



AN ISO 9001 : 2015 CERTIFIED COMPANY | CIN : U85100UP2008PLC034468

APLOMB®
CREATING HEALTHY TOMORROW™

My Business My Choice

- ▶ Business of 21st Century
- ▶ World's Fastest Growing Business
- ▶ Opportunity to Develop Your Own Personality
- ▶ Opportunity to Earn Dream Income
- ▶ Opportunity to Explore The World
- ▶ Opportunity to Inspire People to Be Healthy & Wealthy



The Surest Way To Success...



*“Towards Making
India A Healthier
& Self Reliant
Nation”*

Dear Aplombians,

My heartiest congratulations to you all, for choosing Aplomb

Aplomb incorporated on 15th January 2008 as Private Limited Company has been recognised as Limited Company on 22nd June 2011. Its pious aim is to make people aware of their health, uplifting their personal and financial status while simultaneously strengthening Indian culture among the masses. As we are fully aware of diseases and unemployment are two prominent and serious problems in our country. On one side diseases are entering every home crossing all the barriers, on the other side due to unemployment each and everyone is worried for their future.

Aplomb Health Care Limited is a leading Direct Selling company in India for the products of preventive Health Care and FMCG which awakens and educates everyone for protecting and maintaining good health by which each class of society becomes "Self Dependent" and opportunities are created for "Self Employment".

I invite all of you for being a part of 21st century business and assure you that we at Aplomb Health Care Limited are committed to provide you qualitative and pure natural products at affordable prices and also committed to help develop your business by adopting latest modern techniques and providing world class education system and facilities, and for this reason Aplomb has become first choice of people which is recognised in the whole country for providing people a better health and self employment opportunity.

With best wishes of your bright future and good health, I invite you, please be a part of Aplomb and make our country proud.

All The Best!


Always Yours



Pushkar Mishra

Managing Director

Business Opportunity



On joining Aplomb Health Care Limited (Here-in-after referred to as “The Company”, as a Aplomb Direct Marketer (Hereinafter referred to as “ADM”), the ADM is required to sell, market and distribute the products being marketed by the Company under its brand name “APLOMB” or any other brand (s) from time to time. For this effort of the ADM, the ADM is compensated by way of incentive(s) calculated on the basis of sales made by him/her and/or his/her network team personally or sale made by the Company or its franchisee (s) on the basis of marketing efforts of the ADM or his/her Network team. Each product is allotted a certain number of Business Volumes (BV), as mentioned against each product in the Product Price List circulated by the Company from time to time. The Incentive amount is calculated as under, on the basis of BVs collected by a ADM, in a closing period, as prescribed by the Company from time to time.

Incentive Streams

1	Retail Profit	10-40%	5	Education & Training Incentive (ETI)	15%
2	Performance Incentive	9-21%	6	Dream Fulfilment Incentives (DFI)	7%
3	Performance Encouragement Incentive (PEI)	6%		• Travel Incentive (3%)	
				• Vehicle Incentive (2%)	
4	Achievers Engourgement Incentive (AEI)	20%		• House Incentive (2%)	

Retail Profit	Maximum Retail Price (MRP)	Direct Marketer Price (DMP)	Retail Profit	Example
10-40%	₹1400	₹1000	₹400	

Retail Profit is the difference of the amount between the Aplomb Direct Marketer's Price (DMP) (Price on which the Company sells the product to the ADM) and Maximum Retail Price (MRP) or Maximum Sales Price (MSP) (Price on which the product is sale-able to a consumer).

The Company allows a retail profit of 10% (Ten Percent) To 40% (Forty Percent)

Performance Incentive 9-21%

The company pays a “**Performance Incentive**” as differential incentive, to its ADMs on the basis of Business Volume generated by a ADM and its Networking team, as under:

Min. PV	Max. PV	Min. BV	Max. BV	Incentive%
1	250	12	3000	9
251	1000	3012	12000	12
1001	1750	12012	21000	15
1751	2500	21012	30000	18
2501+		30012+		21

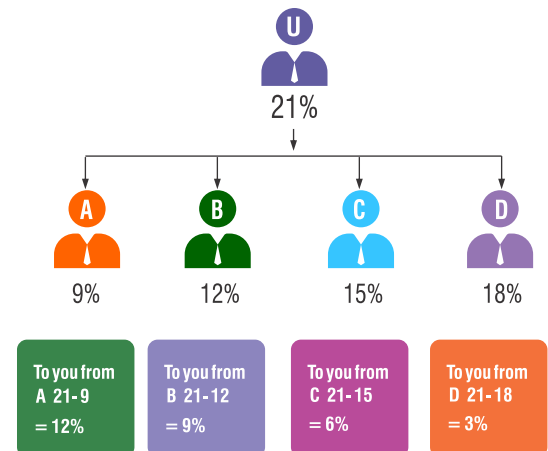
*1 Point Volume (PV) is equal to 12 Business Volume (BV)

If a ADM introduces other ADM in his/her group, in that case he/she and group ADM get the difference income benefits as mentioned-

This is the percentage profit



SELF 100 PV (1200 BV)
PGPV 2501 (PGBV 30012)



Performance Encouragement Incentive (PEI) 6%

In order to encourage its ADMs to personally indulge into sale of products, the Company shall pay them **PERFORMANCE ENCOURAGEMENT INCENTIVE** for which the Company has set aside 06% (six) of its Total BVs sale effected in a month, provided that a ADM has sold personally product (s) for a minimum of 400 BVs in two consecutive accounting months to be eligible to be paid in the third accounting month.

40 PV (480 BV) = 1 Performance Encouragement Incentive Point



For calculating this incentive, a ADM's sale of 480 BVs shall be counted as one PEI Point multiplied by PEI Value, as under-

$$\text{Formula : PEI Point Value} = \frac{6\% \times \text{Total Monthly BV of Company}}{\text{Total PEI Points Generated in an accounting months}}$$

Achievers Encouragement Incentive (AEI) 20%

The company is conscious of the achievements of its ADMs and to encourage them to achieve and perform more the company allocates 20% (Twenty) of its total monthly BV Turnover for rewarding its Achievers which shall be calculated and awarded as under. For being eligible for this incentive a ADM should make SELF-SALE of a minimum of 1200 BV in a month, total team sale BV and number of underline team performers having a minimum business of 30012 BVs each is as per criteria given below-



Number Of Under-Line Team Qualifiers	Team Sales PV (BV)	Qualifying Direct Seller (%)	1	2	3	4	5	6	7	8	9	10
0	2501 (30012)	6%										
1	801 (21612)	6%	5%	4%	3%							
2	1501 (18012)	6%	5%	4%	3%	2%						
3	1001 (12012)	6%	5%	4%	3%	2%	1%					
4	501 (6012)	6%	5%	4%	3%	2%	1%	.5%				
6	101 (1212)	6%	5%	4%	3%	2%	1%	.5%	.5%			
8	101 (1212)	6%	5%	4%	3%	2%	1%	.5%	.5%	.5%		
12	101 (1212)	6%	5%	4%	3%	2%	1%	.5%	.5%	.5%	.5%	
16	101 (1212)	6%	5%	4%	3%	2%	1%	.5%	.5%	.5%	.5%	.5%

Formula:

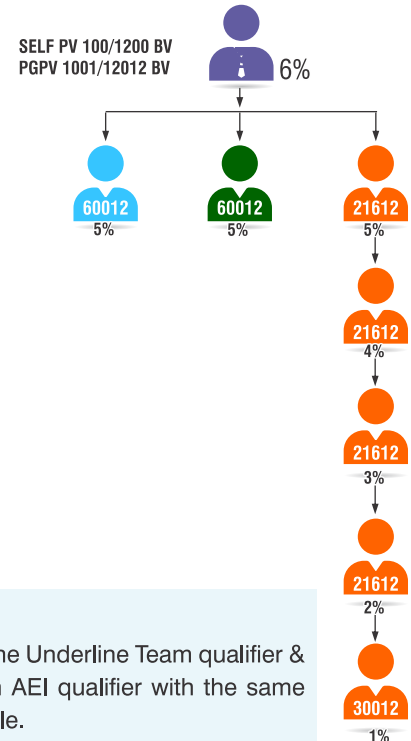
Achievers Encouragement Incentive Calculation=

20% x Total BV Turnover of the Company in a Month

All Achievers Encouragement Incentive Points

Dynamic Compression (Roll-Up)

If anyone is an AEI qualifier (with minimum 18012 Team Sales BV & minimum 30012 BV from one Underline Team qualifier & minimum 60012 BV from another Underline Team Qualifiers) and if below his/her is also an AEI qualifier with the same qualifying criteria then He/she will get the benefits of BV from his/her Team Sales as per above table.



Achievers Dream Fulfilment Incentive (ADFI) 7%

The company wishes that its ADMs maintain high standards of living and fulfill their dreams for which the company pays incentives for travelling nationally and internationally and buying a personal vehicle and a house. The company has allocated 2% (two percent), 3% (three percent) and 2% (two percent) BVs respectively out of its total BV turnover in a month to be distributed equally among all the qualifiers as per ADFI Points achieved by each of them. Besides a minimum personal sale of 1200 BVs in a month subject to the condition that only such ADM will be eligible whose certain number of underline team members should also perform and such qualifying underline performer member(s) and their minimum BV achievements are as under-

Travel Incentive (2%)



Qualifying Criteria (Minimum Team Sales (BV))	Underline Team BV Achievements	Number of Performers
21612 (BV)	30012 (BV)	01
Maximum Adf Incentive To Be Paid (Rs): No Limit		

Vehicle Incentive (3%)



Qualifying Criteria (Minimum Team Sales (BV))	Underline Team BV Achievements	Number of Performers
12012 (BV)	30012 (BV)	03
Maximum Adf Incentive To Be Paid (Rs): 1,00,000		

House Incentive (2%)



Qualifying Criteria (Minimum Team Sales (BV))	Underline Team BV Achievements	Number of Performers
1212 (BV)	30012 (BV)	06
Maximum Adf Incentive To Be Paid (Rs): 2,00,000		

ADFI Value Calculation:

Travel Incentive Point Value=

$$\frac{02\%(\text{Two}) \times \text{Total BV Turnover of the Company in a month}}{\text{Total ADFI Points Calculated as per above criteria}}$$

Vehicle Incentive Point Value=

$$\frac{03\%(\text{Three}) \times \text{Total BV Turnover of the Company in a month}}{\text{Total ADFI Points Calculated as per above criteria}}$$

House Incentive Point Value=

$$\frac{02\%(\text{Two}) \times \text{Total BV Turnover of the Company in a month}}{\text{Total ADFI Points Calculated as per above criteria}}$$

Terms & Conditions:

- (1) Travel Incentive is distributed on the basis of AEI points.
- (2) The Travel fund will be used only for Company's declared Trips and not in cash.

Terms & Conditions:

- (1) Vehicle incentive is given on the basis of AEI points.
- (2) If the qualifier keeps maintaining his/her minimum team sales of 12012 BV & minimum 30012 underline team BV sale from three performers for three consecutive months, he/she starts getting this incentive from the third month itself.
- (3) To keep availing this incentive continuously, it is compulsory maintain minimum 216012 team sales BVV & MIN. 30012 underline team BV from one performer every month.

Terms & Conditions:

- (1) House incentive is given on the basis of AEI points.
- (2) If the qualifier keeps maintaining his/her minimum team sales of 12012 BV & minimum 30012 underline team BV sale from Six performers for three consecutive months, he/she starts getting this incentive from the third month itself.
- (3) To keep availing this incentive continuously, it is compulsory maintain minimum 216012 team sales BVV & MIN. 30012 underline team BV from one performer every month.

Achievers Training Incentive (ATI) 15%

Company recognizes the efforts, hard work, stress and time devoted and expenses incurred by a Team Leader from his/her own pocket to motivate, train and educate team members (ADMs) and for compensating them the company has allocated 15% of its total BV turnover in a month. The qualifying criteria for this incentive will be a MINIMUM TEAM TURNOVER OF 21612 BVs in a month but one qualifying ATI will be 60012 BV each minus 36000 BVs (for the company to meet its own expenses) as the company also spends money on educating, motivating and training its ADMs. The balance ATI value shall be distributed among the qualifiers as per the ATI achieved by each qualifier.

Number Of Under-Line Team Qualifiers	Team Sales BV(PV)	Qualifying Direct Marketer (%)	1	2	3	4	5	6	7
1	2501 (30012)	5%							
2	801 (21612)	5%	5%						
3	1501 (18012)	5%	5%	5%					
4	1001 (12012)	5%	5%	5%	4%				
6	501 (6012)	5%	5%	5%	4%	3%			
8	101 (1212)	5%	5%	5%	4%	3%	2%		
12	101 (1212)	5%	5%	5%	4%	3%	2%	1%	
16	101 (1212)	5%	5%	5%	4%	3%	2%	1%	.5%

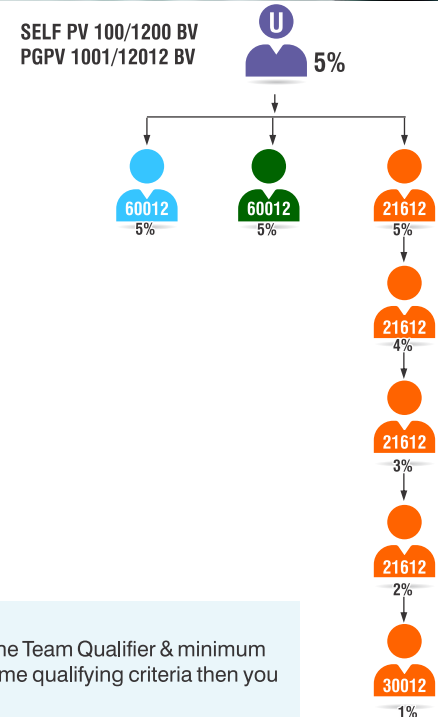
Formula:

Achievers Training Incentive(ATI) Point Value Calculation =
 15% X Total BV Turnover of the Company in a month

Total ATIs calculated as per the above criteria

Dynamic Compression (Roll Up)

If anyone is an ATI qualifier (with minimum 18012 Team Sales BV & minimum 30012 BV from one Underline Team Qualifier & minimum 60012 BV from another Underline Team Qualifier) and if below his/her is also an ATI qualifier with the same qualifying criteria then you will get the benefits of BV from his/her Team Sales as per above table.



How To Start Aplomb Business?

This business can be started any time, any where and with any one who want to become direct marketer of these products, understands potential of this business & wants to be part of it.

Success Footprints

- 
- 1 Self utilization of all Aplomb products 100% to gain confidence.
 - 2 Attend all events & meeting to adopt system and maintain enthusiasm.
 - 3 Listen, watch & read business support materials to improve knowledge.
 - 4 Prospecting approach (Target 500 names gradually).
 - 5 Share opportunity and products which are the true essence of the Direct Marketer Business.
 - 6 Follow-up and service keep on caring & sharing with professionalism.
 - 7 Repeat all steps daily from 1 to 6.

“To Succeed In Network Marketing Business Every Individual Should Follow These Steps”

SUCCESS



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REGISTERED & CORPORATE OFFICE

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