

K-LINK

COMMUNIQUE BULLETIN

AUGUST - 2021

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CONGRATULATORY NOTE

from Group Managing Director

Dato' Dr. Darren Goh



I am elated to share the vision, business roadmap & philosophy of K-LINK with all our readers on the launch of K-LINK Communique Bulletin. It is designed to be the directional intermediary for all our initiatives.

Through this K-LINK Communique Bulletin, we, as team K-LINK would like to articulate strategic insights which will make K-LINK competitive in the Global Business Landscape.

K-LINK is a leading Direct Selling Company of the ASEAN region & started its business operations with just 3-star products in 2000.

Today K-LINK has expanded its product range in Agro Products, Ayurveda, Health Care, Health Drinks, Health Food, Personal Care & UIE Products. K-LINK is committed to facilitating harmonious culture among its Customers, Distributors, Employees, Shareholders and Business Partners.

Principles devised by K-LINK in launching business operations in India are:

Simple Start

Strong Strategy

Proven Products

Aggressive Agenda

Powerful Promotions

Dynamic Distribution

Never-ending network

Winning Values

Ethics

Ownership

Respect Principles

Determination

Innovation

K-LINK forayed into the Indian Market in 2001 and has since used its experience as a template for future business expansion in Asia and Africa's emerging markets.

In the end, I would like to share the values and principles which have created a vibrant Brand Equity for K-Link.

K-LINK aspires to be among the leading Global Direct Selling Company & I take the opportunity to acknowledge our Direct Sellers' efforts, who have been the prime moving force in our company's foray into new markets worldwide.

Because Teamwork is essential in the business nature of direct selling marketing like K-LINK International.

Dato' Dr. Darren Goh
Group Managing Director



STRAIGHT FROM THE HEART

K-LINK India Director
Mr. JEGIATHESAN SUBRAMANIAM



Enlist Trust in the Downlines through Credible Coaching in the Field.

Strategic Planning for Distributors

Goal Planning

Clear Communication

I take this opportunity to pen down my views on the K-LINK roadmap for 2021 in this inaugural issue of the K-LINK Communique Bulletin. In its 20 more years of Business journey, K-LINK has expanded its presence in more than 50 countries worldwide and is among the leading Direct Selling Company in the ASEAN region.

As we traverse in the new decade, K-LINK has come out with a trailblazing marketing approach & strategy. Despite entering the knowledge economy, K-LINK has preserved its Human Centric Market approach, which gives primacy to nurturing human relations in scaling up its business.

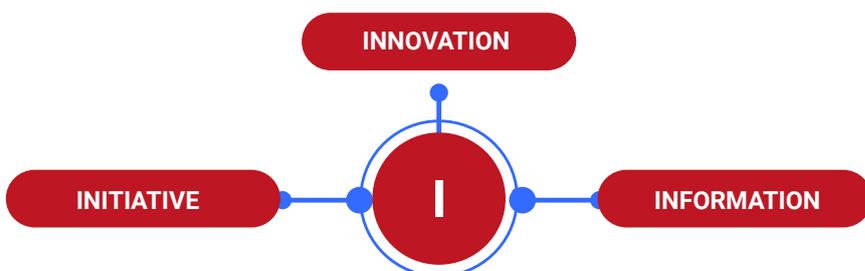
At K-LINK, we have created an environment that encourages Direct Sellers to maximize their innate potential and get abreast with the trends shaping the Direct Selling Industry's contours.

K-LINK has a very flexible approach in the markets. It has a business presence and has made collective efforts to develop unique Marketing Mix and Business Approach Strategies in these geographies. It looks forward to the 2020s as a decade of optimism and new possibilities, despite the recent economic downturn caused by the COVID-19, Pandemic.

We have re-aligned and retrofitted our business strategies to suit the changed business realities on the ground. We are all set to create a surge in our growth prospects in 2021. K-LINK is a resilient Global Direct Selling Company that has enshrined

This stems from its core business practices. Thus, encouraging our Management & Direct Sellers to work in synergy to attain a common goal.

It gives me immense pleasure to convey that K-LINK has taken a sanguine approach as an avenue for its business growth & success. K-LINK has developed a distinctive verve for



itself and will continue to build a special relationship with the communities and stakeholders who are a pivot to our global business expansion.

At K-LINK, we have come up with a process, which can make every direct seller a champion.

Mr. Jegiathesan Subramaniam
Director of K-LINK India

EDITORIAL

Ms. SHANTHINI PILLAI

(Operations Manager – India)



I take the opportunity to articulate inspiring & focused business insights of K-LINK in the inaugural issue of the K-LINK Communique Bulletin. K-LINK Communique Bulletin is a publishing initiative to keep our direct selling community informed with the latest Leadership Management philosophies embraced by it to become a Global Networking Business. Through K-LINK Communique Bulletin, readers, will get acquainted with the thought processes of Senior Leaders of K-LINK Management.

It has been designed to come up as a digital publication for K-LINK, which will provide insights to the readers on the latest K-LINK product launches, global statistics trends and much more. K-LINK Communique Bulletin has a section devoted to the K-LINK Direct Sellers, which has triumphant tales about the entrepreneurial career opportunities that exist with K-LINK. Through the Triumphant Tales of a Direct Seller, we have illuminated the K-LINK Direct Sellers' inspirational stories, motivating youngsters to pursue Direct Selling Career with K-LINK.

Global Direct Selling Statistics acquaint and educate our readers about the industry's growth globally. This issue consists of Global Direct Selling Statistics:

**TOP 10 GLOBAL
DIRECT SELLING MARKETS**

**GLOBAL
REGIONAL SALES**

In every issue of the K-LINK Communique Bulletin, we will share thoughts and articles that will showcase our commitment to healthy living. In the current issue of K-LINK Communique Bulletin, we have covered World Health Day, in which we have exhibited K-LINK's dedication & adherence to important health issues. I also take the opportunity to inform our readers about the bandwidth which K-LINK has built in the Indian Market, i.e., states in which K-LINK has Stockists and Retail Outlets. You will be delighted to see the countries where K-LINK has offices, which provides our customers with the Kaleidoscopic view of K-LINK's Global Networking Business. I am delighted to inform you that all K-LINK factories and laboratories worldwide are GMP (Good Manufacturing Practices) & WHO (World Health Organization) certified. We are committed to creating a 'Win-Win' situation for our Direct Sellers, consumers, employees, trading partners, and business associates.

K-LINK Communique Bulletin showcases the strategic vision of K-LINK, which brings forth a tool that can be exhibited with our customers and prospects. It has been designed to evolve as a marketing manifesto that will articulate K-LINK Brand Equity and its Positioning Strategies with our readers.

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

A handwritten signature in black ink, appearing to read 'shf' or similar, written in a cursive style.

shanthini@klinkindia.in

Ms. SHANTHINI PILLAI
(Operations Manager – India)

NEW
Launch



In Ayurveda (the 5000-year old ancient medical approach) Woman is considered to be “Shakti”; the Mother and Source of creation, in whose lap all of civilization is cradled.

When we speak about “Women’s Health” we understand that this encompasses many different issues during the different stages of her life. Every woman goes through a series of profound changes during her lifetime. Heavy Work, Modern Life Style contrary to nature, Restlessness, Urinary tract infections, Stress, Hormonal imbalance, Irregular Menstrual cycle, lack of time to care for self are the basic reasons for many ailments that today’s women come across. Only healthy women can make a family prosper.

In order to help women and to maintain healthy life throughout. Here is a “BOON FOR WOMEN” an Ayurvedic supplement that rejuvenates the system, enhances beauty, improves vitality, strengthens urinary tract and regenerates kidney cells.

Boon for Women Kit Comprises of :

K-Rin – 1No & K-Vita – 2No’s

K-VITA



K-Vita is a proven herbal tonic that rejuvenates the system, enhances beauty and improves vitality. It stimulates digestive process, promotes luster and glow to the complexion.

- Promotes strength and vigor
- Balances the hormones
- Its anti-oxidant properties delay the ageing process
- Helps in general weakness
- Helps in debility, ageing and stress induced disorders
- Improves resistance against infections
- Helps in Genitourinary diseases, menorrhagia and leucorrhoea.

Dosage

Adults:

K-RIN – 2 capsules 2 times daily | K-VITA - 2 capsules 2 times daily

K-RIN



K-Rin is a herbal combination that is highly recommended to remove build of toxins in the body caused due to metabolism of natural chemicals in the case of Urinary Tract Disorders.

- Improves urine flow
- Helps in the treatment of dysuria, cystitis and crystalluria
- Acts as a urinary antiseptic and relieves inflammation
- Helps in maintenance of sexual health and vitality
- Clears the urinary tract infection
- Excretes the toxins and small kidney stones



Keeps them healthy and energetic

RECENTLY *Launched*

K-LINK Herbal Tea

K-Herbal Tea blends with the touch of herbs like Moringa, Tulsi, Lemon and Honey. The blend of these herbs not only provides an enticing taste but also rejuvenates our energy. Herbal ingredients, the advantages are diverse as it reduces the symptoms of diabetes, hypertension, enhances immunity, detoxifies the toxins from your body, & improves gastrointestinal function.

Ingredients:



Moringa stringed with medicinal properties works as an energy booster & fights against cholesterol build-up



Flushes all the toxins from the body



Queen of herbs protects our body from various infections and diseases of the heart, liver, skin & kidney



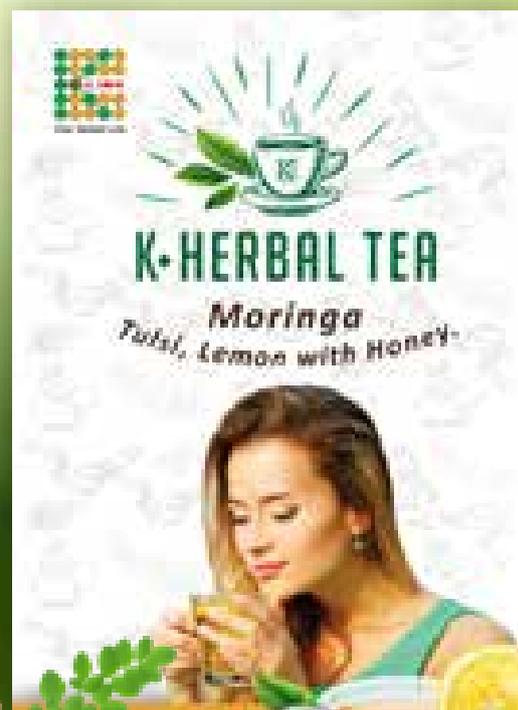
Serves as a great source as an antioxidant

Advantages of K-Herbal Tea:

- Manages Diabetes
- Detoxifies Toxins
- Helps in Weight Loss
- Enhances the Quality of Sleep
- Improves Gastrointestinal Function
- Lowers the Cholesterol Level

How to prepare your tea:

Immerse one teabag in boiling water for 2 - 3 minutes & enjoy this refreshing blend.



GLOBAL DIRECT SELLING INDUSTRY STATISTICS

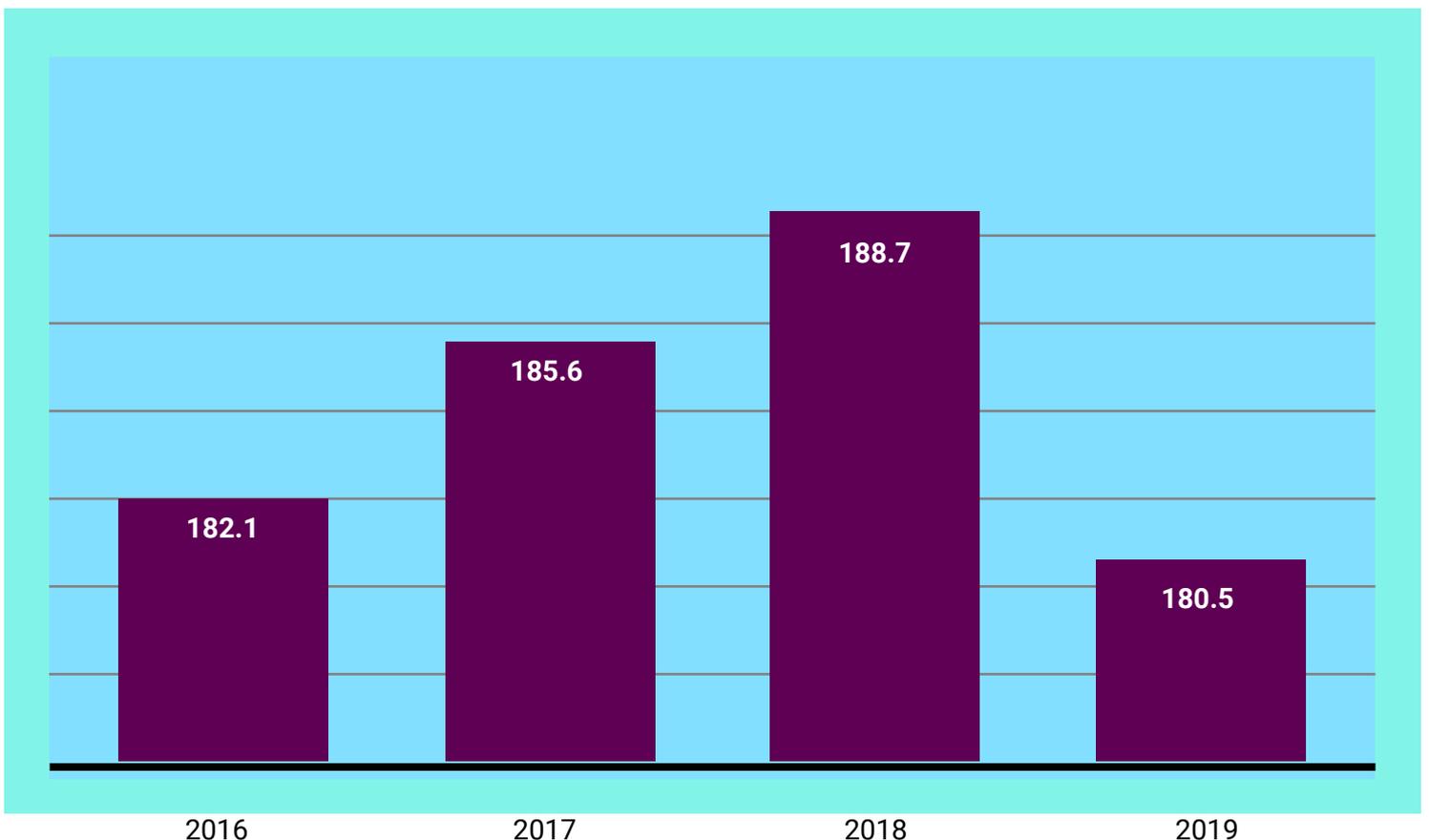
Globally Direct Selling is a 180.5 USD Billion Industry which 119.9 Million People represent 'The Sales Field Force of Direct Selling Industry.'

Between 2016 and 2018, Global Direct Selling witnessed an upward sales growth momentum.

Global Direct Selling Industry had a sale of USD 180.5 Billion in the year ended December 31, 2019, which illustrates a sales decrease of 4.3% compared to the sales recorded by the Industry during December 2018, which was USD 188.7 Billion.

The Graph illustrates, that there is a growth till 2018 according to the global sales figures for 2016-2019.

Thereafter we see a decrease of 4.3% in sales year ended Dec 2019 as mentioned above.

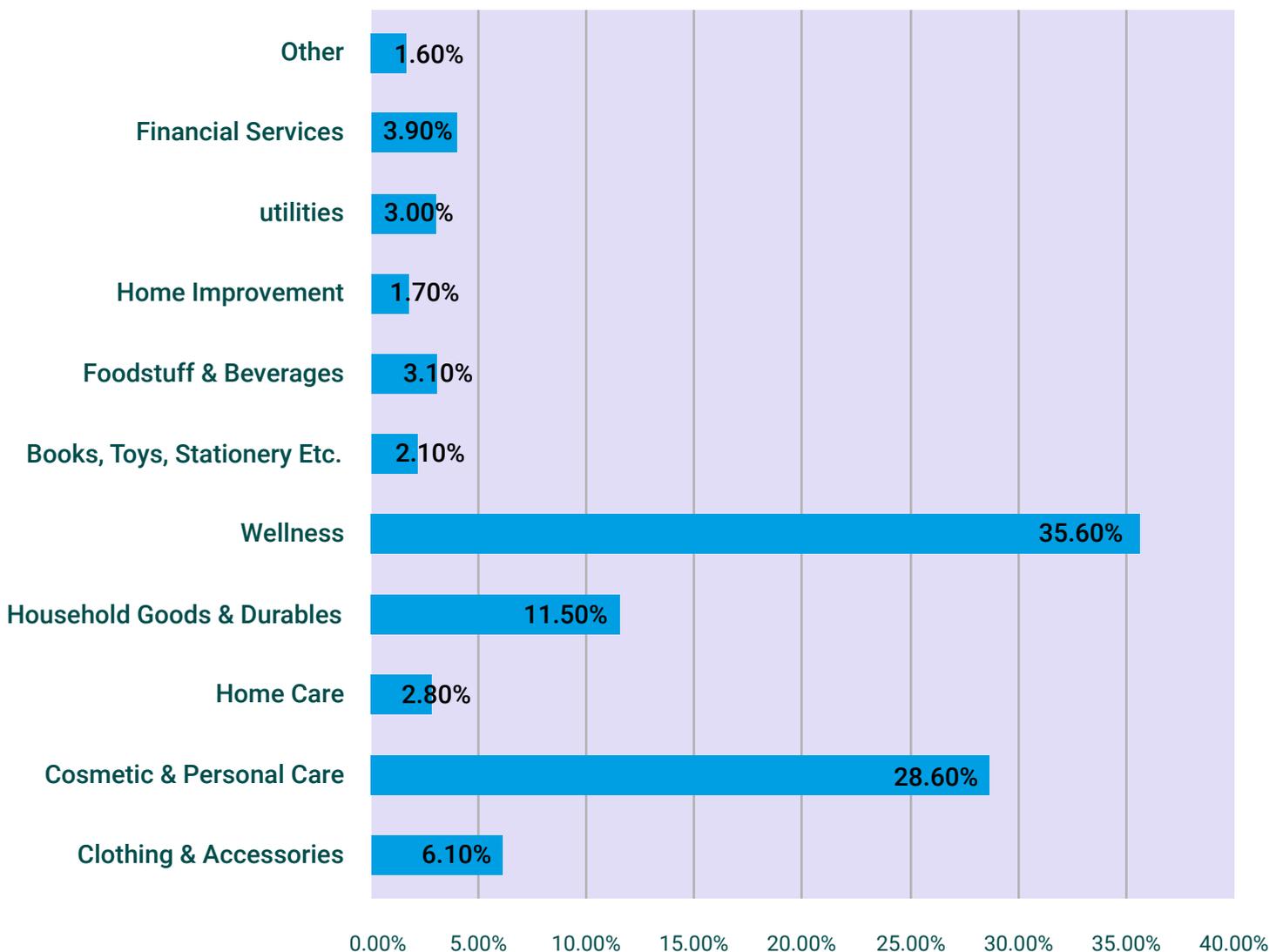


GLOBAL SALES SHARE OF ██████████ PRODUCT CATEGORY

Global Product Category statistics reveal that due to rising inclination towards a healthy lifestyle, Wellness and Healthcare products have been in demand significantly. Thus, as a result, it continues to have the largest share to gross sales of the Global Direct Selling Industry at 35.60%.

Followed by:

- Personal Care at 28.60%
- Household Goods & Durables at 11.50%
- Clothing & Accessories and others which includes Home Care, Books Toys Stationery, Foodstuff & Beverages, Home Improvement, Utilities and Financial Services (19%)



Dr. ROOPAM BHATT

Managing Director - Welex Laboratories Pvt. Ltd

Welex Laboratories Pvt. Ltd. was incorporated on 23rd June 1979 by our Late Founder Chairman Dr. Y. C. Bhatt with the following mission, vision, and values:

Mission: Helping people live hale and hearty, using nature's healing powers

Vision: To grow the herbal way, and always remain a trusted member of the global healthcare family

Values: Adaptability, Equality, Quality, Trustworthiness

Born on Christmas Eve in 1935 in a middle-class family, Ayurvedacharya Dr. Y. C. Bhatt was destined to bring good to mankind through his knowledge and pioneering efforts in the field of Ayurveda.

His expertise resided in the creation of unique Ayurvedic Formulas by first understanding the nature of a given condition, within a culture and scientifically balancing the herbal composition based on the proven principles of Ayurveda. He put nature's healing powers to work for the world community. The same is preventive, curative, nutritive, and work safely and efficaciously.

Dr. Bhatt developed and mastered his unique proprietary formulations for chronic ailments like vitality, arthritis, haemorrhoids, diabetes, cholesterol, urinary problems/prostate enlargement, liver disorders, just to give few examples.

At that period and time, Stability Studies on the products (Ayurvedic) was unheard of. He carried out extensive stability studies and also researched and documented Specifications of each and every ingredient used in his formulas. Due to this,

the products manufactured were of consistent quality without any batch-to-batch variation.

He was full of ideas on expansion, growth, and improvements in the manufacturing process including advanced research in Herbal Supplement production.

Way back in 1991, when Ayurveda was quite unknown in the Western world, Dr. Bhatt was able to create a market in the USA with one of the biggest company manufacturing and promoting Herbal Supplements there. This was truly a feather in the cap, not only for Welex; but for Ayurveda and India.

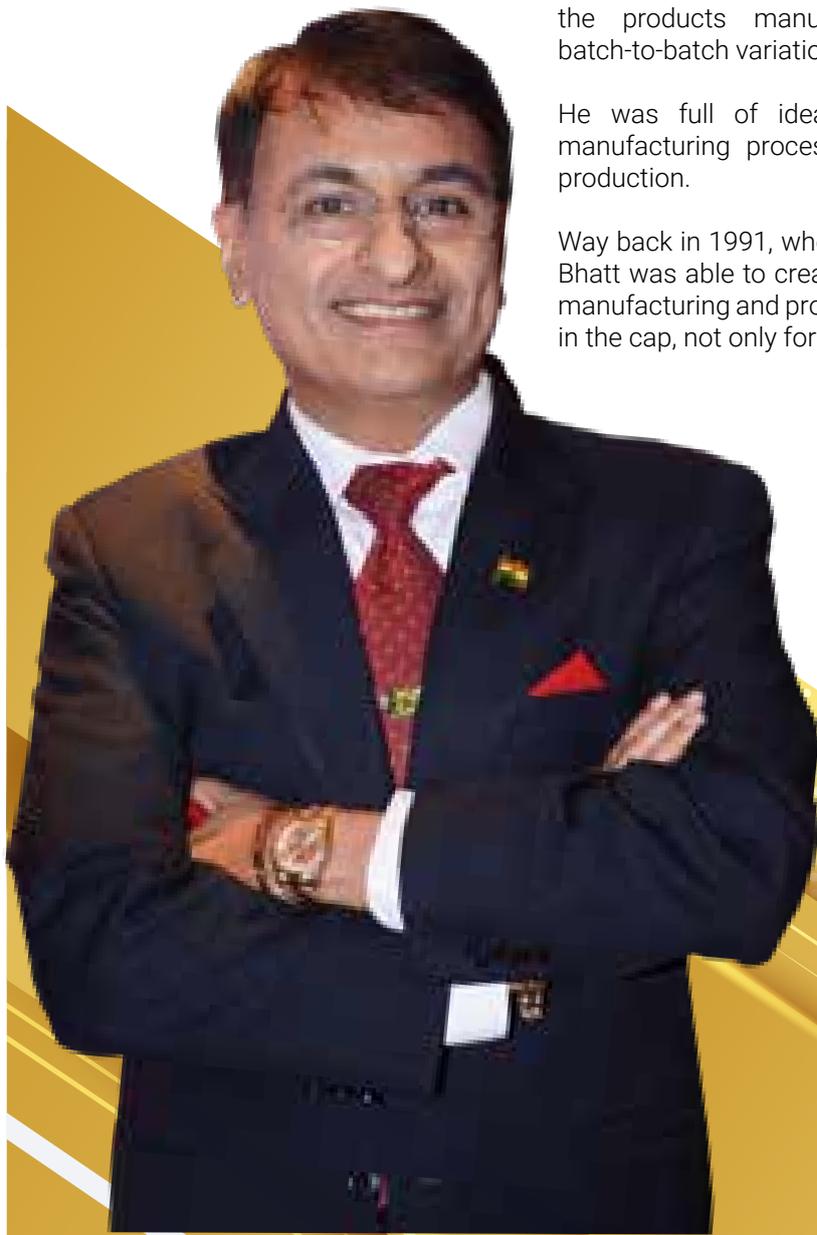
Thereafter in 1993, he successfully introduced Welex's products in Malaysia.

Now coming to myself (Roopam):

My father imbibed in me the importance of creating the most modern, immaculate, and world best facility for manufacturing Welex products. As per his advice, I graduated in Pharmacy from the University of Mumbai in May 1991. As good luck would have it, the small but unique manufacturing facility my father established at Tarapur (near Mumbai), commenced production in June of 1991. So I got fully involved in the factory and my father handled the exports, his responsibilities at ADMA, and several social causes that were close to his heart.

In 1995, I was sent to The Netherlands for training on ISO, packaging, and manufacturing. This training changed my vision and attitude and I returned as a motivated young man impatiently wanting to implement all I saw at The Netherlands at our little factory at Tarapur.

My enthusiasm knew no bounds and no sooner I



landed, I started working on ISO Certification for our factory. We successfully achieved Certification in 1997. Perhaps being the 1st Ayurvedic company in the State, my confidence grew profoundly. I began to feel poised.

And then the sudden and tragic demise of my father on 4th October 1997 at London, left me a completely devastated man. No sooner did I take over the helm of affairs of Welex as the Managing Director of Welex Laboratories Private Limited, then I started feeling the void in my life. For ten years he had groomed me to succeed him, and I had been the young man in a hurry, eager to take over and impatient. Now suddenly, I had the job but what I did not have was my father there to back me up. I had heard so many stories about sons of prominent men failing in business, and I could imagine their devastation at finding themselves unable to fill their father's shoes. I worried I would end up the same way, but luckily for me, things were going to be different.

I went another year and then another. The Ayurveda age has begun and Welex is trying to capitalize on it. I like to think that my father would have been impressed with the growth in the scale of the business.

He had always maintained that Welex would someday be amongst the best Ayurvedic products manufacturing companies in the world.

In 2004, Welex and K-Link entered into an Agreement for marketing the K-Ayurveda products in South East Asia. It's now more than 16 years and both the companies have a great relationship which goes beyond business.

In 2006, K-Link (India) Healthcare Pvt. Ltd. launched the K-Ayurveda products at Kolkata in India. The response was fascinating.

Thereafter, in 2016 under the leadership of Mr. Jega, the then GM and now Director of K-Link India took this relationship between our companies to the next level. New products under Food Category were improved and launched. This proved to be an advantage for leaders at K-Link India since they had access to superior quality products as compared to ones imported.

This step was also a great service to India by way of saving valuable foreign exchange.

This proves the synergy and cohesiveness between the Directors and team of K-Link India and Welex.

Today, Welex is successful in not only tying up with some of the best Distributors in South East Asia and the Middle East but also have our products registered with the Ministry of Health in these countries.

Whatever profits Welex made, was ploughed back to the company. Three major instances being:

- 1) Upgradation, modernization, and expansion of the factory in 2000 and again in 2010 which my father had established in 1990.
- 2) A brand-new state of the art plant for manufacturing Herbal and Food Supplements; using the most modern and latest technology, installing the best machinery, and infrastructure money can buy.
- 3) During my meetings with Pharmaceutical companies, I was often asked for proof of safety and efficacy of our formulas (as most medical Doctors and marketers are sceptical about the safety and efficacy of herbal products). This led me to take a big decision of carrying out Clinical Trials on our products as per allopathic yardstick. Though it was a major cost to the company, the results were fascinating and more than convincing.

All these resulted in positive consequences.

I drew inspiration from my father, who was committed to providing the best remedies to his patients and mankind in general through his expertise in the science of 'Ayurveda'.

At the present time, Welex is in a phase of a new renaissance: Entering the USA market with finished products. I see this as a great opportunity.



Dr. ROOPAM BHATT

Managing Director - Welex Laboratories Pvt. Ltd

- **K-Ayurveda Product claims are backed by Clinical Trials. The same are clinically tested in Govt. approved hospitals under the strict supervision of medical professionals and the clinical studies are listed with CTRI. The trials of some of our products are published in highly reputed International Medical Journals.**
- **The products are manufactured at state-of-the-art manufacturing facility, which is environment friendly.**
- **We are WHO GMP, ISO 9001:2015, Kosher, and Halal Certified / Compliant.**
- **I am blessed with having a very efficient and motivated team at Welex (whom I revere as family) to face this challenge and exploit this great opportunity for the mutual benefit of all involved in this endeavour.**
- **Crazy passion for Ayurveda.**
- **My father, the founder, passed on the legacy and mission to me, and I, in turn, intend to pass the baton on to the next generation.**

Our attachment to the Ayurvedic medical system is total and our commitment to its values, complete.

Dr. ROOPAM BHATT

Managing Director - Welex Laboratories Pvt. Ltd





KAyurveda

AYURVEDA

“Ayurveda” is formed by the combination of two words - "Ayur" meaning life, and "Veda" meaning knowledge. “Ayurveda” is regarded as "Knowledge of Life" and the practice involves the care of physical, mental and spiritual health of human beings.

This ancient medical approach and practice has continued to fascinate humanity, indeed even attaining the pinnacle of its magnetism in modern times. With its origins in pre-history, cultivated and fostered by great learned men and elaborately documented since as long ago as the turn of the first millennium BC by eminent scholars. Ayurveda is a science where the sagacity of the ancient continues to rule the glamour of the contemporary. Making it the ageless and timeless Science for longevity.

Over several years, Ayurveda has continuously remained open to experience and innovation thus has become one of the most extensively written about branches of science. Ayurveda has withstood the test of time, which is more than 5000 years. Ayurveda treats life on the underpinnings of the body, soul (spirit) and mind. The very principles of this wonderful system of medicine rests on the values of these three to be in perfect balance for stable health. It is all inter-related according to Ayurveda and everything that one indulges in, impacts one's health and well-being.

The two principle objectives of Ayurveda are - Prolonging life and Promoting overall health.

Ayurveda expounds attacking the very root and treating the fundamental cause of diseases, rather than addressing just the symptoms. It is an open and dynamic science. Call it a living tradition that continues to be practiced by living people.

K-link's K-Ayurveda range of products manufactured by Welex Laboratories are excellent examples, that illustrate the merger of ancient wisdom with modern technology.

Welex's Founder-Chairman, Late Dr. Yeshwant C. Bhatt was a visionary. Well before the science of Ayurveda found a reawakening in a somewhat fashionable avatar, the learned doctor had a vision to address chronic ailments by integrating the wisdom of Ayurveda with the tools of modern technology.

Putting nature's healing power to work for you with time-tested Ayurvedic products manufactured with the finest cutting-edge production technology. Strict adherence to international quality standards, Safely and efficaciously.

K-AYURVEDA: Bringing nature's healing powers, for wholesome longevity.





Mr. RAVINDRA NAMBIAR

Managing Director Cropex Private Limited

Warm greetings to all!

I am sure this message will find all our members safe and healthy in this critical period of pandemic. In the past, the world has overcome many challenging issues. Hope, Covid will also be a thing of the past soon.

Agriculture being the backbone of the rural economy, plays a vital role in the food security of the nation. Post Green Revolution, our nation witnessed a huge upheaval and growth in the agricultural sector.

Seeds of high yielding varieties, Inorganic fertilizers, various agrochemicals were introduced in the Agriculture sector to improve the production of food grains, to control the pest and disease menace and to achieve higher yields from the same piece of land. Though initially hesitant, the farmers later wholeheartedly embraced the new technologies. As a result, farmers got higher yields with good control over pest and diseases. Over a period of time the blind adoption of green revolution technologies resulted in depletion of the soil resources, saturation of the yield levels and the resistance developed by insect pests and disease-causing organisms towards pesticides and fungicides. These developments happened during the 1990s and the need was felt for Products for Safe agriculture.

The idea of Cropex was born during those very critical times when the country felt the need for alternative & safe agriculture inputs for crop production. Cropex Private Limited was established in the year 1998 with a mission of formulating /manufacturing/promoting safe agricultural inputs with the only purpose of providing harmless, ecofriendly and non-toxic alternatives to these life and eco-threatening synthetic agrochemicals. Cropex initially started manufacturing these safe agricultural inputs under the Crop Nutrition and Crop Care categories in a small

facility at Bangalore. During this Initial phase as “Manufacturing” formed activity of Cropex, sales & marketing was undertaken through the marketing and sales channels of Bulk and Corporate clients.

As the clientele and business grew, there was need for larger manufacturing facility to cope up with increased volumes. Cropex acquired larger facilities in Mandya, about 100 kms from Bangalore on the Bangalore – Mysore Road. Today Cropex has a state-of-the-art facility with automated production and packing lines. Over the years, Cropex has increased its production capacity to the tune of producing 500KL of liquid formulations and 500 MT of Powder / Granular formulations annually, extendable by another 20-25% in times of increased demand.

The production process is handled by a team of qualified professionals and is well supported by a team of Supervisors, Assistants and workers. Our Mandya facility employs a little more than 60 employees.

The production processes comply with all State & Central Govt rules and regulations and is also certified under the KSPCB.

The product profile falls under two broad categories of 1. Crop Nutrition and 2. Crop Care. Under the Crop Nutrition categories – Variants of Humic Acid, Seaweed, Amino Acid based products are manufactured and under the Crop care range – variants of Eugenol based products are manufactured and marketed. The major products are certified by IMO an international accredited Organic certification agency.

The Link with K-Link began when K-Link forayed into promoting agricultural inputs and were scouting for dependable manufacturers for supply of quality products. The then Head of Sales of K-LINK, introduced K-Booster Liquid formulation on a trial marketing arrangement in one state. Based on the results, the product was introduced in other states as well. With satisfactory acceptance of K-Booster, other products - K-Booster (Granules), K-Repel etc. were also launched. We wish to record our sincere gratitude and appreciation to the team headed by Mr. Jegiathesan Subramaniam, Director of K-Link India for the interest and efforts taken in promoting safe agricultural products amongst the farming community in the country. Due to their efforts – K-Link is identified as one of the key players in the safe agriculture inputs sector.

Govt of India have notified regulations to bring the various agricultural input products under different categories – Fertilizers, Agrochemicals, Biostimulants. Products need to be registered under any of the category for marketing in future. With a view to secure the future business, Cropex as a manufacturer has registered some of their new products under fertilizer category and efforts are being taken to register some under the Biostimulant category. Registrations of products by Cropex will facilitate our esteemed clients like K Link in introducing newer approved products under their brands with hassle free marketing and increase in business volumes.
Thank You.

- Mr. Ravindra Nambiar



K-BOOSTER

THE WONDER NUTRIENT POWER-HOUSE

K-BOOSTER, containing humic and fulvic acids in the form of potassium humate extracted from the highly bio-active organic substrate, Lignite, inherently contains several important nutrients. Backed up with the powerful support of Organic Approval under NPOP norms by an International Certification agency, IMO, K-Booster has lot to offer in terms of nutritional support to the better growth and higher yields.

K-Booster – a unique dynamite of nutrients from organic rich substrate is offered in two forms: Liquid & Granules – for supplementing the nutrients to plants as well as soil with significant benefits. K-Booster increases the availability of nutrients. When humic acids and humate enter plants at early stages of development, they result in increased cell division, root development and eventually dry matter, they act as respiratory catalyst, act as natural chelator for metal ions under alkaline conditions, convert nutrients into forms available to plants, protect plants from chlorosis and increase the permeability of plant membranes. They also decrease plant stress and increase the quality of yields. Nutrients in K-Booster physically modify the structure of soil, chemically change the fixation properties of the soil and biologically stimulate the plant and the activities of microorganisms.

Being organic in nature, K-Booster is free of any harmful substances and does not contaminate groundwater or soil and is environmentally safe. On the contrary, Humic Acids in K-Booster reduce the availability of toxic substances in the soil, prevent that nitrate and pesticides mix in with ground water and decrease the use of fertilizers. They also reduce the over-salination problem created by some of the water-soluble mineral fertilizers and are an effective means in erosion control.

K-Booster Liquid and Granular formulations give best results when sprayed or broadcasted during the critical periods of the crop growth. Generally the critical periods coincide with peak vegetative, flowering and fruiting phases. K-Booster Liquid is generally applied at 2-3 ml per litre of water while the K-Booster Granules are broadcasted in the field at 8 kg per acre. The minimum water requirement for foliar spraying is 200 litres per acre in a hand held knapsack sprayer.

K-Booster is available with K Link distributors in convenient pack sizes of 250 ml, 1 litre, 5 litre for the Liquid and 4 kg bags for Granules.





Tribute Message about
Mr. Suprabhat Chakraborty
(K-LINK Crown Ambassador)

"Leadership is much more an art, a belief, a condition of the heart, than a set of things to do. The visible signs of artful leadership are expressed, ultimately, in its practice".

We are profoundly saddened at the death of Mr. Suprabhat Chakraborty Crown Ambassador of K-LINK Health Care India Pvt Ltd. We lost a great example of leadership. Mr. Suprabhat Chakraborty passed away on 26th April'2021.

Mr. Suprabhat Chakraborty joined in K-LINK in the year 2002. He always wanted to be a self-starter in life and was curious to find an avenue that allowed him to explore his inner potential. At first, he was a bit apprehensive but it took time for him to understand this business and to duplicate his successful downlines. He achieved Crown Manager in the year 2008. But his enthusiasm and dream made him to achieve Crown Ambassador in 2011. K-LINK Changed and reshaped his dream. He was associated with K-LINK from the very beginning and has achieved a tremendous amount of success. He truly Believe in encouraging his downlines and helped them to become successful. He also travelled more than 10 countries across the world.

Mr. Suprabhat Chakraborty was known for mentoring others in the profession he loved; he was the "go to" person for young leaders to gain the self-confidence needed to do network marketing the difficult task of Direct Selling Industry.

His message for everyone is

"Upline se pucho kaise??, Downline ko bolo aisee??, Bich me kamao paisa"

TRIUMPHANT TALES

FROM K-LINK



Mr. RAVI RAM DEWANGAN
(Emerald Manager)

My friend's around me had a different lifestyle, they had quit their job and yet they were successful. Hence, I asked my friend, where are you working? He said I am a business partner with K-LINK. I wondered what K-LINK is, and when he explained all the details, I was elated with pure joy. It created a fire in me that commanded me to achieve high-grade sales reports. That's how my K-LINK journey began. The top leaders and their present lifestyle and experience certainly inspired me and reinforced a feeling that if they can do it so I can.

My upline took me to seminars and training, which further motivated me to draw out an implementation mind map in my mind. I learned a lot from my uplines, which unquestionably helped me achieve my Emerald Title. Originally, I used to think, why should I attend so many meetings, training and seminars? Then I realised that the more you listen, the more you learn.

I realised that my dream could only come true with purpose and make my mind map into an action plan. Now the important thing was to identify people's requirements and meet with them and satisfied them. When people are happy and satisfied with our product, our business automatically increases. For this, we need to be good listeners and encourage others to talk about themselves.

Another critical concept is that when we use 'US' instead of 'YOU', it gives a positive signal to the prospect. It illustrates that this a joint business where a collaborative effort and involvement creates business progress and momentum. And by such huge motivations, for the last six months is I have continuously achieved 3K 3K 3K in my Line 1, 2 and 3 respectively.

I wholeheartedly want to thank all my downlines as teamwork brings success for all—lastly, massive gratitude to the K-Link management to keep us motivated that. Yes, we have achieved our financial freedom now.

K-LINK Women

RISE INSPIRE RESPECT & SUCCEED

Women need to stop thinking of themselves as women, and start thinking of themselves as entrepreneurs. If women expect to be treated differently, they would never succeed in their life. They have been convincing, compelling, powerful and inspiring on an absolute scale, not on a women's scale.

Women have significantly contributed in the economic empowerment of nation through employment and income generation. There has been a phenomenal change in the status of women over the years across the globe. The concept of gender equality has gained momentum in light of globalization and liberalization and women have joined mainstream activities playing a significant role in socio-economic developments.

Keeping in view the importance of women in society, Direct Selling Industry plays a critical role in empowering women by offering self –employment opportunities to earn decent income earning opportunities and contributing to higher savings and higher investments in the economy. Low levels of education and skill deficit are responsible for low income levels of a large majority of the labour force, thereby perpetuating inequality.

In this direction, the K-LINK plays a vital role in Uplifting and developing skills of women who joined as members in K-LINK. We also provide and conduct various Women Empowerment sessions every month.

Going ahead, with women accounting for nearly 48% of India's Population there is a need to ensure equal involvement of women in development of the society by empowering them, we can empower our society.

K-LINK plays a critical role in empowering women by offering flexible employment opportunities and thereby contributing to overall economic development.



Respect Inspire Support Empower

Nothing can stop Women

Stop doubting yourself

Trust yourself...

To all the strong women out there!!

Our strength is what defines us to keep going!!!





Your Global Link