



AN ISO 9001:2015 CERTIFIED COMPANY | CIN:U85100UP2008PLC034468

**APLOMB**<sup>®</sup>  
CREATING HEALTHY TOMORROW™

## Kum Tluang Taka Hlawhtlinna Kawng

- ▶ Kum Zabi 21-na Business Tha Ber
- ▶ Khawvêl Pumpui-ah Business Chak Taka Thanglian Mek
- ▶ Mahni Nunphung Siam Thatna Hun
- ▶ Dream Income Hmu Theihna Hun
- ▶ Khawvêl Hmun Hrang Hrang Tlân Theihna
- ▶ Mi Dangte Healthy leh Wealthy Tihna Atanga Thawh Tangkaihna



*HLAWHTLINNA KAWNG RINAWM BER...*

*Duhthusam Aplombian-te,*

*Aplomb i thlan avângin kan lawm hle a ni.*

*Aplomb hi January 15, 2008-ah Private Limited Company anga din a ni a, June 22, 2011-ah Limited Company anga hriat a ni leh ta a ni. A tum ber chu mipuite hriselna ngaihtuahna siam hat leh an sum leh pai dinhmun tihsang chungchang bakah India nunphung ha zirtîr hi a ni.*

*Kan ramah natna leh hnathawh lohna hi harsatna lian tak pahni an ni tih kan hre chiang. Pakhat lamah natna hrang hrang chu in tinah a lût mêk a, pakhat dang lamah hnathawh loh avângin mi tam tak hian an hma lam nun chungchangah an mangang a ni.*

*Aplomb Health Care Limited hi India rama Direct Selling company hmasa zînga pakhat a ni a. Preventive Health Care leh FMCG products hmangin mipuite hrisel taka nung theihna kawngah a zirtîr a, chutichuan mi zawng zawng anmahni inngah tura siam leh Self Employment hun siam sak hi a tum ber a ni.*

*Kan company chuan quality leh natural products ha takte man tlêntein kan pe a, business tihchanglung theihna atân modern technology leh world class education system hmangin kan anpui baw ang.*

*He avâng hian Aplomb chu India ram pumah mipuite hriselna leh self employment hun petu company rinawm tak anga hriat a ni ta a ni.*

*I hma lam hun eng tak leh hriselna ha tak duhsakna nê Aplomb chhûnkawah lo tel ve tûrin kan sawm che u.*

*Ka lawm e!*

*I hlawhtling rawh se!*

Yours Sincerely



Pushkar Misra

Managing Director

*"India Ram  
Hrisel Zarwk  
& Self Reliant  
Nation Siam  
Tumna Lam Panna"*



# 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%     |   | <ul style="list-style-type: none"> <li>• Travel Incentive (2%)</li> <li>• Vehicle Incentive (3%)</li> <li>• House Incentive (2%)</li> </ul> |     |
| 4 | Achievers Engourgement Incentive (AEI)    | 20%    |   |                                                                                                                                             |     |

| Retail Hlawh | Retail Hralhna Man Sang Ber (MRP) | Direct Marketer Man (DMP) | Retail Hlawh | Enfirnan |
|--------------|-----------------------------------|---------------------------|--------------|----------|
| 10-40%       | ₹1400                             | ₹1000                     | ₹400         |          |

Retail Profit chu Aplomb Direct Marketer's Price (DMP) (Company-in ADM hnena product a hralhna man) leh Maximum Retail Price (MRP) emaw Maximum Sales Price (MSP) (consumer hnena product hralh theihna man) inkara amount danglamna a ni.

Company chuan Retail Profit atan 10% (Sawmpakhat Percent) atanga 40% (Sawmli Percent) thleng a phalsak a ni.

# 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         |

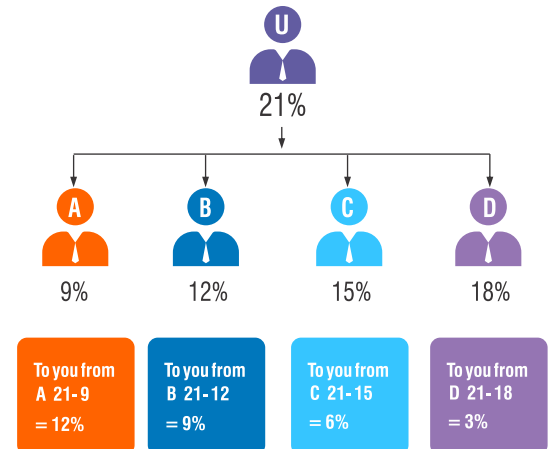
\*1 Point Volume (PV) is equal to 12 Business Volume (BV)

ADM pakhatin a group-ah ADM dang a introduce chuan, group ADM-te leh amah hian difference income benefits an dawng ang.

**This Is The Percentage Profit**



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





## Performance Encouragement Incentive (PEI) 6%

A ADMs-te chu personal taka products hralh nasa zawka an inhmanng tûra fuih nân, Company chuan PERFORMANCE ENCOURAGEMENT INCENTIVE a pe ang a. Hei atan hian Company chuan thla khatah Total BV sales atangin 06% (ruk percent) a hran a ni. Hetiang incentive hi dawng tlâk tûrin ADM pakhatin consecutive accounting months hnih chhûngah minimum 400 BV tluk products a personal taka hralh a ngai a, chutah chuan accounting month pathumnaah incentive chu a dawng thei ang.

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



He incentive chhutna atan hian, ADM pakhatin 480 BV tluk a hralh chu PEI Point pakhat anga chhiar a ni ang a, chu chu PEI Value nêna tihpunin a chhut a ni ang hetiang hian-

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

# Achievers Encouragement Incentive (AEI) 20%

Company chuan a ADMs-te thlengtlangna leh an achievement-te a ngai pawimawh a, anmahniin achievement leh performance tam zawk an neih theih nân Company chuan a total monthly BV Turnover atangin 20% (sawmhni percent) a hran a ni. Hei hi Achievers-te lawmman atan chhut leh sem a ni ang hetiang hian. He incentive dawng tlâk tûrin ADM pakhatin thla khatah minimum 1200 BV SELF-SALE a neih a ngai a, total team sale BV leh underline team performers-te business minimum 30012 BV theuh an neih pawh a ngai bawk a, hei hi a hnuai criteria tarlan ang hian a ni.



| Number Of Under-Line Team Qualifiers | Team Sales PV (BV) | Qualifying ADM (%) | 1  | 2  | 3  | 4  | 5  | 6   | 7   | 8   | 9   | 10  |
|--------------------------------------|--------------------|--------------------|----|----|----|----|----|-----|-----|-----|-----|-----|
| 0                                    | 2501 (30012)       | 6%                 |    |    |    |    |    |     |     |     |     |     |
| 1                                    | 1801 (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:

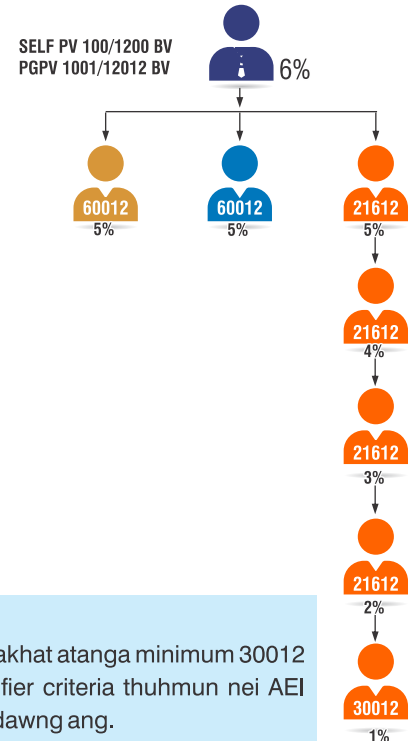
Achievers Encouragement Incentive Calculation=

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

All Achievers Encouragement Incentive Points

## Dynamic Compression (Roll-Up)

Tupawh AEI qualifier a nih chuan (minimum 18012 Team Sales BV leh Underline Team qualifier pakhat atanga minimum 30012 BV leh Underline Team qualifier dang atanga minimum 60012 BV nei) a hnuai pawh qualifier criteria thuhmun nei AEI qualifier a awm chuan, amahin a Team Sales atangin a chung a table-a tarlan angin BV benefits a dawng ang.





# Achievers Dream Fulfilment Incentive (ADFI) 7%

Company chuan a ADMs-te chu nunphung sang tak neiin an dreams-te an hlen theih a duh a, chutichuan national leh international travelling atan leh personal vehicle leh house lei theihna atan incentive a pe a ni. Company chuan a total monthly BV turnover atangin 2% (hnih percent), 3% (pathum percent) leh 2% (hnih percent) BV respectively a hran a, hei hi qualifier zawng zawngte hnenah anmahni ADFI Points an neih ang zelin intluk taka sem a ni ang. Hei bakah hian thla khatah minimum 1200 BV personal sale a ngai a, chutih rualin qualifier nihna atan underline team members thenkhat pawhin performance an neih a ngai bawk a, qualifying underline performer member(s) leh an minimum BV achievements chu a hnuaia tarlan ang hian a ni.

## 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): A Sang Ber Limit A Awm Lo |                                |                      |

## 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 Thleng Pek Theih A Ni |                                |                      |

## 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 Thleng Pek Theih A Ni |                                |                      |

### ADFI Value Chhut Dan:

#### Travel Incentive Point Man=

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

#### Vehicle Incentive Point Man=

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

#### House Incentive Point Man=

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

#### Terms & Conditions:

- (1) Travel Incentive chu AEI points hmangin sem a ni.
- (2) Travel fund hi Company-in a puan trips atan chauh hman tûr a ni lo.

#### Terms & Conditions:

- (1) Vehicle Incentive chu AEI points hmangin pek a ni.
- (2) Qualifier pakhatin consecutive months pathum chhûngin minimum 12012 BV team sales leh performers pathum atanga minimum 30012 underline team BV sales a maintain reng chuan, amahin third month atangin he incentive hi a dawng tan ang.
- (3) He incentive hi continuous taka dawng zui tûrin, thla tinah minimum 216012 team sales BV leh performer pakhat atanga minimum 30012 underline team BV maintain a compulsory a ni.

#### Terms & Conditions:

- (1) House Incentive chu AEI points hmangin pek a ni.
- (2) Qualifier pakhatin consecutive months pathum chhûngin minimum 12012 BV team sales leh performers paruk atanga minimum 30012 underline team BV sales a maintain reng chuan, amahin third month atangin he incentive hi a dawng tan ang.
- (3) He incentive hi continuous taka dawng zui tûrin, thla tinah minimum 216012 team sales BV leh performer pakhat atanga minimum 30012 underline team BV maintain a compulsory a ni.

# Achievers Training Incentive (ATI) 15%

Company chuan Team Leader pakhatin amahni pocket atanga team members (ADMs)-te motivate, train leh educate tûra an thawh rimna, an hun hman leh an sum sen te a ngai pawimawh a, anmahni compensation atan company chuan a total monthly BV turnover atangin 15% a hran a ni. He incentive qualifying criteria chu thla khatah MINIMUM TEAM TURNOVER 21612 BV a ni ang. Mahse qualifying ATI pakhat chu 60012 BV theuh atanga 36000 BV (company-in amahni expenses a meeting theihna atan) tih hniam hnu a ni ang, a chhan chu company pawhin a ADMs-te educate, motivate leh train nan sum a seng ve bawk. ATI value bang chu qualifier tinte hnenah anmahni ATI an neih ang zelin sem a ni ang.

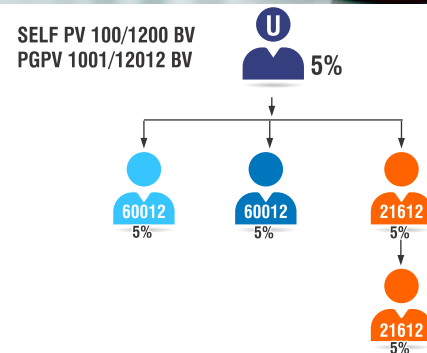
| Number Of Under-Line Team Qualifiers | Team Sales BV(PV) | Qualifying Direct Marketer (%) | 1  | 2  | 3  | 4  | 5  | 6  | 7   |
|--------------------------------------|-------------------|--------------------------------|----|----|----|----|----|----|-----|
| 1                                    | 1801 (21612)      | 5%                             |    |    |    |    |    |    |     |
| 2                                    | 1501 (18012)      | 5%                             | 5% |    |    |    |    |    |     |
| 3                                    | 1001 (12012)      | 5%                             | 5% | 5% |    |    |    |    |     |
| 4                                    | 501 (6012)        | 5%                             | 5% | 5% | 4% |    |    |    |     |
| 6                                    | 101 (1212)        | 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.



# Aplomb Business Engtin Nge Tan Ang?

He business hi hun eng pawh, hmun eng pawh leh he products-te Direct Marketer nih duh, he business potential hre leh a part nih duh apiang nêna tan theih a ni.

## Success Footprints

1

Aplomb products 100% hmang hmasa rawh confidence gain nan

2

Events leh meetings zawng zawng attend rawh

3

Business support materials zir rawh

4

Prospecting approach hmang rawh

5

Opportunity leh products share rawh

6

Follow-up leh service pe zui rawh

7

Daily in tih chhunzawm rawh

**“Network Marketing Business-ah Hlawhtling Tûrin Mi  
Tin Chuan Heng Steps-te Hi Zawm Tûr A Ni”**

**SUCCESS**



# APLOMB HEALTH CARE LIMITED

## BRANCH OFFICES

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## REGISTERED & CORPORATE OFFICE

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