



APAAR WELLNESS

(OPC) PVT.LTD.



Marketing Plan



MARKETING PLAN

REGISTRATION

FREE

First Purchase (PV) Options

● Starter Pack	➤ 10PV	Appx. Value 1150/- To 1500/-
● Healthy Pack	➤ 25PV	Appx. Value 2850/- To 4500/-
● Family Pack	➤ 50PV	Appx. Value 5750/- To 7500/-
● Business Pack	➤ 100PV	Appx. Value 11500/- To 15000/-



Every Product Has Different-Different Sales Point Volume (PV)



TYPE OF INCOME

1. RETAIL PROFIT

2. DIRECT SALE INCOME

3. MATCHING INCOME

4. RANK INCOME

5. AWARD INCOME

6. LEADERSHIP INCOME

7. REPURCHASE INCOME

8. CONSISTENCY INCOME

9. FRANCHISE INCOME





RETAIL PROFIT INCOME- 25% to 50%

EXAMPLE

Apaar Sea Buckthorn Juice

M.R.P. 999/-

D.P. 675/-

PROFIT 324/-

Apaar Berry Capsule

M.R.P. 1600/-

D.P. 1250/-

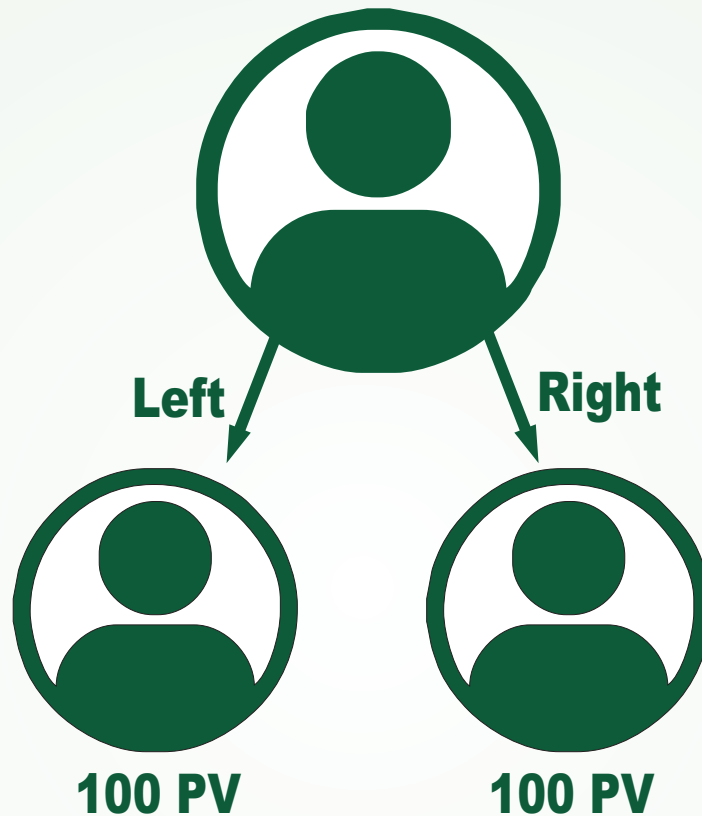
PROFIT 350/-





DIRECT SALE INCOME-

5/- Per. PV



EXAMPLE



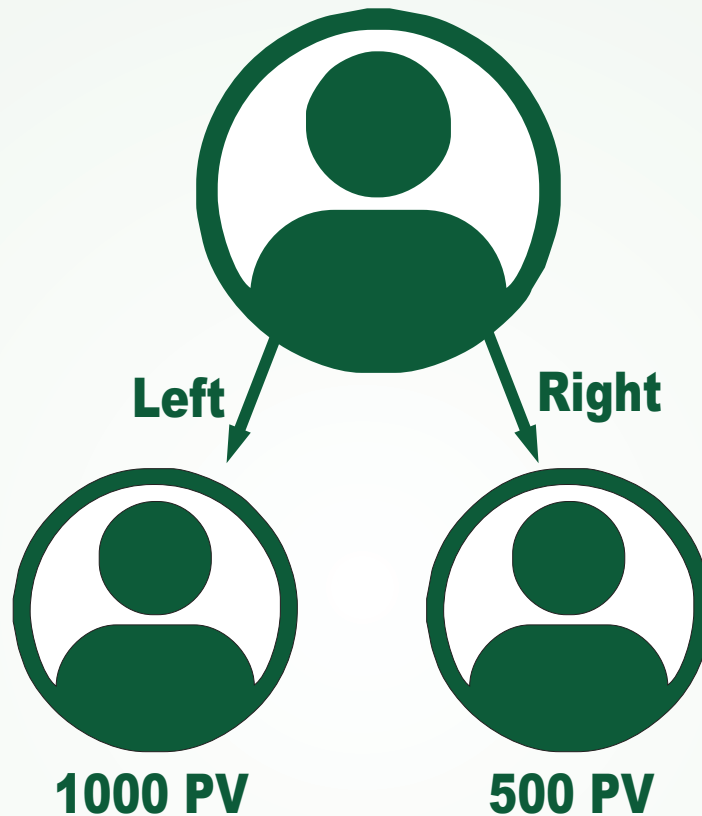
Left Side-100X5 = 500/-

Right Side-100X5 = 500/-

Total Direct Income 1000/-



MATCHING INCOME- 12/- Per. PV



YOU WILL GET 12/- PER PV MATCHING

EXAMPLE



1X12 = 12 Rs.
500X12 = 6000 Rs.
Carry Forward = 500 Pv Right Side

Total Matching Income 6000/-

Capping Per Day

10 PV Per Day (12000/-)
25 PV Per Day (18000/-)
50 PV Per Day (24000/-)
100 PV Per Day (30000/-)



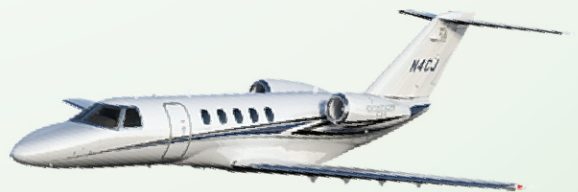
RANK INCOME

S. No.	Rank Name	Point Value (PV)	Rank Income
1.	Silver	200 : 200	600/-
2.	Gold	400 : 400	1000/-
3.	Pearl	800 : 800	2000/-
4.	Topaz	1600 : 1600	4000/-
5.	Platinum	3200 : 3200	8000/-
6.	Emerald	6400 : 6400	17,000/-
7.	Ruby	12,800 : 12,800	34,000/-
8.	Sapphire	25,600 : 25,600	51,200/-
9.	Star Sapphire	51,200 : 51,200	1,02,400/-
10.	Diamond	1,02,400 : 1,02,400	2,04,800/-
11.	Blue Diamond	2,04,800 : 2,04,800	3,07,200/-
12.	Black Diamond	4,09,600 : 4,09,600	6,14,400/-
13.	Executive Diamond	8,19,200 : 8,19,200	12,28,000/-
14.	Royal Diamond	16,38,400 : 16,38,400	24,57,000/-
15.	Crown Diamond	32,76,800 : 32,76,800	49,15,200/-
16.	Crown Ambassador	65,53,600 : 65,53,600	81,92,000/-
17.	Double Crown Ambassador	1,31,07,200 : 1,31,07,200	1,63,84,000/-
18.	Kohinoor Ambassador	2,62,14,400 : 2,62,14,400	3,27,68,000/-
19.	Kohinoor Brand Ambassador	5,24,28,800 : 5,24,28,800	6,55,36,000/-
20.	Kohinoor Super Ambassador	10,48,57,600 : 10,48,57,600	13,10,72,000/-
21.	Kohinoor Royal Ambassador	20,97,15,200 : 20,97,15,200	26,21,44,000/-
	Total Income		52,60,42,800/-



AWARD INCOME

S. No.	Rank Name	Point Value (PV)	Award
1.	Silver	200 : 200	
2.	Gold	400 : 400	
3.	Pearl	800 : 800	
4.	Topaz	1600 : 1600	
5.	Platinum	3200 : 3200	
6.	Emerald	6400 : 6400	
7.	Ruby	12,800 : 12,800	Goa Self (2N & 3D)
8.	Sapphire	25,600 : 25,600	Nepal Self (3N & 4D)
9.	Star Sapphire	51,200 : 51,200	Thailand (3N & 4D)
10.	Diamond	1,02,400 : 1,02,400	Dubai 1 (3N & 4D)
11.	Blue Diamond	2,04,800 : 2,04,800	Malaysia 1 (3N & 4D)
12.	Black Diamond	4,09,600 : 4,09,600	Switzerland 1 (3N & 4D)
13.	Executive Diamond	8,19,200 : 8,19,200	Moscow 1 (3N & 4D)
14.	Royal Diamond	16,38,400 : 16,38,400	Bali / Indonesia 1+1 (3N & 4D)
15.	Crown Diamond	32,76,800 : 32,76,800	New Zealand 1+1 (3N & 4D)
16.	Crown Ambassador	65,53,600 : 65,53,600	Skoda Car Full Paid (Octavia)
17.	Double Crown Ambassador	1,31,07,200 : 1,31,07,200	Europe Tour 1 + 1
18.	Kohinoor Ambassador	2,62,14,400 : 2,62,14,400	World Tour with Family
19.	Kohinoor Brand Ambassador	5,24,28,800 : 5,24,28,800	Jaguar Car (F-Pace) / 65 Lac. Cash
20.	Kohinoor Super Ambassador	10,48,57,600 : 10,48,57,600	Porsche Car (Cayenne) / 1.25 Cr. Cash
21.	Kohinoor Royal Ambassador	20,97,15,200 : 20,97,15,200	5 Cr. + Life Time Royalty Income





6. LEADERSHIP INCOME

5% of Company Sales Turn Over (PV) will be provided to Diamond Level and above.

7. REPURCHASE INCOME

You Will Get All Income As A Fresher Leader



8. CONSISTENCY INCOME

5,000/- (DP) x 6 Months	→ 7 th Months get	5,000/- (DP) Free Product
10,000/- (DP) x 6 Months	→ 7 th Months get	10,000/- (DP) Free Product

9. FRANCHISE INCOME

Wellness Center

Rupees	Percentage	Location
2 Lac	6%	NA
5 Lac	7%	NA
10 Lac	8%	District
15 Lac	12%	C & F State





APAAR WELLNESS (OPC) PVT. LTD.

Account No.: 250000211021 IFSC CODE : INDB0001455
Bank & Branch : IndusInd Bank, Mathura



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