

MARKETING PLAN

The Digishakti Marketing Plan ensures speedy success of Direct Sellers in very balanced approach, right from the beginning. It further ensures Leader's support to them to establish their stable Business.

BUSINESS VOLUME(B.V.): The value of a Digishakti product on which all the Bonuses/Funds are calculated is called Business Volume (B.V) of that product. B.V. of all the products is displayed on website

RETAIL PROFIT: A discount of 5-20% on all Digishakti products is available for the Direct Sellers.

INCENTIVES: There are six (6) types of Bonus and Funds, available for the Direct Sellers. In addition, there will be 3% of Education Fund to strengthen Education System of the Company.

PROMOTION bONUS	LOYALTY BONUS	LEADERSHIP BONUS	ROYALTY BONUS	STAR BONUS	LIFE-STYLE FUND	EDUCATION SYSTEM
15%	5%	15%	10%	5%	7%	3%

1. PROMOTION BONUS

The percentage level of Promotion Bonus is decided only on accumulative self-purchase (B.V.) of the Direct Seller itself. The amount calculated so, is equally distributed amongst all the eligible Direct Sellers-

Sl. No.	1	2	3	4	5	6	7	8	9	10
Minimum of cumulative Self-purchase	1000	5,000	10,000	20,000	30,000	50,000	75,000	1,00,000	1,30,000	1,70,000 or above
Rate of Bonus	5%	8%	11%	12%	13%	13.5%	14%	14.5%	14.75%	15%

2. LOYALTY BONUS

There will be two types of Loyalty Bonus, both are payable once in a Digishakti career, as under:

- i. **First,** The Direct Seller at 5% level of Promotion Bonus and is regular in purchase of Digishakti Products equal to minimum value of Rs. 500 per month for a minimum period of 12 months (within maximum of 15 months tenure), will be eligible for Loyalty Bonus, to be equally distributed between all such eligible Direct Sellers from 3% of total B.V. of the products sold by the Company during the next month or Quarter, after completing such eligibility.

- ii. **Second**, The Direct Seller at 8% level of Promotion Bonus and is regular in purchase of Digishakti Products equal to minimum value of Rs. 500 per month for a minimum period of 24 months (within maximum of 27 months tenure), will be eligible for Loyalty Bonus, to be equally distributed between all such eligible Direct Sellers from 2% of total B.V. of the products sold by the Company during the next month or Quarter, after completing such eligibility.

3. LEADERSHIP BONUS

The largest group of a direct seller is called Main Group. All the groups, except Main Group are called Other Group(s). One Leader Point is given for each of 500 B.V. in Other Group(s) of a Direct Seller.

To calculate the value of one Leader Point, the 15% of total monthly B.V. of the company is divided by total Leader Points earned by all the Direct Sellers in the relevant month. Thus, to calculate the Leadership Bonus of a Direct Seller, the total Leader Point earned by him/her is multiplied by the value of one Leader point, for a particular month.

4. ROYALTY BONUS

A total of 10% Business Value (B.V.) of the company is distributed as a Royalty Bonus, on monthly basis. Royalty Point of a Direct Seller is calculated as under -

PIN LEVEL	Minimum B.V. in Main Group	Minimum B.V. in Other Group(s)	Royalty Point
SILVER	50,000	50,000	1
GOLD	1,00,000	1,00,000	2
PERAL	1,50,000	1,50,000	3
EMERALD	2,00,000	2,00,000	4
RUBY	3,00,000	3,00,000	6
SAPPHIRE	4,00,000	4,00,000	8

Note-

- To calculate the value of one Royalty Point, the 10% of total monthly B.V. of the company is divided by total Royalty Points earned by all the Direct Sellers in the relevant month. Thus, to calculate the Royalty Bonus of a Direct Seller, the total Royalty Point earned by him/her is multiplied by the value of one Royalty point, for a particular month.
- The Direct Seller completing three months on any of the Royalty Level, will achieve one Smart Phone, once in a Digishakti career.

5. STAR BONUS

The Star bonus distributed amongst the achievers is given in a very calculated manner, so that the leaders can get bonus according to their Team, Business and number of other Group(s).

PIN LEVEL	Minimum B.V. in Main Group	Minimum B.V. in Other Group(s)	Percentage of Bonus
Star Gold	5 Lakh	5 Lakh	3.00%
Star Emerald	10 Lakh	10 Lakh	1.00%
Star Ruby	25 Lakh	25 Lakh	0.50%
Star Sapphire	50 Lakh	50 Lakh	0.25%
Diamond	One Crore	One Crore	0.25%

6. Life Style and Education Fund: Life Style fund is used for distribution of various gifts and for the purpose of Family Tour to the eligible Achievers. Education fund is used to establish the education system of the Company.

CENTRE'S INCENTIVES:

Depot : 9% of total Business Value of the Products sold by it.

District Digi-Centre (DDC): 7% of total Business Value of the Products sold by it.

Local Digi-Centre(LDC) : 3% of total Business Value of the Products sold by it.

Note:

The above incentives will be given to Depot after deducting the incentives of DDC/LDC to whom they sold the products; To DDC, after deducting the incentives of LDC. There will be no deduction on directly selling to Direct Seller.

OTHER TERMS & CONDITIONS

- All registration is absolutely free. However, within 15 days of such registration, all Direct Sellers are required to make a self-purchase of Digishakti Products for an amount equal to Rs. 500/- or above to continue such registration active. Deactivated user cannot re-register for next three months.
- All Bonuses are calculated from company's total B.V. on monthly basis.
- The requisite minimum self-purchase for release of Promotion, Royalty and Star Bonus is Rs.500/-, Rs. 1000/- and Rs. 2000/- respectively, in the relevant month.
- The calculation of entire Bonus is completed within 15 days from the last day of the month, for which the Bonus is to be calculated. The amount of the bonus calculated will be remitted in the account of Direct Seller, within 07 days from the date of such calculation.
- The Bonus below of Rs.1,000/- shall be remitted once in a year from the date of the first accrual of Bonus. Providing correct bank account number and IFSC details is the sole responsibility of Direct Seller itself.
- The minimum required B.V for Promotion, Royalty & Star Bonus and requisite minimum monthly purchase for each category, will be increased by 5 to10% at the beginning of each of the year, considering the present value as a base level. The base level can also be revised at the interval of every 10 years.
- If any of the Digishakti product delivered to the Direct Seller found defected; then the same can be returned/exchanged within 30 days from the date of its delivery. The returned

product should be supported with the Bill of purchase. The purchaser should also ensure that condition of the product at the time of purchasing should be similar at the time of its return.

