



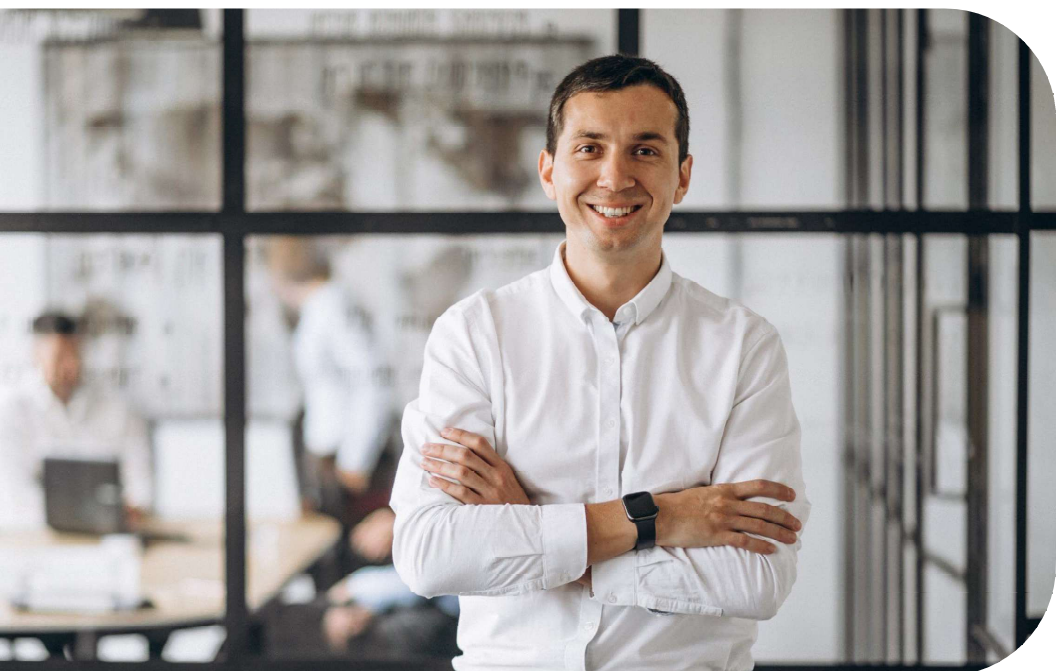
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Welcome

OK LIFECARE PRIVATE LIMITED

A dark, low-key photograph of a business meeting. Several people in business attire are gathered around a table, looking at documents and a tablet. The scene is dimly lit, with the primary light source coming from the documents and the tablet, creating a professional and focused atmosphere. The text 'Business Plan 3.0' is overlaid in a large, white, sans-serif font across the center of the image.

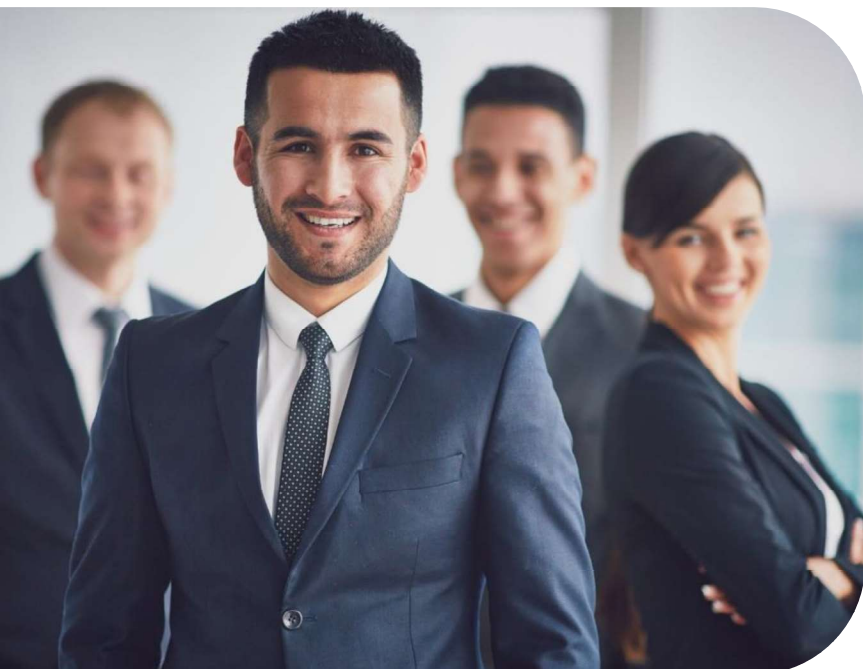
Business Plan 3.0

DK Lifecare Private Limited



New Revolution In stable Distribution System

- No Joining Fee.
- No Activation Condition.
- No Repurchase Condition.
- No Package Condition.
- No Renewal Condition.
- Balanced & Stable Distribution



RETAIL PROFIT – UPTO 40%

Selling **OK Lifecare** products directly to the customers is the first step to success and building a solid foundation for your business. Retail selling is the surest method of earning immediate income, as you go on to build a long term business of satisfied customers. Retail profit is the margin between the price at which an independent direct seller purchases the products (Direct seller Price / DP*) and the price at which these products are sold (Maximum Retail Price/MRP**). Independent direct sellers in Ok Lifecare can earn retail profit of upto 40% on MRP of the products.

For Example:

Neem Tulsi Face Wash - M.R.P 130/-

Neem Tulsi Face Wash - D.P 90/-

Retail Profit - Rs. 40/-

Note:

- *DP is referred as Direct seller Price
- **MRP is referred as Maximum Retail Price
- Ok Lifecare reserves its right to increase/decrease the discount(s) on products.

PERFORMANCE BONUS – 2%

Direct seller will get performance bonus as per group business volume wise slabs and on personal sale.

Slabs :

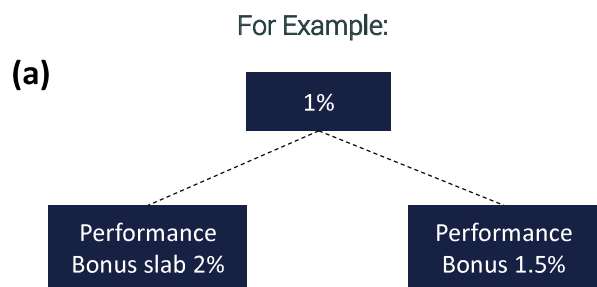
1 BV to 2500 BV – 1%
2501 BV to 4999 BV – 1.5%
5000 BV and Above – 2%

Direct seller will get differential performance bonus as per the slabs.

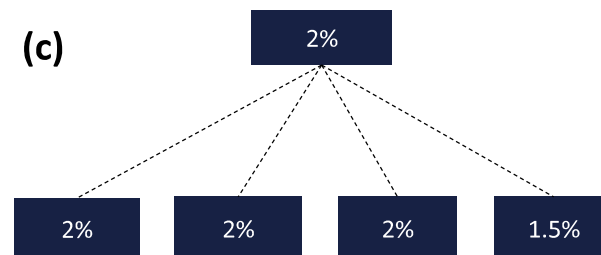
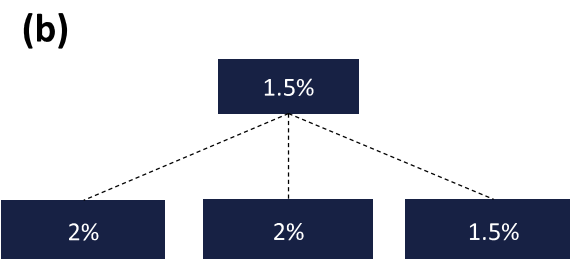
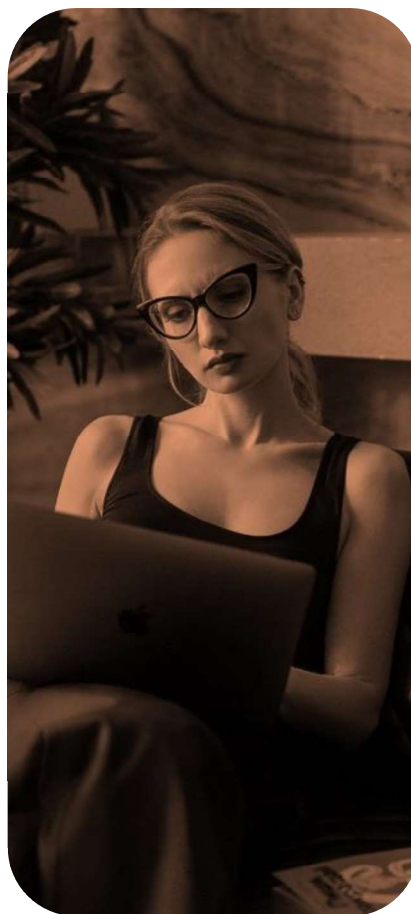


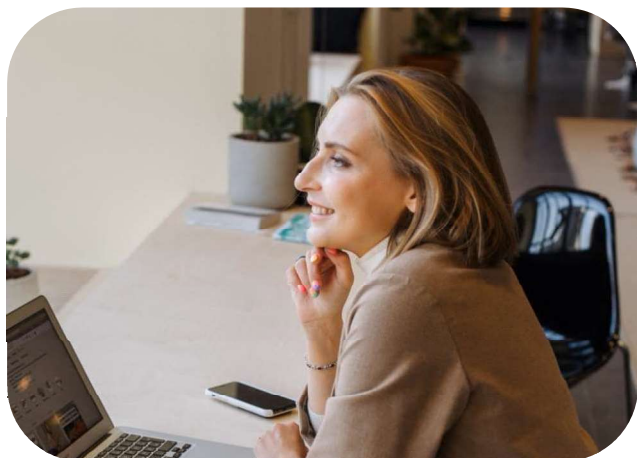
FLAGSHIP BONUS – 2%

2% flagship bonus will be distributed to the Direct seller as per the slabs below:



Flagship bonus will be distributed on Differential bases as per the slabs.

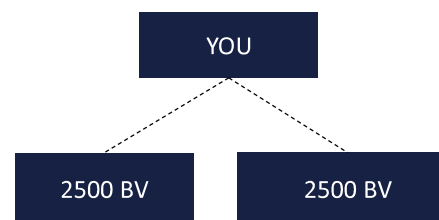




ACTIVE BONUS – 25%

If any direct seller manages to achieve 5000 BV in proportion of 2500 : 2500 BV in top 2 grossing teams.

For Example:



$$\text{ABP Value} = \frac{25\% \text{ of company total BV of the month.}}{\text{Total Active Bonus Point of the month.}}$$

$$\text{AB} = \text{AB Point value} \times \text{Your AB points.}$$

You can earn maximum Rs. 90,000/- in a month only



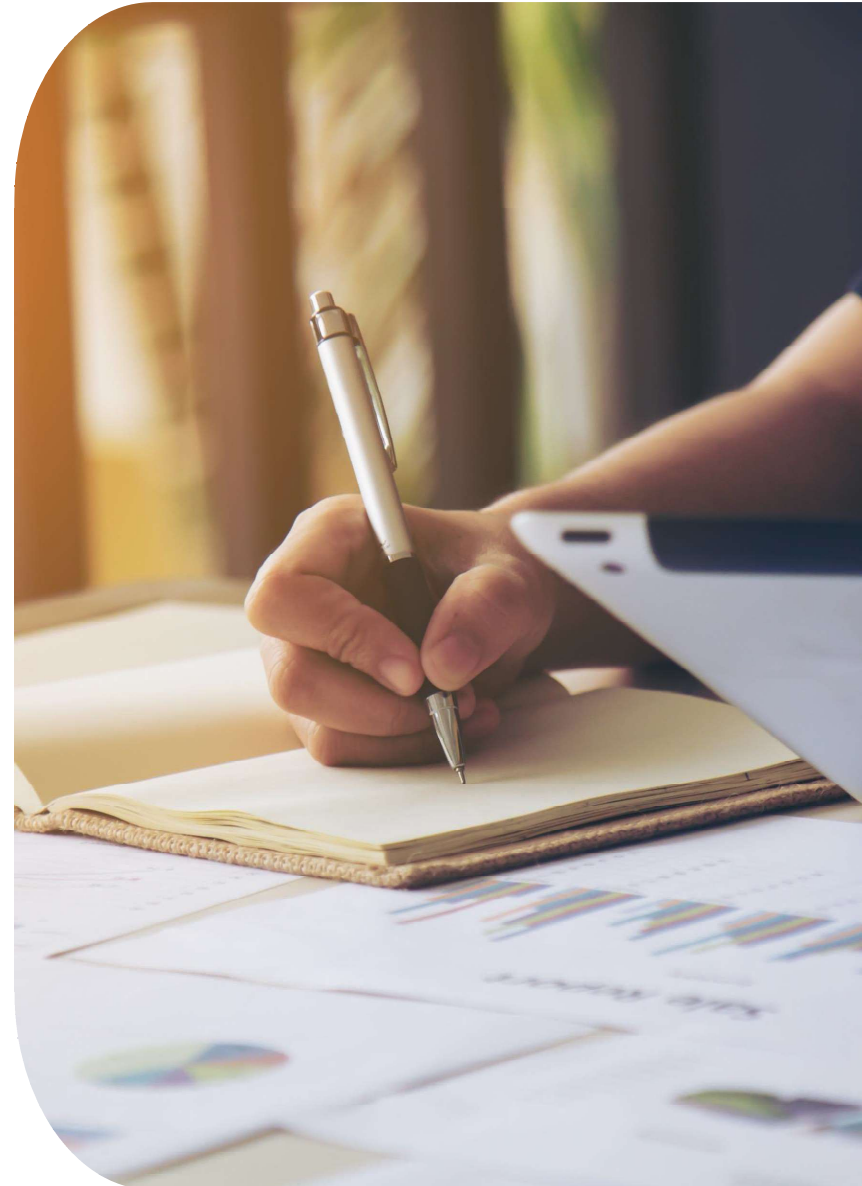
EDUCATION FUND S-1 (3%)

EF S-1(3%)

1 Active Bonus Point = 1EF S-1	
EF S-1 Point Value=	$\frac{3\% \text{ of total BV of the company of the month}}{\text{Total EF S-1 Points of the month}}$
EF S-1 fund = His/Her EF S-1 Points x EF S-1 Point Value	

Terms and Conditions Applied

- Consistency Bonus, TF, BBF & above qualifiers are not eligible for EF S-1
- Personal Sale: 500 BV



CONSISTENCY BONUS – 5%

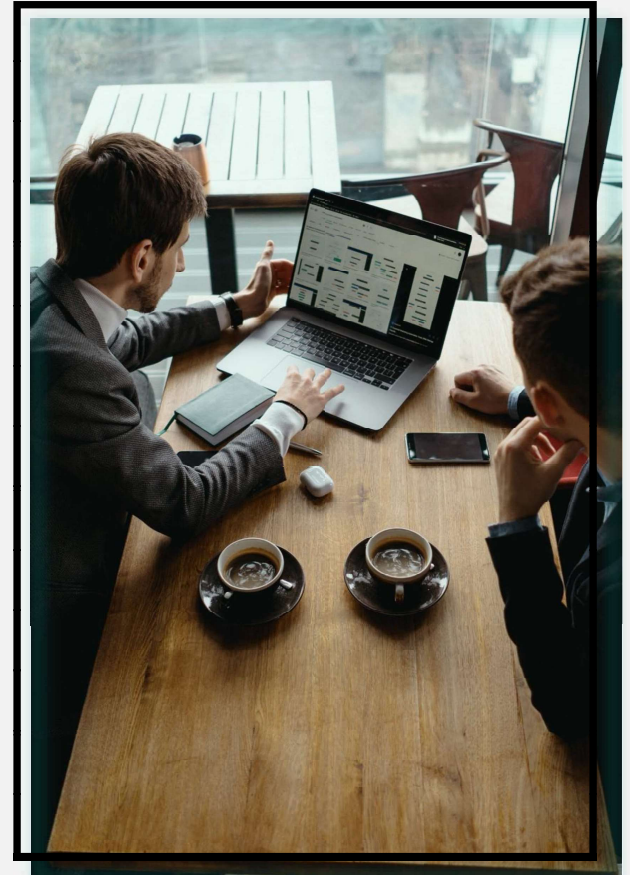
When an independent direct seller is able to maintain minimum 1(one) Active Bonus point for 3(three) consecutive months, OK Lifecare business rewards system compensates its independent direct sellers with Consistency Bonus in the fourth month. OK Lifecare business rewards system compensates its independent direct sellers with Consistency Bonus on the basis of number of Consistency Bonus points earned by the direct seller in a particular month. The number of Consistency Bonus Points earned by a direct seller is equal to the number of AB earned in a particular month after earning ABP for 3 (three) consecutive months. If an independent direct seller has earned 4(four) Active Bonus points in the 4th month he has earned 4(four) Consistency Bonus points.

To give away this Consistency Bonus, company allocates 5% of total business volume turnover of the company. Consistency Bonus is calculated as per below mentioned formula:



- Consistency Bonus = Consistency Bonus points x Consistency Bonus point value
- Consistency Bonus point value = 5% of company's total BV turnover of the month / total Consistency Bonus points collected in a month.

You can earn maximum Rs. 45,000/- by consistency bonus in a month





CONSISTENCY BONUS

1 Consistency Bonus Point = 1 AB Point
Consistency Bonus Point Value = (5% of company's monthly total BVs) / (Total collected Consistency Bonus Point of the month)
Consistency Bonus = Qualifier's Consistency Bonus Points X Consistency Bonus Points Value

NOTE:

- Consistency Bonus is calculated and paid to the independent direct sellers on monthly basis from the fourth month.
- Number of Consistency Bonus Point = Number of ABP in that month
- Closing period = Consistency Bonus is calculated on sales done between 1st and last day of every month.
- Payout period = on or before 10th day of every month
- Consistency Bonus is paid from the 4th month, after the independent direct seller has maintained minimum 1(one) Active Bonus point for 3(three) consecutive months.
- Company reserves all the right to change / amend the Consistency Bonus from time to time.
- Consistency Bonus is calculated after all cancellations and refunds deducted from the current payout period.

You can earn maximum Rs. 45,000/- by consistency bonus in a month

EDUCATION FUND S-2 (2%)

EF S-2 (2%)

1 Consistency Bonus Point = 1 EF S-2
EF S-2 Point Value= $\frac{2\% \text{ of total BV of the company of the month}}{\text{Total EF S-2 Points of the month}}$
EF S-2 fund = His/Her EF S-2 Points x EF S-2 Point Value

Terms and Conditions Applied

- Travel Fund, BBF & above qualifiers are not eligible for EF S-2
- Personal Sale: 500 BV

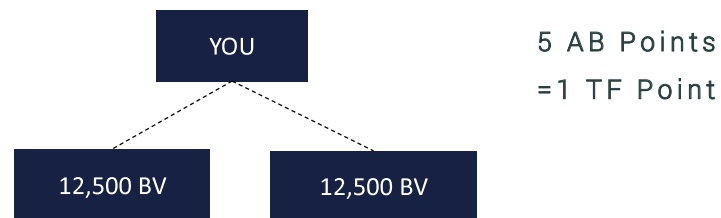




TRAVEL FUND – 4%

If any direct seller manages 5 Active Bonus Points and not exceeding To 9 Active Bonus Points will get Travel Fund of 4%.

For Example:



$\text{TF Value} = \frac{4\% \text{ of total BV of the company of the month}}{\text{Total TF Points of the month}}$
$\text{TF} = \text{TF Point value} \times \text{your TF Points.}$

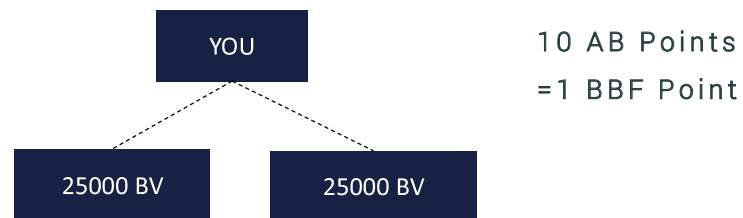
BBF& above Qualifiers are not eligible for TF.



BUSINESS BUILDING FUND – 7%

If any direct seller manages 10 Active Bonus Points and not exceeding To 19 Active Bonus Points will get business building fund of 7%.

For Example:



$\text{BBF Value} = \frac{7\% \text{ of total BV of the company of the month}}{\text{Total BBF Points of the month}}$
$\text{BBF} = \text{BBF Point value} \times \text{your BBF Points.}$

SAB Qualifiers are not eligible for BBF.



SUPER ACTIVE BONUS - 15%

In OK Lifecare business plan, when a direct seller is able to earn 20(twenty) active bonus points in a calendar month, company rewards that direct seller with 1 super active bonus point. Thus, super active bonus is paid on the basis of number of super active bonus points earned by the direct seller in a particular month.

To give away this super active bonus, company allocates bonus of 15% of total business volume turnover of the company. Super active bonus is calculated as per below mentioned formula:

- Super active bonus = Super active bonus points (SABP) x SABP value.
- Super active bonus point (SABP) value = 15% of company's total BV turnover of the month / total SABP collected in a calendar month.



SUPER ACTIVE BONUS

20 ABP = 1 SAB Point (Super Active Bonus Point)
$\text{SABP Value} = \frac{(15\% \text{ of total BV of company})}{(\text{Total collected Super Active Bonus Points of the month})}$
$\text{Qualifiers Super Active Bonus (SAB) Points} \times \text{Super Active Bonus Point Value} = \text{Super Active Bonus (SAB)}$

NOTE:

- Super active bonus is calculated and paid to the independent direct sellers on monthly basis.
- Number of Super Active Bonus Points (SABP) = Number of Active bonus Points in the multiples of 20 (twenty).
- Closing period = Super active bonus is calculated on sales done between 1st and last day of every month.
- Payout period = On or before 10th day of every calendar month.
- Company reserves the right to change / amend the super active bonus from time to time.
- Super active bonus is calculated after all cancellations and refunds deducted from the current payout period.



EDUCATION FUND S-3 (2.5%)

EF S-3 (2.5%)

1 Super Active Bonus Point = 1 EF S-3
EF S-3 Point Value= $\frac{2.5\% \text{ of total BV of the company of the month}}{\text{Total EF S-3 Points of the month}}$
EF S-3 fund = His/Her EF S-3 Points x EF S-3 Point Value

Terms and Conditions Applied

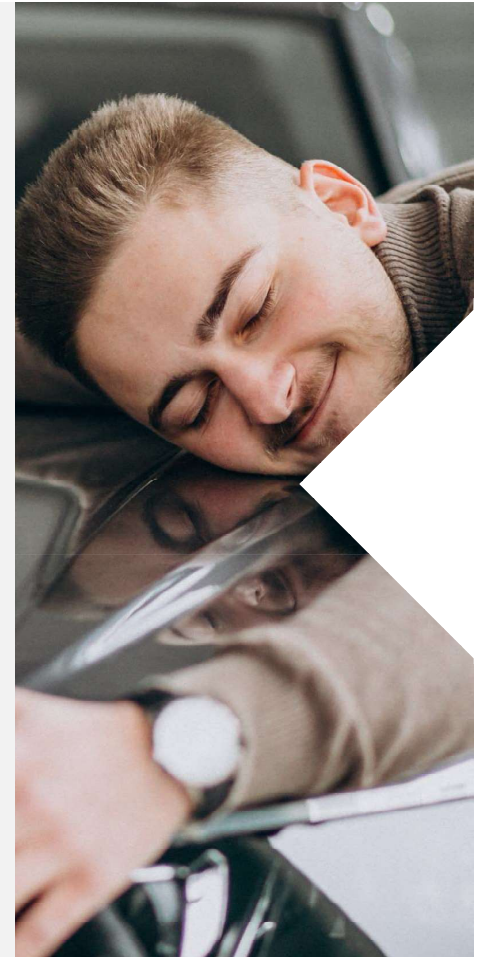
- 2 SAB Point Achievers, Car Fund & House Fund qualifiers are not eligible for EF S-3
- Personal Sale: 1000 BV

CAR FUND – 7.5%

OK Lifecare not only provides business freedom to its direct sellers, it also helps them in fulfilling their need of purchasing their car. When an independent direct seller is able to maintain minimum 1(one) super active bonus point for 3(three) consecutive months, OK Lifecare business rewards system compensates its independent direct sellers with car fund in the fourth month. OK Lifecare business rewards system compensates its independent direct sellers with car fund on the basis of number of car fund points earned by the direct seller in a particular month. The number of Car fund Points earned by a direct seller is equal to the number of SAB earned in a particular month after earning SABP for 3 (three) consecutive months. If an independent direct seller has earned 4(four) super active bonus points in the 4th month he has earned 4(four) car fund points.

To give away this car fund, company allocates 7.5% of total business volume turnover of the company. Car fund is calculated as per below mentioned formula:

- Car fund = Car fund points x Car fund point value
- Car fund point value = 7.5% of company's total BV turnover of the month / total Car fund points collected in a month.



CAR FUND

$1 \text{ Car Fund Point} = 1 \text{ SAB Point}$
$\text{Car Fund Point Value} = \frac{7.5\% \text{ of company's monthly total BVs}}{\text{Total collected Car Fund Points of the month}}$
$\text{Qualifier's Car Fund Points} \times \text{Car Fund Points Value} = \text{Car Fund}$

NOTE:

- Car fund is calculated and paid to the independent direct sellers on monthly basis from the fourth month.
- Number of Car Fund Point = Number of SABP in that month
- Closing period = Car fund is calculated on sales done between 1st and last day of every month.
- Payout period = on or before 10th day of every month
- Car fund is paid from the 4th month, after the independent direct seller has maintained minimum 1(one) super active fund point for 3(three) consecutive months.
- Company reserves all the right to change / amend the car fund from time to time.
- Car fund is calculated after all cancellations and refunds deducted from the current payout period.



EDUCATION FUND S-4 (2.5%)

EF S-4 (2.5%)

1 Car Fund Point = 1 EF S-4	
EF S-4 Point Value=	$\frac{2.5\% \text{ of total BV of the company of the month}}{\text{Total EF S-4 Points of the month}}$
EF S-4 fund = His/Her EF S-4 Points x EF S-4 Point Value	

Terms and Conditions Applied

- 2 SAB Point Achievers & House Fund qualifiers are not eligible for EF S-4
- Personal Sale: 1000 BV

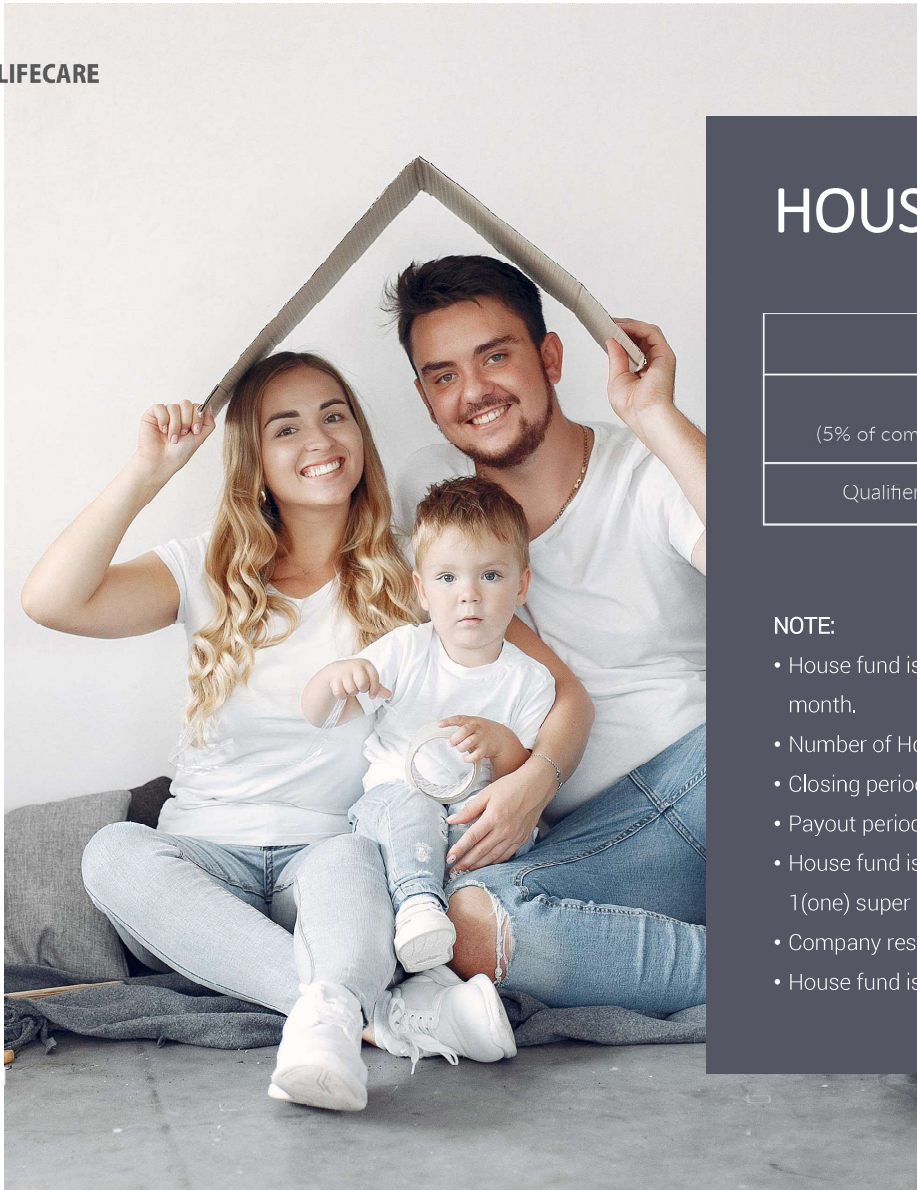
HOUSE FUND 5%

OK Lifecare not only helps its direct sellers in achieving their car, it also helps them to be eligible to buy their house. When an independent direct seller is able to maintain minimum of 1(one) super active bonus point for 6(six) consecutive months, OK Lifecare business rewards system compensates its independent direct sellers with house fund from seventh month. OK Lifecare business rewards system compensates its independent direct sellers with house fund on the basis of number of house fund points earned by the direct seller in a particular month. After earning SABP for 6 (six) consecutive months, the number of House Fund Points earned will be equal to the number of SABP earned in that particular month. If an independent direct seller has earned 4(four) super active bonus points in the 7th month, therefore he has earned 4(four) house fund points in the seventh month.

To give away this House Fund, company allocates 5% of Total Business Volume Turnover of the company. House Fund is calculated as per below mentioned formula:

- House Fund = House Fund Points (HFP) x HFP Value
- House Fund Point (HFP) Value = 5% of Company's Total BV Turnover of the month / Total HF Points collected in a calendar month.





HOUSE FUND

1 HF Point = 1 SAB Point

HF Point Value =
(5% of company's monthly total BVs) / (Total collected House Fund Points of the month)

Qualifier's House Fund (HF) Points X House Fund Points Value = House Fund (HF)

NOTE:

- House fund is calculated and paid to the independent direct sellers on monthly basis from the seventh month.
- Number of House Fund Point (HFP) = Number of SAFP in that month.
- Closing period = House Fund is calculated on sales done between 1st and last day of every month.
- Payout period = On or before 10th day of every calendar month.
- House fund is paid from the 7th month, after the independent direct seller has maintained minimum of 1(one) super active bonus point for 6(six) consecutive months.
- Company reserves the right to change / amend the house fund from time to time.
- House fund is calculated after all cancellations and refunds deducted from the current payout period.

EDUCATION FUND S-5 (2.5%)

EF S-5 (2.5%)

1 House Fund Point = 1 EF S-4
EF S-5 Point Value= $\frac{2.5\% \text{ of total BV of the company of the month}}{\text{Total EF S-5 Points of the month}}$
EF S-5 fund = His/Her EF S-5 Points x EF S-5 Point Value

Terms and Conditions Applied

- 2 SAB Point Achiever & above are not eligible for EF S-5
- Personal Sale: 1000 BV



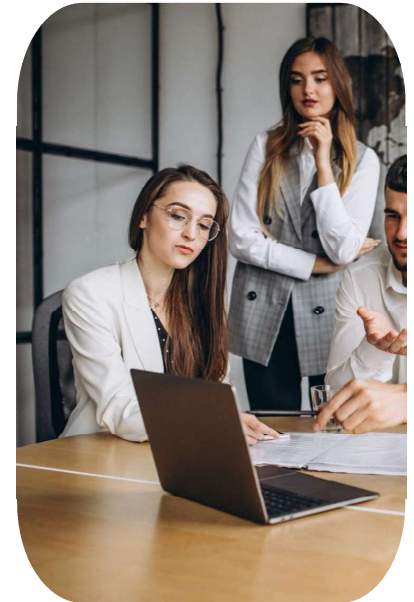
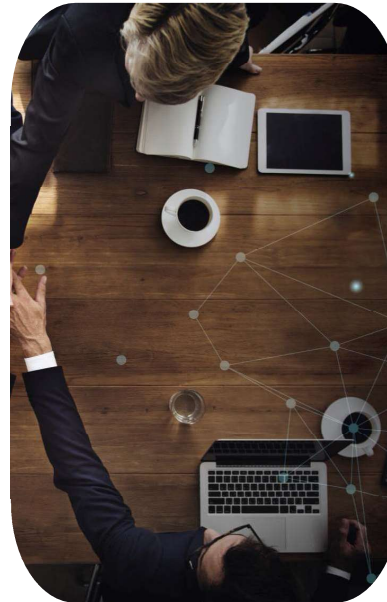
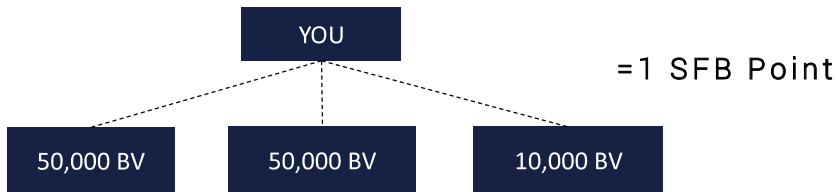
SUPER FLAGSHIP BONUS – 5%

When an Independent direct seller maintains a sale of 1,10,000 BV in the ratio of 5 : 5 : 1 then OK Lifecare business rewards system compensates its independent direct sellers with Super Flagship Bonus on the basis of number of Super Flagship Bonus points earned by the direct seller in a particular month.

SFB point will be calculated in multiple of 50,000 BV : 50,000 BV : 10,000 BV

i.e 50,000 BV : 50,000 BV : 10,000 BV = 1 SFB Point

1,00,000 BV : 1,00,000 BV : 20,000 BV = 2 SFB Point



<p>Super Flagship Bonus Point Value = (5% of company's monthly total BVs) / (Total collected Super Flagship Bonus Points)</p>
<p>Super Flagship Bonus Bonus = Qualifier's Super Flagship Bonus Points X Super Flagship Bonus Points Value</p>



MEGA FLAGSHIP BONUS – 5%

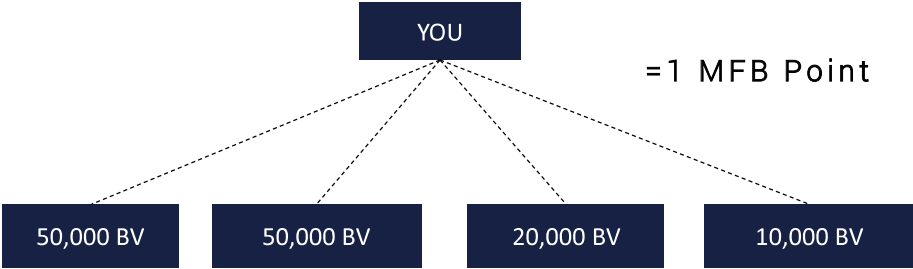
When an Independent direct seller maintains a sale of 1,30,000 BV in the ratio of 5 : 5 : 2 : 1 then OK Lifecare business rewards system compensates its independent direct sellers with Mega Flagship Bonus on the basis of number of Mega Flagship Bonus points earned by the direct seller in a particular month

MFB point will be calculated in multiple of 50,000 BV : 50,000 BV : 20,000 BV : 10,000 BV

i.e 50,000 BV : 50,000 BV : 20,000 BV : 10,000 BV = 1 MFB Point

1,00,000 BV : 1,00,000 BV : 40,000 BV : 20,000 BV = 2 MFB Point

<p>Mega Flagship Bonus Point Value = (5% of company's monthly total BVs) / (Total collected Mega Flagship Bonus Points)</p>
<p>Mega Flagship Bonus Bonus = Qualifier's Mega Flagship Bonus Points X Mega Flagship Bonus Points Value</p>





EDUCATION FUND S-6 (3%)

EF S-6 (3%)

2 Super Active Bonus Point = 1 EF S-6
EF S-6 Point Value= $\frac{3\% \text{ of total BV of the company of the month}}{\text{Total EF S-6 Points of the month}}$
EF S-6 fund = His/Her EF S-6 Points x EF S-6 Point Value

Terms and Conditions Applied

- 6 SAB Point Achiever & above are not eligible for EF S-6
- Capping: 1 EF S-6 Point
- Personal Sale: 1000 BV

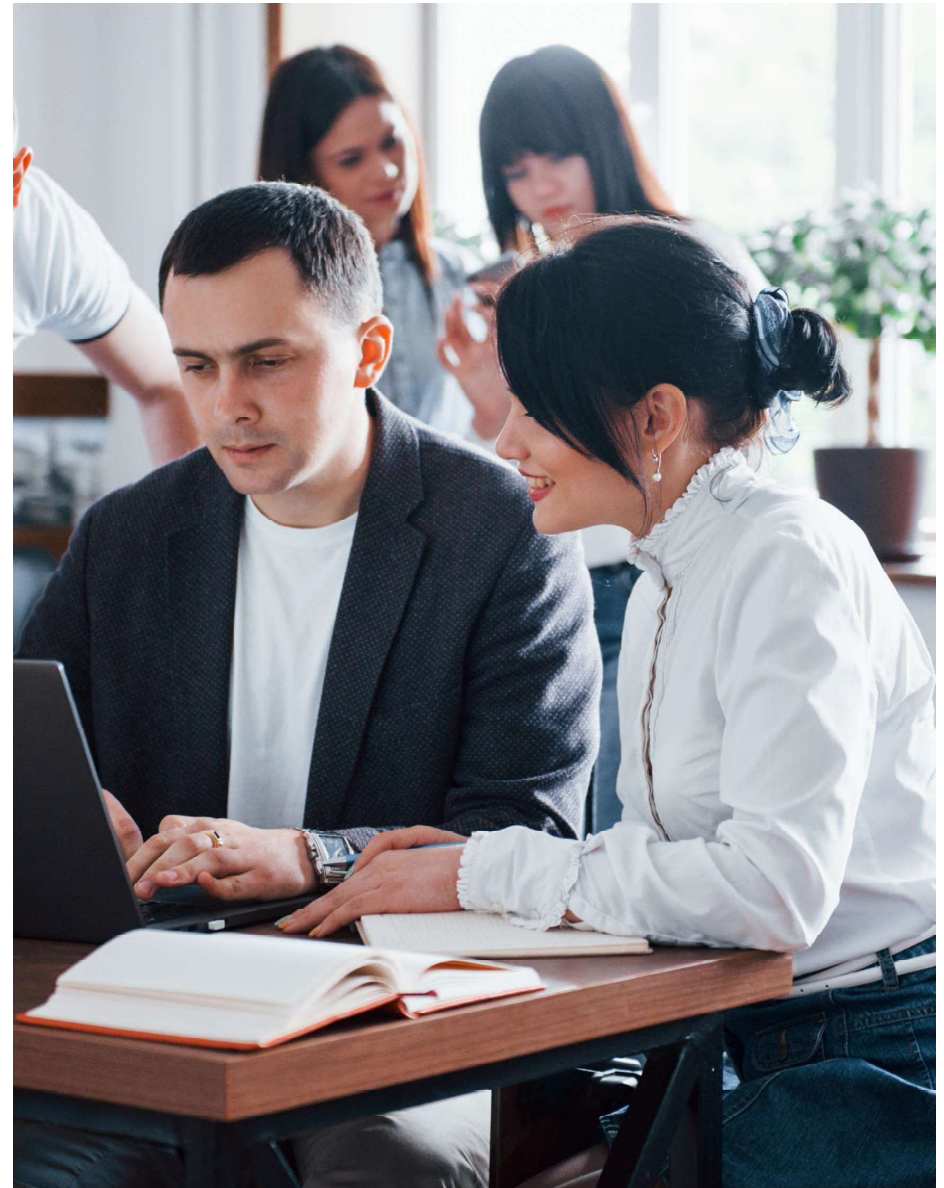
EDUCATION FUND S-7 (2%)

EF S-7 (2%)

6 Super Active Bonus Point = 1 EF S-7
EF S-7 Point Value = $\frac{2\% \text{ of total BV of the company of the month}}{\text{Total EF S-7 Points of the month}}$
EF S-7 fund = His/Her EF S-7 Points x EF S-7 Point Value

Terms and Conditions Applied

- 12 SAB Point Achiever & above are not eligible for EF S-7
- Personal Sale: 2500 BV



EDUCATION FUND – 17.5%

EF S-1 (Active Bonus)	-	3%
EF S-2 (Consistency Bonus)	-	2%
EF S-3 (Super Active Bonus)	-	2.5%
EF S-4 (Car Fund Bonus)	-	2.5%
EF S-5 (House Fund)	-	2.5%
EF S-6 (1 Lac / 1 Lac BV in a month)	-	3%
EF S-7 (3 Lac / 3 Lac BV in a month)	-	2%

