

## Business Plan Brans Infotech Private Limited

### Definitions:

**Business Volume:** Every Products or service sold by BRANS has some Business Volume called as BV, BV is used to calculate Incentive.

**Group Volume:** Group Volume is also given with some products or services sold by BRANS which is used to calculate incentive.

**Direct Incentive:** Direct Income is used to donate Retail incentive which is different for different products.

### How to Become a BRANS ASSOCIATE ( Direct Seller )

Any person who wishes to promote Brans Products and services can become our Direct Seller by registering on the website with the help of existing direct seller by entering his BPID and OTP which will be verified by email. After online registration direct seller will do KYC by submitting his Valid Govt Issued ID proof, address proof and Pan card.

**None of the existing Associate or Direct seller will receive any incentive or remuneration for enrolling any new Direct seller and no Business Volume or Group Volume or Direct Incentive is distributed.**

## **Distribution of Business Volume, Group Volume and Direct Incentive.**

On the website all our products and services are listed, which will increase from time to time.

1: Every Product Sold In Brand has a pre-defined value of Business Volume or Group Volume or Direct Incentive which is already given on the website.

2: For eg a watch of Allura Series has 1 Business Volume associated with it.

3: Similarly an LED TV of 32 INCHES has 2 Business Volume 1 Group Volume and 5% Direct Incentive associated with it.

4: whenever a product is sold each product has a unique product code which is entered into the Recharge section by the buyer, which automatically lists the purchase history with the name of the product and date of purchase.

5: From the date of using product code/purchase a buyer can return the product and take refund within 30 days if he is not satisfied with the purchase.

### **Direct/Retail Incentive:**

Every product sold has a different Direct/Retail Incentive. When a buyer recharges his product code in the recharge section automatically the direct seller who has sold the product to him receives the Direct Incentive generally 3%-10% displayed in his ewallet, which can be withdrawn after 30 days or refund period is over.

### **Bonus Incentive/Income through Business Volume:**

Bonus Income is calculated according to the Business Volumes Earned from the Sales of products made by direct sellers in your teams. As a direct seller this income makes people help those who are in their teams and give them trainings and necessary help. Bonus income is given depending upon the Business Volumes earned from a direct sellers total group sales.

Example: Suppose a particular product has 1 Business Volume. So if your 1 direct seller or any of his team has sold 1 business Volume and another direct seller or his team has sold 10 business volume products.

For every 2 eligible combines Business Volumes, Rs 250 will be given as an incentive to 4 eligible direct sellers ( including you if eligible ) immediately above in your network and balance 9 Business Volumes will be carried forward for your next payout cycle.

Eligible Business Volumes: In case Business Volumes received from one direct seller are more than Business Volumes received from another direct seller then eligible business volume are limited to those received from direct seller who has less number of business volume.

There is no compulsion that your sponsored direct sellers should accumulate Business Volumes by their personally purchased/sponsored Business Volumes.

### **Group income/ Income through Group Volume:**

Group Income is calculated according to the Group Volumes Earned from the Sales of products made by direct sellers in your teams.

Group income is given depending upon the Group Volumes earned from a direct seller's total group sales.

There are two cycles of earning Group Income

Example: Suppose a particular product has 1 Group Volume. So if your 1 direct seller or any of his team has sold 10 business Volume and another direct seller or his team has sold 20 business volume products.

First Cycle:

For every 20 eligible combined Group Volumes, Rs 4000 will be given as an incentive to 4 eligible direct sellers ( including you if eligible ) immediately above in your network and balance 10 Group Volumes will be carried forward for your next payout cycle.

After getting first commission of first cycle suppose 1 direct seller or any of his team has sold 15 group volume and another direct seller or his team has sold 25 group volumes.

Second Cycle:

For every 30 eligible combined Group Volumes, Rs 7000 will be given as an incentive to 4 eligible direct sellers ( including you if eligible ) immediately above in your network and balance 10 Group Volumes will be carried forward for your next payout cycle.

After second cycle again the payout of Group Volume is calculated according to First Cycle and Vice Versa.

Eligible Group Volumes: In case Group Volumes received from one direct seller are more than Group Volumes received from another direct seller then eligible Group volume are limited to those received from direct seller who has less number of Group volume.

For team to grow every direct seller should have two or more direct sellers in your group who should not be the part of same team, you should support your direct sellers equally for a balanced growth. To earn commissions a direct seller should support two or more direct sellers unrelated in a balanced way. Business Volume or Group Volume will be earned for lesser performing direct seller upto maximum 4 levels.

There is no compulsion that your sponsored direct sellers should accumulate Business Volumes by their personally purchased/sponsored Group Volumes.

### **Rewards/Recognitions:**

Some incentives are given as Rewards and recognition to Direct Sellers upon achieving targets set by the organisation.

**Note:** Brans Infotech Pvt Limited may calculate Incentives weekly/on 15 days or and defined period. Incentives are paid to only active and deserving Brans Direct Sellers/associates ( who fulfil conditions and do sales as per the pre defined conditions.) Incentive will be released after 30 days of calculation. There would be standard deductions of any Tax Deductions at Source as made mandatory by Law for all the Brand Associates.

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