especially targets the blood vessels, muscles and tissues of the reproductive organs
- Relieves from different age-related symptoms
- Promotes stamina, vigor, semen and a sense of well-being
- Improves resistance against infections
- Increases physical work capacity by countering fatigue and helping oxygen transport to tissue (for producing energy) during physical exertion
- Improves endurance, tolerance and compatibility during stressful states.

K-Vita : Ayurvedic herbal remedy for women to keep them healthy and beautiful.

- Regulates the menstruation
- Its anti-oxidant properties delay the ageing process
- Helps in general weakness
- Improves resistance against infection
- Helps in menstrual disorders, menorrhagia, leucorrhoea
- Promotes fertility
- Strengthens the reproductive system
- Checks hormonal imbalances



URBAN *Farming*

ABOUT URBAN FARMING FROM OUR MANUFACTURER OF

• AGRO PRODUCTS •



Mr. RAVINDRA NAMBIAR

Managing Director - Cropex Private Limited

FAO (Food and Agriculture Organization) defines Urban Farming or Urban Agriculture as “small areas (e.g., vacant plots, gardens, verges, balconies, containers) within the city for growing crops and raising small livestock or milk cows for own consumption or sale in neighbourhood markets” and can provide a source of food and income for urban dwellers. In this type of farming, the emphasis of growing food takes a shift from typical rural agricultural farming to the city-based farming activities. The vast acreage of lands get replaced tiny plots and even pots and bags in balconies and terraces of the houses and apartments. The age-old kitchen farming now evolves into better managed urban farms. Evolution of Urban Farming is quite interesting and can be traced back to the Persian culture where oases were fed through aqueducts for intensive food production. Whenever the world has faced the financial crisis attempts have been made to produce food in places other than farms and fields. In the West, emphasis was given to utilize any available open production opportunity during World Wars I and II and even during the period of Great Depression.

URBAN Farming

Over the years the techniques of Urban Farming have also got improvised with innovative ways of production like Vertical Farming. Now growing vegetables, fruits, flowering and ornamental plants is not the monopoly of rural farmers but even the city dwellers have entered this field. Most of the homes now boast for creating a balcony-farm or a terrace-farm or kitchen garden with multifaceted benefits like satisfaction of consuming own-grown vegetables, excellent means of stress release and even better health. While entire world went topsy-turvy during the recent Covid 19 pandemic, most of the cities saw unsurpassing increase in Urban Farming. A news report published in The Hindu (22 April 2020) during the first wave of Covid 19 in India estimated revival of anywhere from 5000 to 10000 terrace gardens in Bangalore alone, that too just in 1 month. Tremendous scope lies in catering to the needs of these Urban Farming enthusiasts in nurturing their dreams to profitable activities in producing their own vegetables and fruits and flowers and helping these white-collared executives into agriculturists, horticulturists and floriculturists!

Powered by Cropex, K-LINK provides an excellent opportunity to these “Urban Farmers” in providing the wide-ranging nutrition as well as crop care agricultural inputs Approved for Organic Production by an International Certification Agency and made in our State Of Art manufacturing facility. This is how Cropex and K-LINK provide solutions for Urban Farming / Gardening - “You can find your own heaven!”

Advantages of Urban Farming:

While Urban Farming is an art as well as science of growing vegetables, fruits, flowers, within the confines of one’s home, several advantages are associated with it:

- Provides a local source of food
- You get fresh herbs whenever you want
- You get a calming dose of nature
- There's an unbelievable sense of accomplishment involved
- It works out cheaper
- Gardening is a fun activity that reduces mental stress in your busy working life
- You can grow 100% organic vegetables that have high nutritional and health quality

Requirements:

Question may arise as to what is required to start a garden / farm at my home. Well, one doesn’t need any elaborate equipment or machinery, like the field or farm agriculture, just a few basic things listed below:

- Three basic requirements - light, soil and water.
- Quality seeds
- Pots / Bags
- Sprayer
- Gardening tools

Adjust your gardening strategy based on the unique growing environment you're in. and Once these basic things are in place, seeds are sown in the pots and bags, regularly watered and plants begin to grow, there is where K-LINK comes into picture by way of offering excellent and unique formulations for nourishing your plants and taking best care of them from the unwanted diseases and pests.

Product Kit Offered by K-LINK

- K-Booster Manure-Nutrient growing medium
- K-Booster
- K-Sea
- K-Amino
- K-Blast-Antistress
- K-Virubact
- K-Magic shot

K-Booster Manure

- Helps to provide excellent fertility to soil and growth of plant.
- Dosage- 100-150gm per pot / 0.5-1 kg per square meter area
- Improves the fertility of soil.
- Improves the soil moisture holding capacity
- Devoid of Pathogens and weed seeds.
- Fully decomposed.

K-BOOSTER

- Premium biostimulant for healthier crops and optimum yield.
- Dosage- 2ml/per litre / Once in every 10-15 days
- Improves nutrient and water uptake through root development.
- Increases soil aeration, improved water holding capacity.
- Improves photosynthesis.
- Improves crop yield.

K-SEA

- Provides essential nutritional support activates the plant physiological and metabolic activities.
- Dosage- 2ml/per litre / Once in every 10-15 days
- Vigorous seedling growth.
- Profuse primary and secondary root development.
- Reduction in the fruit and flower drop.
- Better development of vegetables/fruits.

K-AMINO

- Premium biostimulant power packed with high quality amino acids for healthier crops and optimum yield.
- Dosage- 2ml/per litre / Once in every 10-15 days
- Promotes the development of chlorophyll, sugars and proteins in plants and aid in photosynthesis.
- Increases vitamin and mineral content of plants.
- Stimulates plant growth.

K-BLAST

- Helps plants to develop tolerance to stress caused by climatic and other factors to produce optimum crop output.
- Dosage- 2gm/per litre / Once in every 10-15 days
- Helps the plants to overcome stress and produce optimum crop output.

K-VIRUBACT

- Provides resistance to a broad spectrum of viral strains.
- Dosage- 1ml/per litre / Once in every 10-15 days
- Effectively manages Leaf curl virus, Yellow mosaic virus etc. on Chillies, Okra, Tomato, Papaya, Cucurbits.

URBAN

Farming

K-MAGICSHOT

- A Unique Silicon based All Purpose Agricultural Spray Adjuvant.
- Dosage- 0.25-0.50 ml per litre of spray solution
- Helps the sprays spread uniformly
- Can be used with insecticides, fungicides, herbicides, foliar fertilizers and other foliar and soil applications on all crops to enhance the efficacy.

These inputs offered by K-LINK can provide you all the advantages of having your own farm at home for growing varieties of vegetables like: Tomato, Chilli, Brinjal, Leafy Vegetables, Peas/Beans, Flowers, Cucumbers, Carrot, Radish etc.

HAPPY
URBAN
Farming

AT YOUR OWN 
HOME!



K-LINK

TRIUMPHANT

TALES



Mrs. Redila Adila Pame
(K-LINK Crown Ambassador)

I take this opportunity to narrate my experience with all of you on my entrepreneurial opportunity provided by K-LINK. I hail from Nagaland, a remote mountainous landlock border state which is in North Eastern India. Due to our distant location, we are far removed from mainstream India and have connectivity and physical infrastructure concerns.

I am thankful to K-LINK for giving me a platform which has empowered me to showcase my innate entrepreneurial potential to world at large. My journey with K-LINK started in 2008, when I was introduced to it by one of its inspirational leader in the North East Mr.Sonam Bhutia. However, societal norms in Nagaland are quite different from rest of India. While getting associated with K-LINK, I knew I had multitude of challenges which ranged from raising up my two kids, handling responsibilities of being the wife of a respected Church leader in the region and at the same time overcoming my health issues.

After using K-LINK products, I had considerable improvement in my health. This motivated me to introduce K-LINK products to people of my community who were appreciative of the qualitative range of its products. It is a testimony to the practice of excellence which is embedded in K-LINK's business culture that it has a range of Hi-Quality products, whose benefits can be testified and vouched by its users.

I highly recommend K-LINK products like K-Liquid Chlorophyll, K-Flax, K-Vita, and V-Feminine cleanser to every woman to stay high-spirited all year long.

In my journey towards building sales network in our region, whole-hearted support of K-LINK Management has to be given a special mention. Concerted efforts were made by the K-LINK Management and its senior leaders to organize training and orientation sessions, which encouraged many people in my region to join my sales network.

Team K-LINK for me is like a family, they have stood firmly behind me in my struggle to create a base for K-LINK in the region. I endow my transformation from being a simple Home-Maker residing in remote North Eastern region of our country to a successful K-LINK women distributor. I have high praise for K-LINK support system, they have given me a window of opportunity to express myself. K-LINK & its Management Team are steadfast in their commitment, their business value system and approach will motivate many women and youth to become self-reliant and confident.

Thank you!

K-LINK

TRIUMPHANT

TALES



Mr. Nishan Barman
(K-LINK Emerald Manager)

Having a sustainable livelihood for my family was always very essential & the only goal I had in my life. I resided in a small village of West Bengal called Balagarh. In 2011 I started working with an agricultural company as a sales manager. However, the thought of doing something on my own always occupied my mind. In 2014, I met with Dr. Nikhil Mondal -Diamond Manager, and learned about K-LINK. Initially, when I started using the K-LINK products, I noticed that the products benefitted my health. This encouraged me to build a network of my own distributors.

Accomplishing my dream of doing something on my own was so exciting that I started my journey with K-LINK part-time in 2014. It was a bit challenging at the beginning. However, I received tremendous support from Dr. Nikhil Mondal and the top upline Dr. Pranav Kumar Ray - Crown Ambassador, who helped me pave my way to selling K-LINK products and to be Independent & self-reliant. The support from the K-LINK family helped me realize how good I was at building networks that inspired me in 2017 to join K-LINK full-time. I was no more an employee I become the CEO of my own K-LINK business Venture. This feeling of ownership was extremely gratifying for me. If I can do it so can each one of you, believe in yourself and chase your goals.

Every day, my network was growing and my business flourished under the guidance & mentorship received from Team K-LINK. I was able to reach out to more & more people which initially were prospects and later turned to customers & distributors. I have built a strong sales network, many of which pursue the sales business with me full time, and some part-time. All my sales team distributors and customers are happy and satisfied with the K-LINK products. When I see happy customers, it rejoices me as a business entrepreneur, this is because of the high-quality products and the easy marketing plans offered by K-LINK.

When I achieved Emerald Manager Rank in K-LINK, it changed my life and helped me see things differently. I want to extend my gratitude to the K-LINK management team for their support. Their dedication in maintaining the high quality of the products has helped me achieve success in my journey with them.

In conclusion, I would like to share a principle which I follow Aim, Aspire & Achieve.

Go ACE your ambitions today!

ANNOUNCEMENT

BIG NEWS

2022 may bring even more changes than this year

We are happy to announce that "Rs.750/- PRODUCT VOUCHER will be offered in the form of CASH" with effective from Nov 21 Bonus Month.

To make you more comfortable, we are planning to implement that E-Product voucher will be offered in the form of Cash.

Currently E-Product Voucher worth of Rs. 750/- is redeemed to purchase Products without BV. As we are entering into Digital Marketing, the E-Product Voucher will be replaced with Cash of Rs. 225/-.

The Cash of Rs.225/- will be transferred to the Distributors respective Bank account (Bank account details given at the time of joining) where you can purchase product with BV for the following months.



**HAPPY SUCCESS
TO YOU IN
2022!!!**

TO ALL K-LINK

WOMEN

Entrepreneurs



Direct selling, which is one of the oldest and most traditional forms of selling provides women with a chance to become an entrepreneur, have financial security and self-confidence. Through flexible working hours it takes care of the societal and mental prejudices including lack of family support, child-care responsibility, inhibitions towards travel, networking, etc. For these reasons, the direct selling industry is one of the most preferred sectors for women, as it offers a perfect work life balance and yet women can succeed in the arduous journey as an entrepreneur

As a part of K-LINK we have Launched Women's Empowerment, with a clear focus on supporting women to unleash the spirit of entrepreneurship. It aims at bringing K-LINK's women Direct Sellers to the forefront by enhancing their existing skills to run their K-LINK businesses independently. For this, K-LINK has hosted multiple training sessions and product talks by key senior women entrepreneurs in the past few months. The guidance and mentorship have been on following best business practices, product training, usage of various business tools and social commerce. This project also lays emphasis on the importance of social selling in the current environment and highlights the accelerated adoption of the digital medium to sustain businesses and moving beyond the traditional ways of direct selling.

The vision here is to build capabilities and skills so women in rural areas can change the face of their households and eventually utilize K-LINK's platform, like others, to lead towards a more prosperous life.



NEW AIM, NEW DREAMS, NEW ACHIEVEMENTS

EVERYTHING WAITING FOR YOU

Forget The Failures. Correct Your Mistakes.

Surely Success is yours

Happy New Year

K-ACTIVITIES 2021

Develop the possibilities and Achievers Day Celebration with
K-LINK India Director Mr. Jegiathesan Subramaniam
and all the other distributors in Kolkata



Patna
Champions Celebration Program



K-ACTIVITIES 2021

Relaunching of
K-LINK Healthcare India Pvt. Ltd.
at Belgaum



K-ACTIVITIES 2021

IDSA Organised
A Northeast Direct Selling Expo 2021
in Guwahati



K-LINK INDIA Family Celebrated the Ayudha Pooja at Chennai Head Office



K-LINK

COMMUNIQUE BULLETIN

NOVEMBER - 2021

