





WELCOME TO

SWARNAYUR

CARE PVT. LTD.

www.swarnayur.com



DIRECT SELLING

Direct Selling, in simple terms, is the marketing and Selling of products directly to consumers, away from a fixed retail location (Eg: A shop).

DIRECT SELLING IS A WAY BETTER THAN THE CONVENTIONAL METHODS OF SELLING AND IS IMMENSELY BENEFICIAL TO ALL INVOIVED.

IT MAKES SENCE TO BECOME A DIRECT SELLING ASSOCIATE (DSA) BECAUSE:

- Direct Selling is a booming industry which is slated to touch Rs.64,000 Crore in 2025.
- The market for Direct Selling has grown to become a key channel for the distribution of goods and services in India.
- Consistent growth in Direct Selling has resulted in more and more people becoming Direct Selling Associates.
- Direct Selling has spread a ripple of self-employment in India with the involvement of over 6.2 million people, 60% of them being women.

News Paper

Booming direct selling industry to grow to Rs64,000 crore by 2025

dna correspondenta a automobile

Gandhinagar: For direct selling companies such as Arraway and Tupperware, the coming decade in India could mark a period of phenomenal growth. If experts are to be believed, direct selling industry in India is expected to grow by more than nine there in next 10 years.

Direct selling has been present in India for ages, but experts say the industry is still in a nascent stage. In 2015, also of direct selling industry was estimated at Rs7,200 crove, burely a fraction of the total retail industry size of a staggering Rs30 lakh crure Direct selling industry has been growing at 10% in India, but it is expected to grow at a scorching mace over the next few years.

"The direct selling industry will ase fast growth in India in the next in years. If it matches the numbers of comparable economies, we expect the to grow to Ra64000 crores by 200," Rajandeep Singh, manager, strategy & operations, management consulting, KPMG, said at a FICCI grandtable on direct selling industry.

According to Singh, a burgeoning middle class in India and growing working age population in the coming years, would boost direct selling industry. He said the number of direct sellers in the country would go up from 6 million at present to 18 mil-



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lion by MEE. Organised players such as Amway Tupperware. Oriflams, Herbalife and others, dominate the industry with a market share of nearly 90%. Experts see huge potential for growth for these companies in particular in the coming years.

Rajat Banerji, co-chair of FICCI's

PHENOMENAL GROWTH

- In 2013, the size of direct selling industry was estimated at \$ 180 billion globally. Asia accounts for 40% of the pie, followed by North and South America with 20% each, and Europe with 15%.
- US, Japan and China are the biggest direct selling markets. Even countries like Mexicio and Brazt, which have a much smaller population than India, the size of the industry is several times more.
- In 2013, the size of direct selling industry in India was estimated at Rs7,200 crore, which is projected to grow to Rs64,000 crore by 2025
- Wellness & personal care products and cosmetics dominate the direct selling industry in India and globally
- Organised players such as Armway, Oriffame, Tupperware, Herbalde, Hindustan Unilever Network, and others account for 90% of the direct selling industry in India.

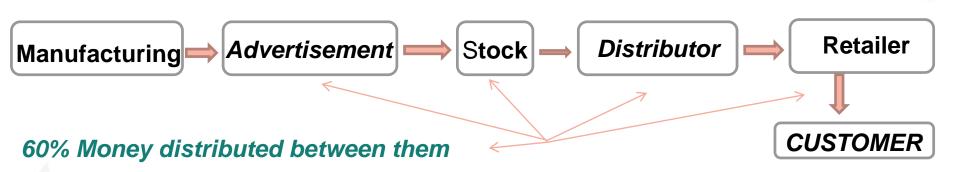
direct selling committee, said that in terms of numbers, the direct selling industry in India has a huge growth potential. "The penetration of direct selling industry in India is very low. It is more or less limited to cities. There is a huge market waiting to be tapped, which is where the potential is." Hanerii said.

However, direct selling companies are wary of regulatory issues, which they say arise because the authorities are unable to distinguish them from chit fund companies. The arrest of Amway India CEO William Pinckney over charges of financial irregularities earlier is a case in point.

There's a lack of clarity. We do not take any money from members. The business is based entirely on commissions. This is why we are working with the government for an amendment to The Price Chits and Money Circulation Schemes (Banning) Act., Banerii said.

Klaborating on the contentions issue, Bejon Misra, a member of the PICCI taskforce, said "You invite entrepreneurs to invest in India. When they do and grow, they realise that laws are not on their side. You give them a license to do business but then you tell them that it's not ethical."

Difference b/w traditional marketing and direct selling



TRADITIONAL MARKETING

Manufacturing Direct Seller Customer/You

60% Money distributed between you

DIRECT SELLING



About Us...

Swarnayur Care Pvt. Ltd.

We are equipped with state-of-the-art infrastructure that enable us to manufacture a comprehensive range of Herbal Medicines. Our professionals maintain that all the processes of production are carried out hygienically to ensure the development of premium quality product. Moreover, we have technically advanced machines for the bulk preparation of the herbal medicines. Furthermore, tamper-proof packaging is assured that provide long life to the medicines. Apart from the above, we maintain timely delivery as committed to the clients.

All our business processes are thoroughly undertaken following stringent quality measures. These measures includes the use of high quality herbs and hygienic processing of the herbs including all the stages of production. Herein, we strive to follow Ayurvedic Scriptures of India and also clinically test the product to acknowledge its effects. We make sure that our Herbal Medicines are finely prepared as per the norms and finely packed to assure long life. Each type of medicines such as Ayurveda Medicines, Herbal Medicines, Ayurveda Eye drops, Ayurveda Tablets, Capsules, Granules, Ayurveda Cough Syrups, and others are tested for effects and side effects under given circumstances.

The world is full of opportunities, anywhere & anytime one can find a new opportunity. But those opportunities, which we should call it as "Its Amazing Opportunity", are very rare and hard to recognize.

Vision

To help people live a life of economic independence on their own terms.

Mission

To grow to a global scale and become the benchmark in direct selling.

- With the vision of becoming open wallet (bank) and to provide lots of services in financial and ecommerce business in near future.
- Through our b2b module we increase the independent earner through out India and in future abroad also.
- To provide all necessary transactions in one platform



Why Choose Us...

Swarnayur Care Pvt. Ltd.

Easy to Operate

100% Assurance



Fast Transactions

Security

Our Legal Document





Our Legal Document











Our Products



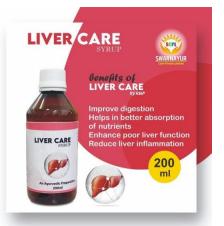




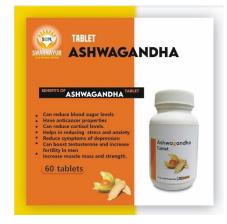












Our Products

Swarnayur Care Pvt. Ltd.

So Many More Products













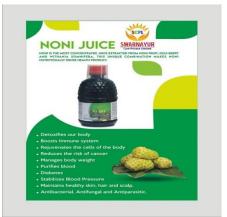




Our Products

Swarnayur Care Pvt. Ltd.

So Many More Products















Swarnayur Care Pvt. Ltd.



AND QUALIFIED FOR 8 TYPES OF INCOME

Types Of Income

Swarnayur Care Pvt. Ltd.

There are 2 Types Of income

1. Fast Track Income



SCPL

SCPL





Reward Income





Self Repurchase Income



Team Performance Bonus



Team Development Fund



SCPL Club Fund

Pack 1 Cost

Swarnayur Care Pvt. Ltd.



Reward Point

1

Pack 2 Cost

Swarnayur Care Pvt. Ltd.



₹4800 Capping Per Day

Reward Point

2

Pack 3 Cost

Swarnayur Care Pvt. Ltd.



Reward Point

Retail Profit

Swarnayur Care Pvt. Ltd.

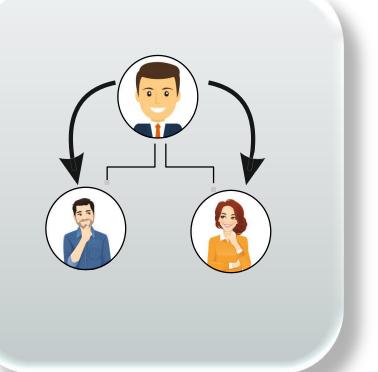
Retail Profit

MRP / DP 50%



Direct Income

Swarnayur Care Pvt. Ltd.



Direct Income

BV x 10%

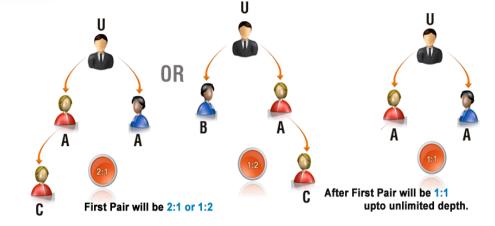
Matching Income

Swarnayur Care Pvt. Ltd.

Per Pair Income

BV x 40%

1. 1 left & 1 Right compulsory for binary income.



Reward Income

Sr. No	Reward Point BV	Level	Reward
1	4:4	Silver	Lather Bag
2	25 : 25	Gold	Bicycle
3	200 : 200	Pearl	I-Phone
4	350 : 350	Topaz	Bike
5	3000 : 3000	Emerald	Car Swift Dezire
6	7500 : 7500	Ruby	Car MG Hector
7	15000 : 15000	Diamond	Car Audi
8	30000 : 30000	Black Diamond	Benglow

Self Repurchase

Swarnayur Care Pvt. Ltd.

Self Repurchase

B.V. x 20%



Team Performance Bonus

Sr. No	Level	Percentage of BV
1	1	6%
2	2	5%
3	3	4%
4	4 To 9	2%
5	10 To 20	1%
6	21 To 30	0.5%



Sr. No	Level	Percentage of BV
1	Silver	
2	Gold	CTO 1%
3	Pearl	CTO 2%
4	Topaz	CTO 2%
5	Emerald	CTO 2%
6	Ruby	CTO 2%
7	Diamond	CTO 3%
8	Black Diamond	CTO 4%

Fund will be divided between all achievers.



SCPL Club Fund

Swarnayur Care Pvt. Ltd.

Sr. No	Level	Percentage of BV
1	Emerald	CTO 1%
2	Ruby	CTO 1%
3	Diamond	CTO 1%
4	Black Diamond	CTO 1%

Fund will be divided between all achievers.

Admin Service Income

Swarnayur Care Pvt. Ltd.

State Mart

Fund Transfer Income BV 2% & Id Active BV 10%

Amount 5 Lack

District Mart

Fund Transfer Income BV 4% & Id Active BV 8%

Amount 2 Lack

City Mart

Id Active BV 4%

Amount 50000

Terms & Condition

Swarnayur Care Pvt. Ltd.

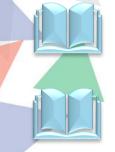


Minimum Withdrawal Rs 500

Admin charge 5%, TDS Charge 5%

Direct & matching 15 days Closing, Repurchase All Income 1 Month Closing.

Each Leader 500 BV Repurchase compulsory for getting Repurchase income













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