

7elife Sales & Marketing Plan (REVISED)

THE CORE OF THE 7ELIFE SALES AND MARKETING PLAN'S Income opportunity is retailing of quality 7elife products by you to your customers. As your 7elife business grows, the rewards you earn will grow in proportion and you can earn money in following ways:

- (a) **Retail Income:** Retail Income is the difference between your selling price and your purchase price (DP). As a 7elife Direct Seller, you determine the price you charge (up to MRP), and when you sell products to customers above your DP, you keep the margin.

For Example: - if Retail Price = Rs.2020

Discounted Price = Rs.1616

Retail Benefit = (MRP-DP) 2020-1616 = Rs.404

- (b) **Package Trade Discount:**

A Discount given to 7elife Direct Sellers when they purchases of eligible package of products from 7elife for retailing.

*Product Package	Discounted Price	Daily Income Limit	Product Worth	point earn
LITTLE	3000	Rs. 10000	3600	50
FAIR	6000	Rs. 25000	7200	100
GRAND	12000	Rs. 50000	14400	200
GIANT	25000	Rs.100000	32400	400
KRISHI SANJIVANI	3300	Rs. 10000	3600	25
FAIR KRISHI SANJIVANI	6600	Rs. 25000	7200	50

*= Product Packages are designed for Registered Customer Or Direct Sellers to avail discount benefits.

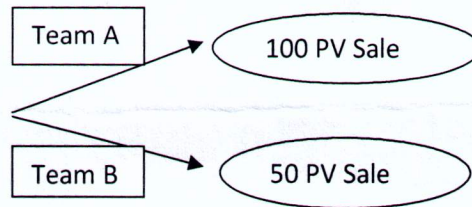
- (c) **Direct Seller Compensation Plan:** Our Compensation Plan recognizes and rewards your hard work and achievements. **You will receive all remuneration derived from the sale of goods or services only.** 7elife offers an attractive reward programme. Bonuses are based on the points generated by you through product sales, and the sales team that you build and also include the points you generate through your personal purchases. There are various types of commissions that can be earned on the basis of Net Team Sales Turnover and the applicable sales commission slabs.



1. **Team Sales Matching Point Income** (15% of Team Sales Turnover for health and 7.5% for Agriculture Product)

You will be able to earn this income when you build 2 teams and sales turnover should match equally with minimum 50 PV each team.

For Example:- Your one of the team sales PV is 100 and another is 50 PV then by matching 50 PV you will earn Rs.450 as Rs.9 per PV. Remaining PV carry forwards.



2. ***Super Sponsor Income**

Level.	% of income
" 1	= 20%
" 2.	= 5%
" 3	= 4%
" 4	= 4%
" 5	= 3%
" 6	= 2%
" 7	= 2%

*= Company will pay given % of Team Sales Matching Point Income to sponsor for team support from 7 level. It goes from down to up.

4. *** Upline Split Income**

Sometimes it happens that Sponsor don't give proper attention to his/her team hence to encourage the hard work done by Direct Seller ,10% of point matching income of upline will be equally distributed among all sponsored directly.

*=This income will be given by company fund. No deduction from sponsor income



5. *Repurchase Income

This is one of the best remuneration plan of 7elife compensates Direct Sellers with repurchase income total 40% (health) 20% (Agriculture) upto 15 levels as per below slab

Level	%
1	10%
2	5%
3	4%
4	4%
5	3%
6	3%
7	2%
8	2%
9	1%
10	1%
11	1%
12	1%
13	1%
14	1%
15	1%

* Repurchase income calculation is on DP (Discounted Price) rate.

6. Award Rewards with Financial Planning

RANGE	TSMP	REWARD	FINANCIAL PLANNING	AWARD
ARAVALI	2000 PV	GOA TRIP	NIL	PIN
SHIVALIK	7000 PV	BANGKOK TRIP	NIL	PIN
NILGIRI	17000 PV	Rs. 30000 CASH	NIL	PIN
VINDHYA	47000 PV	ROYAL ENFIELD	NIL	MEDAL
ATLAS	117000 PV	DUBAI TRIP + 1 LAKH	Rs. 69000	MEDAL
ALASKA	267000 PV	RENAULT KWID	Rs. 160000	MEDAL
ANDES	617000 PV	VITARA BREZZA	Rs. 417000	SHIELD
TIENSHAN	1617000 PV	INNOVA CRYSTA	Rs. 948000	SHIELD
PAMIR	4117000 PV	BUNGLOW	Rs. 1920000	SHIELD
HINDUKUSH	10617000 PV	PORSCHE MACAN	Rs. 3690000	CROWN
KARAKORAM	25617000 PV	MASERATI LXR SEDAN	Rs. 13200000	CROWN
HIMALAYA	55617000 PV	2.70 Cr.	Rs. 51000000	CROWN



7. Performance Recurring Incentives

When Direct Sellers achieve below Ranges they will get Performance Recurring Incentives

RANGE	P R I	MONTH
ARAVALI	NIL	-
SHIVALIK	NIL	-
NILGIRI	3000	6
VINDHYA	5000	12
ATLAS	12000	12
ALASKA	18000	12
ANDES	30000	12
TIENSHAN	70000	12
PAMIR	1.5 Lakh	24
HINDUKUSH	3 Lakh	24
KARAKORAM	5 Lakh	24
HIMALAYA	5 Lakh	24

DEDUCTIONS :-

- (1) 10 % of matching point income will be transferred to S - wallet
Which Direct Seller can use for Repurchase Or Shopping Cart
- (2) TDS – As per govt. norms

