

# BRIGHTFUTURE LIFECARE PRIVATE LIMITED

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## Our Business Plan

THE BUSINESS, INCENTIVE AND COMPENSATION OFFERED BY BRIGHT FUTURE LIFECARE PVT LTD (Hereinafter called Bright Future) TO ITS DIRECT SELLER IS AS UNDER:

### 1. RETAIL PROFIT

**Retail profit is the difference of amount between the MRP and Discounted Price at which the product is sold to a Direct Seller and the Direct Seller can earn profit by re-selling the product to a consumer. Bright Future offers a retail profit of upto 40% (Forty percent only).**

#### Example

**Product “Clean it” carrying MRP of Rs 125.00 per KG is sold to a Direct Seller for Rs 90/- giving him/her a retail profit of Rs 35.00.**

### 2. LEVEL INCENTIVE

**Bright Future entitles its Direct seller a Level Incentive where Direct Seller can earn upto 5% of differential incentive from the total BV points generated by him / her through self sale combined with his/her team’s sale in a month are called as Accumulated Business Volume (ABV) points. Level Incentive is paid to the Direct Seller on the basis of the total Accumulated Business Volume since his / her registration as Direct Seller known as Gross Accumulated Business Volume (GABV). This incentive grows with the sales done by Direct Seller and his/ her teams in the business.**

S. NO	INCENTIVE CRITERIA	INCENTIVE %
1	0 – 50000 BV	3%
2	50001 BV & Above	5%

#### **FOR EXAMPLE**

As an Independent Distributor, your total ABV is 51000 BV, so you are on incentive slab of 5%.

Your self - purchase in a month = 1000 BV

Your income from self-purchase = 1000 x 5% = 50 BV

You have referred 4 teams under your personal enrolled tree: Team A, Team B, Team C & Team D.

Total purchase of Team A = 20000 BV

Your income from Team A = 20000 x (5 – 3)% = 400 BV

Total purchase of Team B = 10000 BV

Your income from Team B = 10000 x (5 – 3)% = 200 BV

Total purchase from Team C = 15000 BV

Your income from Team C = 15000 x (5 – 3)% = 300 BV

Total purchase from Team D = 5000 BV

Your income from Team D = 5000 x (5 – 3)% = 100 BV

Total Level Incentive for a month = 50 BV + 400 BV + 200 BV + 300 BV + 100 BV = 1050 BV.

### 3. PROGRESSIVE BUSINESS INCENTIVE (PBI)

**Bright Future entitles its Direct seller a Progressive Business Incentive equivalent to 35 (Thirty Five) percent of total business volume turnover of the entity which Entity is distributing in two parts 1<sup>st</sup> 22% of total BV turnover to all Direct seller who able to match more than 39999 BV in a month as per Progressive Business Point (PBP) earned by the Direct Seller in a particular month. 1 PBP is earned when the Independent Distributor is able to match Business of 2500 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. Further Entity has a provision of 13% of total BV turnover in addition to 22% of total BV turnover for all those Direct Seller who is able to match Business Volume less than 40000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business Team, as Progressive Business Incentive as per the Points earned by him/her in a month.**

**PROGRESSIVE BUSINESS INCENTIVE** = No. of PBP x PBP Point Value

PBP Point Value = 22% of Entity's Total BV Turnover / Total PBP Points collected.

PBP Point Value = 13% of Entity's Total BV Turnover / Total PBP Points collected.

#### **For Example:**

Direct Seller A and Direct Seller B has matched 45000 BV and 35000 BV respectively in a month

On matching of 45000 BV, A has earned 18 PBP Points.

On matching of 35000 BV, has earned 14 PBP Points.

Total Business Volume Turnover of Entity = 5000000 BV

Total PBP Points collected = 3000

**PROGRESSIVE BUSINESS INCENTIVE** = 5000000 x 22 / 100 = 1100000

**PROGRESSIVE BUSINESS INCENTIVE** = 5000000 x 13 / 100 = 650000

PBP Point Value = 1100000 / 3000 = 366.66 BV

PBP Point Value = 650000 / 3000 = 216.66 BV

**PROGRESSIVE BUSINESS INCENTIVE** of Direct Seller A = 18 x 366.66 = 6599.88 BV

**PROGRESSIVE BUSINESS INCENTIVE** of Direct Seller B = (14 x 366.66) + (14 x 216.66) = 8166.48 BV

### **RANK RECOGNITION**

Direct Seller achieves a Recognition Level on the basis of certain business in his / her team. Below mentioned is the Qualification Criteria of Rank Recognition Levels.

S NO.	BUSINESS VOLUME & QUALIFIED TEAM IN LEFT TEAM	BUSINESS VOLUME & QUALIFIED TEAM IN RIGHT TEAM	RECOGNITION LEVELS
1	10,000 BV	10,000 BV	Bronze
2	30,000 BV	30,000 BV	Silver
3	1,00,000 BV	1,00,000 BV	Gold
4	2,00,000 BV	2,00,000 BV	Pearl
5	4,00,000 BV	4,00,000 BV	Topaz
6	8,00,000 BV	8,00,000 BV	Emerald
7	16,00,000 BV	16,00,000 BV	Elite
8	32,00,000 BV	32,00,000 BV	Venus
9	80,00,000 BV	80,00,000 BV	Mercury
10	2,00,00,000 BV	2,00,00,000 BV	Diamond
11	5,00,00,000 BV	5,00,00,000 BV	Double Diamond
12	12,00,00,000 BV	12,00,00,000 BV	Crown
13	30,00,00,000 BV	30,00,00,000 BV	Star Crown
14	60,00,00,000 BV	60,00,00,000 BV	Universal Crown

**Notes : Maximum threshold limit to earn Progressive Business Incentive is Rs. 65000/- as per business cycle**

#### 4. FUEL FUND

**Bright Future entitles its Direct seller a Fuel Fund equivalent to 3% (Three) percent of total business volume turnover of the entity when his/her matching sale combined with his/her team's matching sale, in both legs, as per Fuel Fund Point (FFP). Entity is distributing 3% of total BV turnover to all those Direct sellers who able to match less than 29999 BV in a month as per Fuel Fund Point (FFP) earned by the Direct Seller in a particular month. 1 FFP is earned when the Independent Distributor is able to match Business of 15000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. calculated as under:**

**FUEL FUND** = No. of FFP x FFP Point Value

FFP Point Value = 3% of Entity's Total BV Turnover / Total FFP Points collected.

#### **For Example:**

Direct Seller A and Direct Seller B has matched 25000 BV and 31000 BV respectively in a month  
On matching of 25000 BV, A has earned 1 FFP Points.  
On matching of 31000 BV, B has earned 0 FFP Points.

Total Business Volume Turnover of Entity = 5000000 BV

Total FFP Points collected = 1000

**FUEL FUND** = 5000000 x 3 / 100 = 150000

FFP Point Value = 150000 / 1000 = 150 BV

**FUEL FUND** of Direct Seller A = 1 x 150 = 150 BV

**FUEL FUND** of Direct Seller B = 0 x 150 = 0 BV

#### 5. TRAVEL FUND

**Bright Future entitles its Direct seller a Travel Fund equivalent to 9.5% (nine and half) percent of total business volume turnover of the entity is distributing in two parts 1<sup>st</sup> 8% of total BV turnover to all Direct seller who able to match more than 50000 BV in a month as per Travel Fund Point (TFP) earned by the Direct Seller in a particular month. 1 TFP is earned when the Independent Distributor is able to match Business of 30000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. Further Entity has a provision of 1.5% of total BV turnover in addition to 8% of total BV turnover for all those Direct Seller who is able to match Business Volume less than 49999 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business Team, as Travel Fund as per the TFP Points earned by him/her in a month.**

**TRAVEL FUND** = No. of TFP x TFP Point Value

TFP Point Value = 8% of Entity's Total BV Turnover / Total TFP Points collected.

TFP Point Value = 1.5% of Entity's Total BV Turnover / Total TFP Points collected.

#### 6. CAR FUND

**Bright Future entitles its Direct seller a Car Fund equivalent to 11% (Eleven) percent of total business volume turnover of the entity which Entity is distributing in two parts 1<sup>st</sup> 10% of total BV turnover to all Direct seller who able to match more than 50000 BV in a month as per Car Fund Point (CFP) earned by the Direct Seller in a particular month. 1 CFP is earned when the Independent Distributor is able to match Business of 40000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. Further Entity has a provision of 1% of total BV turnover in addition to 10% of total BV turnover for all those Direct Seller who is able to match Business Volume less than 49999 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business Team, as Car Fund as per the CFP Points earned by him/her in a month.**

**CAR FUND** = No. of CFP x CFP Point Value

CFP Point Value = 10% of Entity's Total BV Turnover / Total CFP Points collected.

CFP Point Value = 1% of Entity's Total BV Turnover / Total CFP Points collected.

## 7. HOUSE FUND

**Bright Future entitles its Direct seller a House Fund equivalent to 7.5% of total business volume turnover of the entity. Entity will distribute House Fund to those Direct Sellers from next month who are able to match 50000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team for two consecutive months. Entity is distributing in two parts 1<sup>st</sup> 6% of total BV turnover to all Direct seller who able to match more than 60000 BV in a month as per House Fund Point (HFP) earned by the Direct Seller in a particular month. 1 CFP is earned when the Independent Distributor is able to match Business of 50000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. Further Entity has a provision of 1.5% of total BV turnover in addition to 6% of total BV turnover for all those Direct Seller who is able to match Business Volume less than 59999 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business Team, as House Fund as per the HFP Points earned by him/her in a month.**

**HOUSE FUND** = No. of HFP x HFP Point Value

HFP Point Value = 6% of Entity's Total BV Turnover / Total HFP Points collected.

HFP Point Value = 1.5% of Entity's Total BV Turnover / Total HFP Points collected.

## 8. EDUCATION FUND

**Bright Future entitles its Direct seller a Education Fund equivalent to 8% of total business volume turnover of the entity. Entity will distribute Education Fund to those Direct Sellers from next month who are able to match 60000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team for three consecutive months. Entity is distributing in two parts 1<sup>st</sup> 5% of total BV turnover to all Direct seller who able to match more than 100000 BV in a month as per Education Fund Point (EFP) earned by the Direct Seller in a particular month. 1 EFP is earned when the Independent Distributor is able to match Business of 60000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. Further Entity has a provision of 3% of total BV turnover in addition to 5% of total BV turnover for all those Direct Seller who is able to match Business Volume less than 99999 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business Team, as Education Fund as per the EFP Points earned by him/her in a month.**

**EDUCATION FUND** = No. of EFP x EFP Point Value

EFP Point Value = 5% of Entity's Total BV Turnover / Total EFP Points collected.

HFP Point Value = 3% of Entity's Total BV Turnover / Total EFP Points collected.

## 9. CLUB INCENTIVE

To encourage team performance and further compensate Direct Seller for their sales and their team sales, Entity compensates its Direct Sellers with Club Incentive. Club Incentive is paid to Direct Sellers in 2 different clubs as mentioned below:

### **DEVELOPER CLUB INCENTIVE:**

**Bright Future entitles its Direct seller a Developer Club Incentive equivalent to 2.5% of total business volume turnover of the entity. Entity will distribute Developer Club Incentive to those Direct Sellers who are able to maintain 100000 BV in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. Entity is distributing equally the allocated amount among all the achievers. Developer Club Incentive is calculated as mentioned below:**

**Developer Club Incentive** = 2.5% of Entity's Monthly BV Turnover

Total No. of **Developer Club Incentive** Achievers

## **ROYAL CLUB BONUS**

**Further, Bright Future entitles its Direct seller a Royal Club Incentive equivalent to 1% of total business volume turnover of the entity. Entity will distribute Royal Club Bonus to those Direct Sellers who are able to maintain 300000 BV** in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team. **Entity is distributing** equally the allocated amount among all the achievers. **Royal Club Bonus** is calculated as mentioned below:

$$\text{Royal Club Bonus} = \frac{1\% \text{ of Entity's Monthly BV Turnover}}{\text{Total No. of Royal Club Bonus Achievers}}$$

## **10. LUXURY FUND**

**Bright Future entitles its Direct seller a Luxury Fund equivalent to 1.5% of total business volume turnover of the entity. Entity will distribute Luxury Fund to those Direct Sellers who are able to maintain 100000 BV** in his / her Highest Business Team & 2<sup>nd</sup> Highest Business team and **10000 BV in his /her 3<sup>rd</sup> highest team. Entity is distributing** equally the allocated amount among all the achievers. Luxury Fund is calculated as mentioned below:

$$\text{LUXURY FUND} = \frac{1.5\% \text{ of Entity's Monthly BV Turnover}}{\text{Total No. of Luxury Fund Achievers}}$$