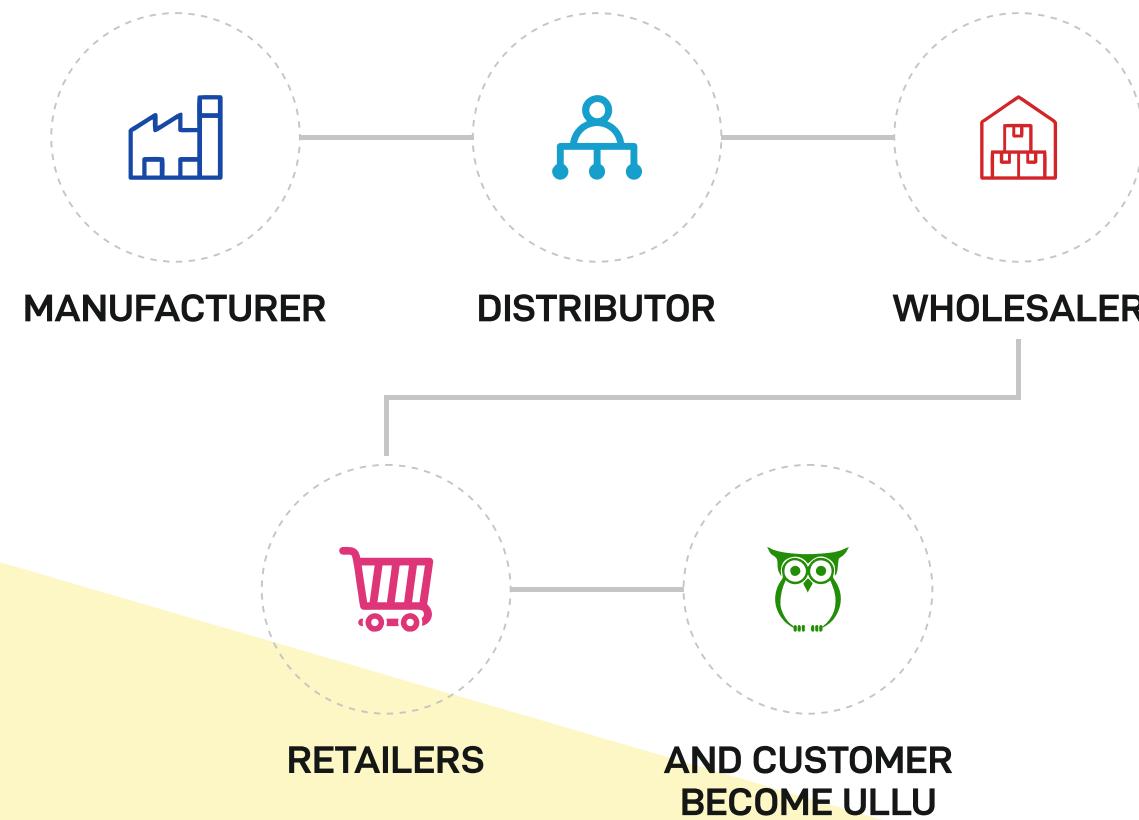




B.K. Arogyam Health Care Pvt.Ltd

TRADITIONAL MARKET SYSTEM



REAL COST- 40+ PROMOTION COST - 10 +DISTRIBUTION COST 10 +
WHOLESALER COMMISSION 10 + RETAILERS PROFIT 30 THEN THE MRP
WILL BE 100 RS.

WHY MISSION AROGYAM



TRADITIONAL JOB vs. MISSION AROGYAM

TRADITIONAL JOB

- ⌚ Most of the day away from your family.
- ⌚ Boss decides pay increase.
- ⌚ Commute in heavy traffic.
- ⌚ Clock in / clock out.
- ⌚ Ask permission for time off.
- ⌚ So busy there's no time for personal development.
- ⌚ Stop working, stop getting paid.
- ⌚ Paid once for work or for one sale.



MISSION AROGYAM

- ⌚ Family sees you more and can be part of your business.
- ⌚ You decide pay increase.
- ⌚ Work from home.
- ⌚ Work when you want.
- ⌚ Answer to yourself.
- ⌚ Personal development breeds success.
- ⌚ Stop working residual.
- ⌚ Income still available.
- ⌚ Paid over and over for working once.



THIS WAY LIFE GET'S DESTROYED

- ☑ 1-5 year - childhood
- ☑ 5-10 year - 5th class
- ☑ 10-20 year - college time
- ☑ 20-25 year - college finish
- ☑ 25-30 year - preparation of job
- ☑ 30-35 year - search for job



IF DIDN'T GET THE JOB,
THEN FAMILY SAYS EARN.

BUT WHEN WE HAVEN'T LEARNT HOW TO EARN
THEN HOW WILL WE EARN?





GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS

Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that B.K. AROGYAM HEALTHCARE PRIVATE LIMITED is incorporated on this Seventeenth day of November Two thousand twenty under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U85300UP2020PTC138059.

The Permanent Account Number (PAN) of the company is AAJCB4411A *

The Tax Deduction and Collection Account Number (TAN) of the company is ALDB02817D *

Given under my hand at Manesar this Seventeenth day of November Two thousand twenty .

Digital Signature Certificate

Mr Parvinder Singh

DEPUTY REGISTRAR OF COMPANIES

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:

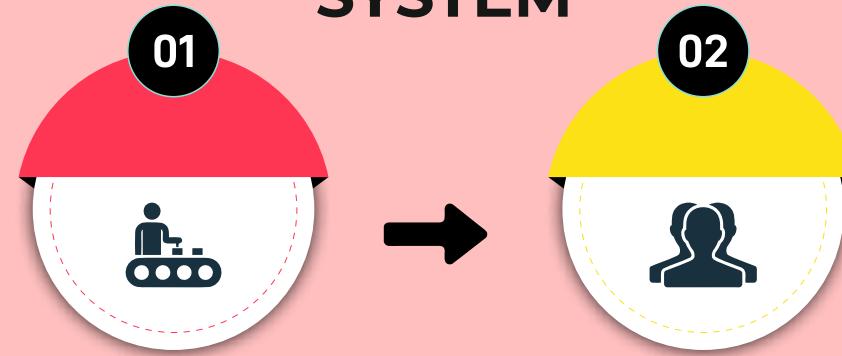
B.K. AROGYAM HEALTHCARE PRIVATE LIMITED
NEAR DHIRENDRA MAHILA PG COLLEG, VILL-KARMAJEETPUR,
SUNDARPUR, VARANASI, Varanasi, Uttar Pradesh, India, 221005



* as issued by the Income Tax Department

Certificate Of Incorporation

MISSION AROGYAM MARKETING SYSTEM



MANUFACTURER

CUSTOMER

MISSION AROGYAM MARKETING SYSTEM IS REALLY POWERFUL BECAUSE WE ARE WORKING ON THE DIRECT CHANNEL DISTRIBUTION STOMER.

I.E. - MANUFACTURER TO CU

HERE 60% OF THE PRODUCT MARGIN IS GOING TO THE CUSTOMERS POCKET.



05

ECOSYSTEM



INTRODUCTION OF B.K. AROGYAM



B.K. Arogyam and Research Centre was started in year 1979 by vaidya N.L. Chaurasia. Since then, there were number of research work going on to get the remedies of both normal as well as critical diseases of all kind.

So from staring only it was our aim to develop the methods to cure all diseases by the medium of ayurveda in most cost-effiefient, effective, fast-relieving and pinpoint treatment. In fact we were able to find out easiest methods of curing the diseases of people in harmless way. In this serial order, we have find out the research and remedies for asthma, obesity, cancer, heart disease, and many more critical disease. Under the guidance of our reputed Dr. B.K. Chaurasia. India's first kidney and diabetes ayurevdic research healthcare centre was established. It is India's only and first private individual full ayurvedic based research centre.

12

UNIQUE POINTS

- ⦿ We are india's first and only ayurveda based healthcare and research center.
- ⦿ We have experience of curing more than 1,00,000 + patients from all over the world.
- ⦿ We have our pharmacy and manufacture 150 + medicines for various critical diseases.
- ⦿ We have our farmhouse where we cultivate herbs using only organic herbs, without any harmful fertilizers.
- ⦿ We are India's first "Naagarjun" based ayurvedic research centre.
- ⦿ Our experts and scientists are doing a continuous study and research on developing more easy and effective remedies of various diseases.
- ⦿ We have 19 years of experience in curing various critical diseases like kidney failure, diabetes, cancer, heart disease, kidney stones, piles, etc.
- ⦿ Our 50 + expert doctors are available online for giving suggestion and remedies for our online consulting patients.
- ⦿ We have applied naturopathy in ayurveda for the first time, for the welfare of health and mankind.
- ⦿ C.B.S test facility is available.
- ⦿ We are india's first ayurvedic research & healthcare hospital available with admit facilities.



OUR VISION

To Reduce Unemployment of
Nation & Provide Knowledge
about **Ayurveda**.

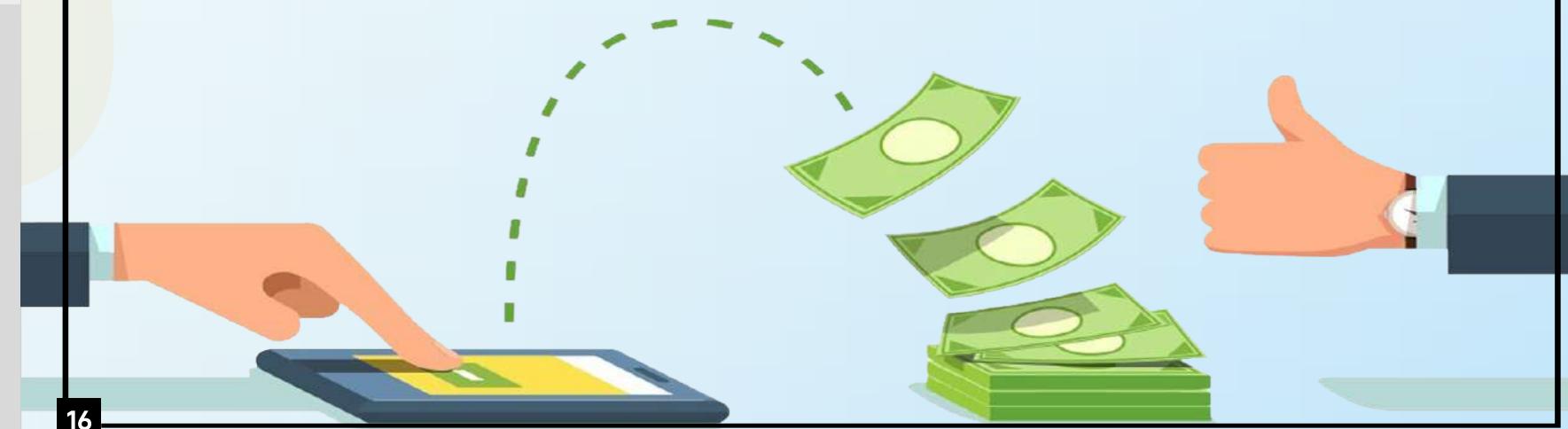


MISSION

Our mission is to see a Healthier World and Replace the **Allopath** with Ayurveda and Provide Ayurveda To Each and Every Person.



Mission Arogyam Marketing Business Plan



UNIVERSAL PLAN

AROGYAM

ADVISOR

NIHA



PRODUCT
SERVICE
SUPPORT

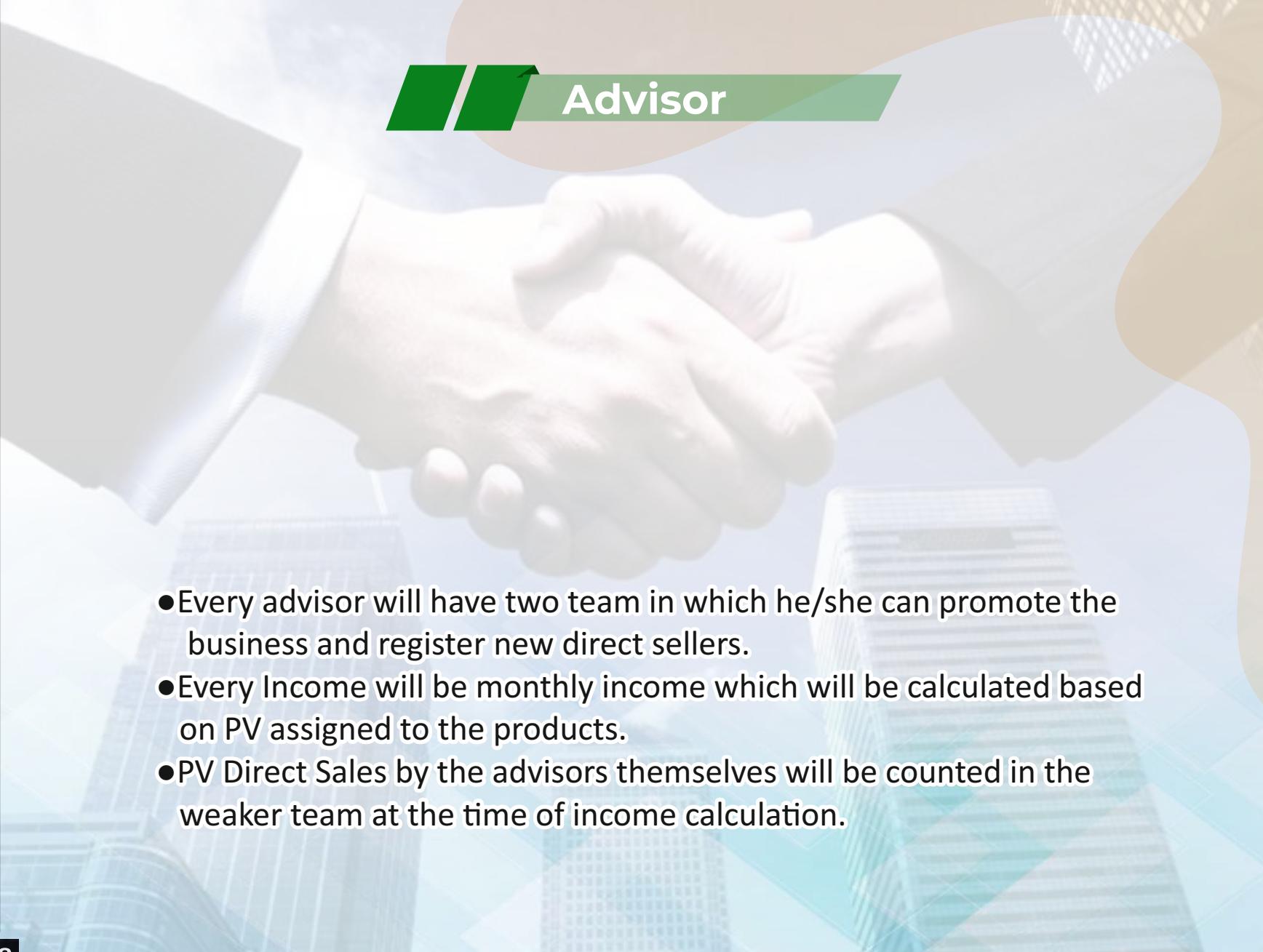
TRAINING
EDUCATION
CERTIFICATE

Business Terms

- ☑ **PV** = Point Value
- ☑ **BV** = Business Value
- ☑ **AGP** = Arogyam Group Points [1 AGP = 400 Matching PV 1:1]
- ☑ **ACP** = Arogyam Consistency Points [1 ACP = 1200 Matching PV 1:1]
- ☑ **AHCP** = Arogyam Health Club Points [1 AHCP = 1000 Matching PV 1:1]
- ☑ **ALP** = Arogyam Luxury Points [1 ALP = 1800 Matching PV 1:1]
- ☑ **ACFP** = Arogyam Car Fund Point [1 ACFP = 3000 Matching PV 1:1]
- ☑ **ATFP** = Arogyam Travel Fund Point [1 ATFP = 4000 Matching PV 1:1]
- ☑ **AHFP** = Arogyam House Fund Point [1 AHFP = 5000 Matching PV 1:1]

Activation

- ☑ Anyone can become direct seller of B K Arogyam via agreeing and signing direct seller agreement.
- ☑ After completing direct sales of [500 PV], direct seller will become advisor.
- ☑ After becoming advisor, direct seller will be qualified for all incomes as per this compensation plan.



1 Advisor

- Every advisor will have two team in which he/she can promote the business and register new direct sellers.
- Every Income will be monthly income which will be calculated based on PV assigned to the products.
- PV Direct Sales by the advisors themselves will be counted in the weaker team at the time of income calculation.

Ranks – Based on Matched BV

#	Ranks	Qualification
1	Active Advisor	[(10000 PV Sales (1:1))]
2	Senior Advisor	Both Side Active Advisor
3	Silver Advisor	Both Side Senior Advisor
4	Gold Advisor	Both Side Silver Advisor
5	Diamond Advisor	Both Side Gold Advisor
6	Green Diamond Advisor	Both Side Diamond Advisor
7	Crown Advisor	Both Side Green Diamond Advisor



Types of Income



- Retail Income
- Direct Sales Income
- Arogyam Group Income
- Arogyam Leadership Income
- Arogyam Consistency Income
- Arogyam Health Club Fund
- Arogyam Luxury Income
- Arogyam Car Fund
- Arogyam Travel Fund
- Arogyam House Fund



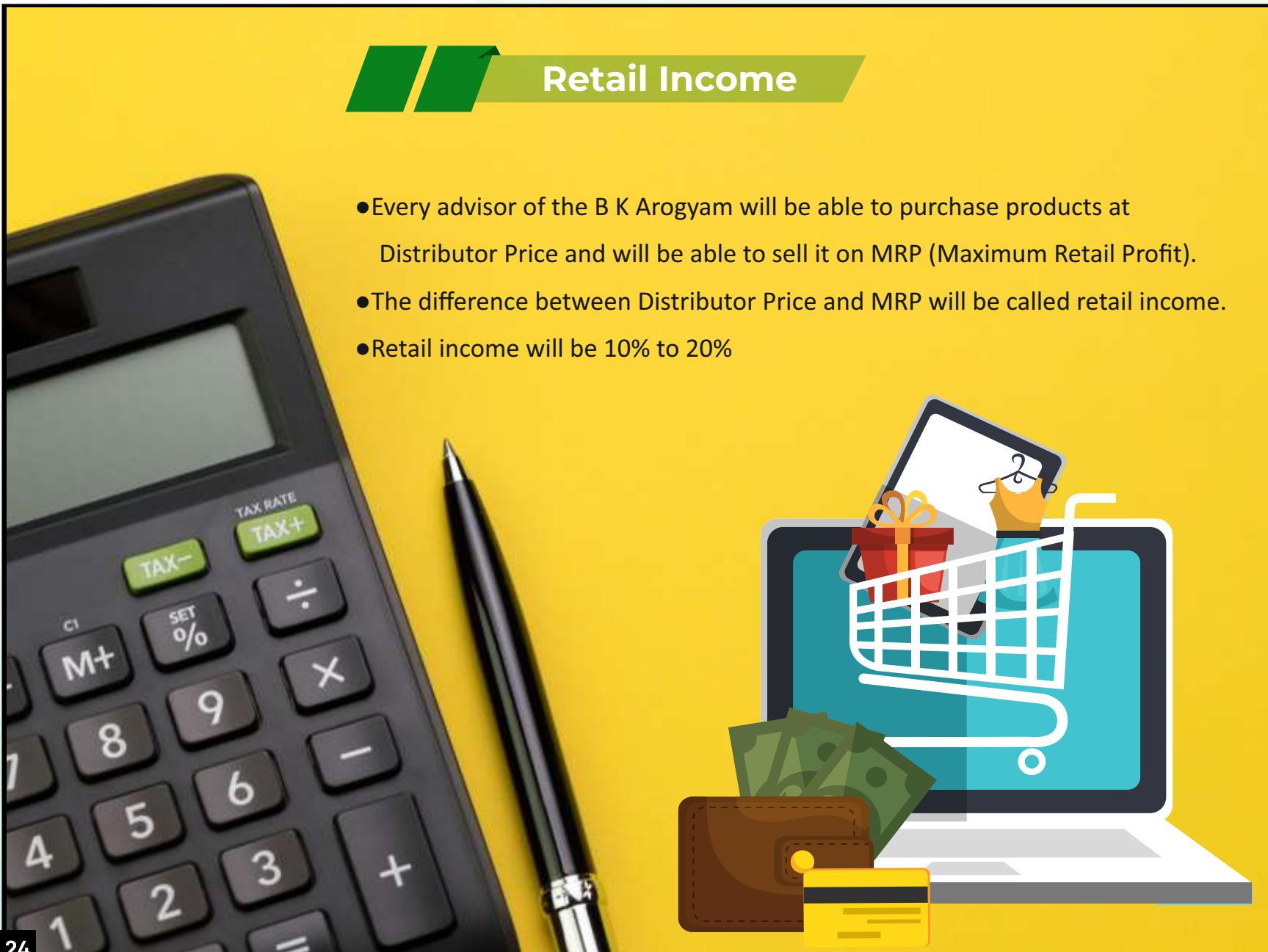
Income Rationale

#	Income Name	How it helps the company to achieve result
1	Retail Income	To boost retail sales.
2	Direct sales income	To boost direct sales.
3	Arogyam Group income	To Boost income of beginners
4	Arogyam Leadership income	To boost for new sponsors
5	Arogyam consistency Income	To Boost continuous purchase
6	Arogyam Health Club Fund	To Increase for mid-level leaders
7	Arogyam Luxury Income	To increase income for mid-high level traders
8	Arogyam Car Fund	To increase income for high level leaders
9	Arogyam Travel Fund	To increase income for high level leaders
10	Arogyam House Fund	To increase income for high level leaders



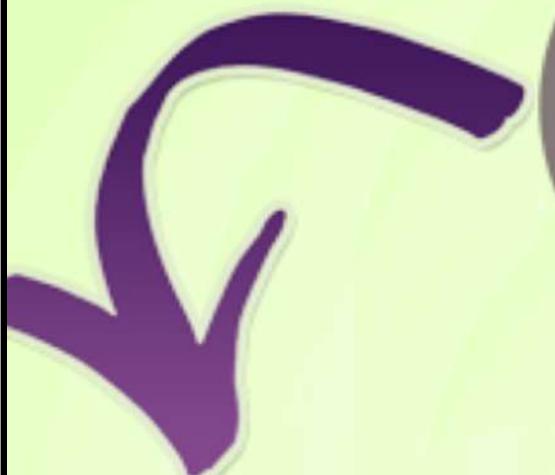
Retail Income

- Every advisor of the B K Arogyam will be able to purchase products at Distributor Price and will be able to sell it on MRP (Maximum Retail Profit).
- The difference between Distributor Price and MRP will be called retail income.
- Retail income will be 10% to 20%



Direct Sales Income

You



- This is monthly income
- Every Advisor will get 10% of PV from PV Sales done by himself/herself as a Direct Sales Income

Arogyam Group Income

- This is monthly income
- Company will distribute 30% of monthly PV as Arogyam Group Income
- [1 AGP = 400 PV] Matched (1:1); it will be calculated on the multiple of 400 PV matched in that particular month
- Eligibility Criteria for Arogyam Group Bonus is as follows :
 - Advisor has to sell [400 PV] in that month by own distributor ID
 - Advisor must have at least 1 AGP
- AGP Value will be calculated by the formula :

30% of Company's monthly PV

$$\text{AGP Value} = \frac{\text{30\% of Company's monthly PV}}{\text{Total AGP collected by all eligible Advisors}}$$

- Arogyam Group Income for individual advisors will be calculated by the formula :

Arogyam Group Income = Collected AGP x AGP Value





Arogyam Leadership Income

- This is a monthly Income.
- Every Advisor will get 10% of their direct sponsor's Arogyam Group Income and it will be called Arogyam Leadership income



Arogyam Consistency Income

- This is monthly income
- Company will distribute 7% of monthly PV as Arogyam Consistency Income
- [1 ACP = 1200 PV] Matched (1:1); it will be calculated on the multiple of 1200 PV matched in that particular month
- Eligibility Criteria for Consistency Bonus is as follows :
 - Advisor has to sell [1200 PV] products in last 3 months
 - Advisor has to sell [1200 PV] products in that month by own distributor ID
 - Advisor must have at least 1 ACP
- ACP Value will be calculated by the formula :

$$\text{ACP Value} = \frac{7\% \text{ of Company's monthly PV}}{\text{Total ACP collected by all eligible Advisors}}$$



- Arogyam Consistency Income for individual advisors will be calculated by the formula :

$$\text{Arogyam Consistency Income} = \text{Collected ACP} \times \text{ACP Value}$$



Arogyam Health Club Income

- This is monthly income
- Company will distribute 10% of monthly PV as Arogyam Health Club Income
- [1 AHCP = 1000 PV] Matched (1:1); it will be calculated on the multiple of 1000 PV matched in that particular month
- Eligibility Criteria for Arogyam Health Club Income is as follows :
 - Advisor has to sell [400 PV] products in that month by own distributor ID
 - Advisor must have at least 1 AHCP
 - Advisor must be on Active Advisor/Senior Advisor/Silver Advisor rank
- AHCP Value will be calculated by the formula :

$$\text{AHCP Value} = \frac{10\% \text{ of Company's monthly PV}}{\text{Total AHCP collected by all eligible Advisors}}$$

- Arogyam Miscellaneous Income for individual advisors will be calculated by the formula :

$$\text{Arogyam Health Club Income} = \text{Collected AHCP} \times \text{AHCP Value}$$



Arogyam Luxury Income

- This is monthly income
- Company will distribute 10% of monthly PV as Arogyam Luxury Income
- [1 ALP = 1800 PV] Matched (1:1); it will be calculated on the multiple of 1800 PV matched in that particular month
- Eligibility Criteria for Arogyam Luxury Income is as follows :
 - Advisor has to sell [400 PV] products in that month by own distributor ID
 - Advisor must have at least 1 ALP
 - Advisor must be on Gold Advisor or above rank
- ALP Value will be calculated by the formula :

$$\text{ALP Value} = \frac{10\% \text{ of Company's monthly PV}}{\text{Total ALP collected by all eligible Advisors}}$$

- Arogyam Luxury Income for individual advisors will be calculated by the formula :

$$\text{Arogyam Luxury Income} = \text{Collected ALP} \times \text{ALP Value}$$





Arogyam Car Fund Income

- This is monthly income
- Company will distribute 8% of monthly PV as Arogyam Car Fund Income
- [1 ACFP = 3000 PV] Matched (1:1); it will be calculated on the multiple of 3000 PV matched in that particular month
- Eligibility Criteria for Car Fund is as follows :
 - Advisor has to sell [400 PV] products in that month by own distributor ID
 - Advisor must have at least 1 CFP
 - Advisor must be on Diamond Advisor or above rank
- ACFP Value will be calculated by the formula :

$$\text{ACFP Value} = \frac{8\% \text{ of Company's monthly PV}}{\text{Total ACFP collected by all eligible advisors}}$$

- Arogyam Car Fund for individual Advisors will be calculated by the formula :

$$\text{Arogyam Car Fund} = \text{Collected ACFP} \times \text{ACFP Value}$$





Arogyam Travel Fund Income

- This is monthly income
- Company will distribute 8% of monthly PV as Arogyam Travel Fund Income
- [1 ATFP = 4000 PV] Matched (1:1); it will be calculated on the multiple of 4000 PV matched in that particular month
- Eligibility Criteria for Car Fund is as follows :
 - Advisor has to sell [400 PV] products in that month by own distributor ID
 - Advisor must have at least 1 ATFP
 - Advisor must be on Green Diamond Advisor or above rank
- ATFP Value will be calculated by the formula :

$$\text{ATFP Value} = \frac{\text{8\% of Company's monthly PV}}{\text{Total ATFP collected by all eligible advisors}}$$

- Arogyam Travel Fund for individual advisors will be calculated by the formula :

$$\text{Arogyam Travel Fund} = \text{Collected ATFP} \times \text{ATFP Value}$$



Arogyam House Fund Income

- This is monthly income
- Company will distribute 8% of monthly PV as Arogyam House Fund Income
- [1 AHFP = 5000 PV] Matched (1:1); it will be calculated on the multiple of 5000 PV matched in that particular month
- Eligibility Criteria for Travel Fund is as follows :
 - Advisor has to sell [400 PV] products in that month by own distributor ID
 - Advisor must have at least 1 ATFP
 - Advisor must be on Crown Advisor rank
- AHFP Value will be calculated by the formula :

$$\text{AHFP Value} = \frac{\text{8\% of Company's monthly PV}}{\text{Total AHFP collected by all eligible advisors}}$$

- Arogyam House Fund for individual advisors will be calculated by the formula :

$$\text{Arogyam House Fund} = \text{Collected AHFP} \times \text{AHFP Value}$$

SPECIAL ABOUT MISSION AROGYAM

! हमारी विशेषताएं !

01 हम भारत के मात्र एसे संस्थान हैं जो प्रीवेटिव के साथ क्यूरेटिव यानि की ट्रीटमेंट के साथ ठीक करने वाले मेडिसीन को देते हैं ! डायरेक्ट सेलिंग के अंतर्गत ऐसा करने वाली और कोई कंपनी भारत में नहीं है !

03 हम ISO & GMP सर्टिफाइड ऑर्गेनाइजेशन हैं ! हम एसे ऑर्गेनाइजेशन हैं जो कि श्रो-टू-ट्रेक्रोलॉजी ऑनलाइन ट्रेनिंग और सर्टिफिकेट प्रोवाइडर करते हैं जिससे आप सर्टिफाइड एडवाइजर के प्रोफाइल पर काम कर सकते हो !

05 ज्यादातर कंपनियों का लाइफ पीरियड बहुत काम है 2 साल, 4 साल, 5 साल, 6 साल या 8 साल जब कि वी के आरोग्यम पिछले 39 सालों से काम कर रहा है ! ज्यादा से ज्यादा क्रिटिकल पेशेन्ट को ट्रीट करने का एक्सपीरियंस है और खुद के हॉस्पिटल्स हैं यह बहुत सारी और सुविधाएं हैं जो किसी भी और ऑर्गेनाइजेशन के पास नहीं हैं !

07 हम एक मात्र ऐसे ऑर्गेनाइजेशन हैं जो लाइव बैकअप सपोर्ट देते हैं यानि आप या आपके पेशेन्ट को कोई दिक्कत होने पर हमारे हेल्प संबंधी डॉक्टर आपकी हेल्प सम्बंधित परेशानियों का निवारण करते हैं !

02 हम एकमात्र ऐसे ऑर्गेनाइजेशन हैं जो पुरे कांसेट को ऑनलाइन प्रोवाइडर कर रहे हैं ! बाकी लोगों का प्रोवाइड सिस्टम ऑफलाइन है !

04 हम एक मात्र ऐसे डाइरेक्टर सेलिंग कंपनी हैं जो कि पर्सनल डॉक्टर (P D) की फैसिलिटी देते हैं यानि जो लोग हमसे जुड़ रहे हैं उनको कोई दिक्कत होने पर आप सीधे लाइव डिस्कशन कर समाधान पा सकते हैं !

06 हम एक मात्र ऐसे ऑर्गेनाइजेशन हैं जहाँ पर डॉक्टर और स्पोर्ट टीम का बड़ा नेटवर्क हैं बाकी लोगों के पास ऐसा कोई टीम नहीं हैं !

08 हम एक मात्र डाइरेक्ट सेलिंग कंपनी हैं जो एक सिंगल लेबल प्लान पर काम करते हैं जिसमें किसी भी तरह का फ्रॉड नहीं होता है ! आप अगर काम कर रहे हैं तो आपको डायरेक्ट इनकम मिल रही है या आप अपने नीचे किसी को हेल्प कर रहे हैं तो उससे डायरेक्ट अमाउट आपको मिल रही है इसमें किसी भी प्रकार का बैनरी या डिफरेंस इनकम ऐसा कोई सिस्टम यहां पर नहीं है ऐसा करने वाले केवल एक मात्र ऑर्गेनाइजेशन है !

09 ISO & GMP और सभी तरीके के सटीफिकेशन से लैस आयुष मंलालय द्वारा मान्यता प्राप्त एकमात्र संस्थान है जो यह सुविधाएं या डायरेक्ट सेलिंग का कांसेट प्रोवाइड कर रहे हैं !

11 हम एकमात्र ऐसे ऑर्गेनाइजेशन हैं जिसमें जुड़ने के साथ ही आपके पुरे परिवार को प्री कंसल्टेशन कि सुविधा मिल जाती है जहां पर एक कंसल्टेशन का चार्ज ₹ 500 होता है आपके परिवार के पांच छह लोग प्री कंसल्टेशन ले सकते हैं हमारे एक्सपर्ट डॉक्टर के साथ में व्यक्तिगत रूप से अपने फैमिली को सुरक्षित करने का अच्छा मौका है !

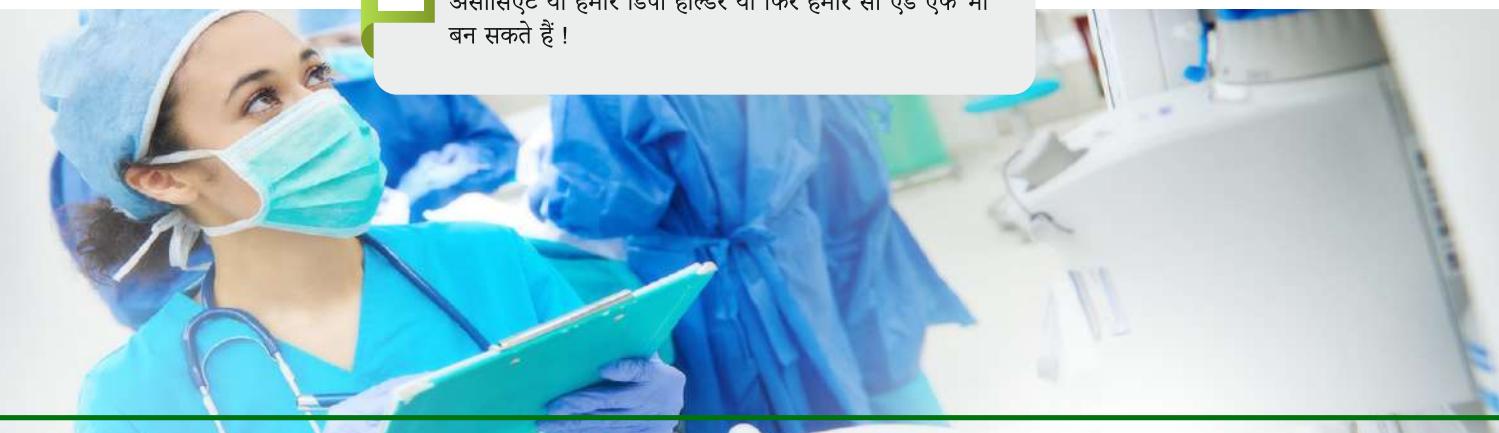
13 हम एकमात्र ऑर्गेनाइजेशन हैं जो अपने प्रोडक्ट में किसी भी तरह का रॉ-मटेरियल या चीजें बहार से खास तौर पर चीन व अमेरिका जैसे देशों से नहीं मंगाते हैं यानि कि पुरे स्वदेशी इन्ड्रिंग्स के साथ में या फिर लोकल लोगों को सपोर्ट करके हम अपने प्रोडक्ट को तैयार करते हैं तो हमारे देश का पैसा हमारे देश के किसानों तक जाता है बहार के लोगों को नहीं जाता है !

15 हम एकमात्र ऐसे ऑर्गेनाइजेशन हैं जो पूरा इकोसिस्टम को जनरेट कर रहे हैं यानी आप आज एडवाइजर हैं कल आप हमारे साथ असोसिएट या हमारे डिपो होल्डर या फिर हमारे सी एंड एफ भी बन सकते हैं !

10 हम एक मात्र ऑर्गेनाइजेशन हैं जिनके कमाई का अधिकांश हिस्सा लोगों के हेल्थ में जाता है जिससे गरीबों की हेल्थ से लेकर फ्री दवाइयां और इलाज बहुत सारी और सुविधाएं हैं जो बी के आरोग्यम फाउंडेशन प्रोवाइड करती है इसका मतलब यह कि अगर आप आरोग्यम फाउंडेशन के साथ जुड़ते हैं तो इनडायरेक्टली अपने हेल्थ के साथ गरीबों कि भी मदद कर रहे होते हैं !

12 हम एकमात्र ऐसे संस्थान हैं जो क्लिनिकल ट्रायल रिसर्च पर आधारित प्रोडक्ट या मेडिसिन को प्रोवाइड कर रहे हैं डायरेक्ट सेलिंग में नार्मल कंपनिया बेचने के लिए सिर्फ सप्लीमेंट बनती है जब कि बी के आरोग्यम एन्ड रिसर्च प्रा लि द्वारा आधारित प्रोडक्ट को प्रोवाइड करते हैं !

14 हम इनकम ऑप्शन के साथ - साथ यह पूरा प्रोजेक्ट पार्ट टाइम बेस पर किया जा सकता है और इसको फुल - टाइम बेस पर भी कर सकते हैं !



Thank You

STAY SAFE & STAY HEALTHY

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