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free cheatsheet



# how to start an Indian ecom & dropshipping biz

## THE FULL PROCESS



by @EcomTushar



A STEP-BY-STEP GUIDE

Started ecom but feeling stuck? Let this guide show you the way.

# the **why**

## **WHY EXACTLY SHOULD YOU START A DROPSHIPPING OR ECOM BUSINESS IN INDIA?**

In case you happen to love money (as I do), an ecom business can be a great way to fulfil your wildest dreams.

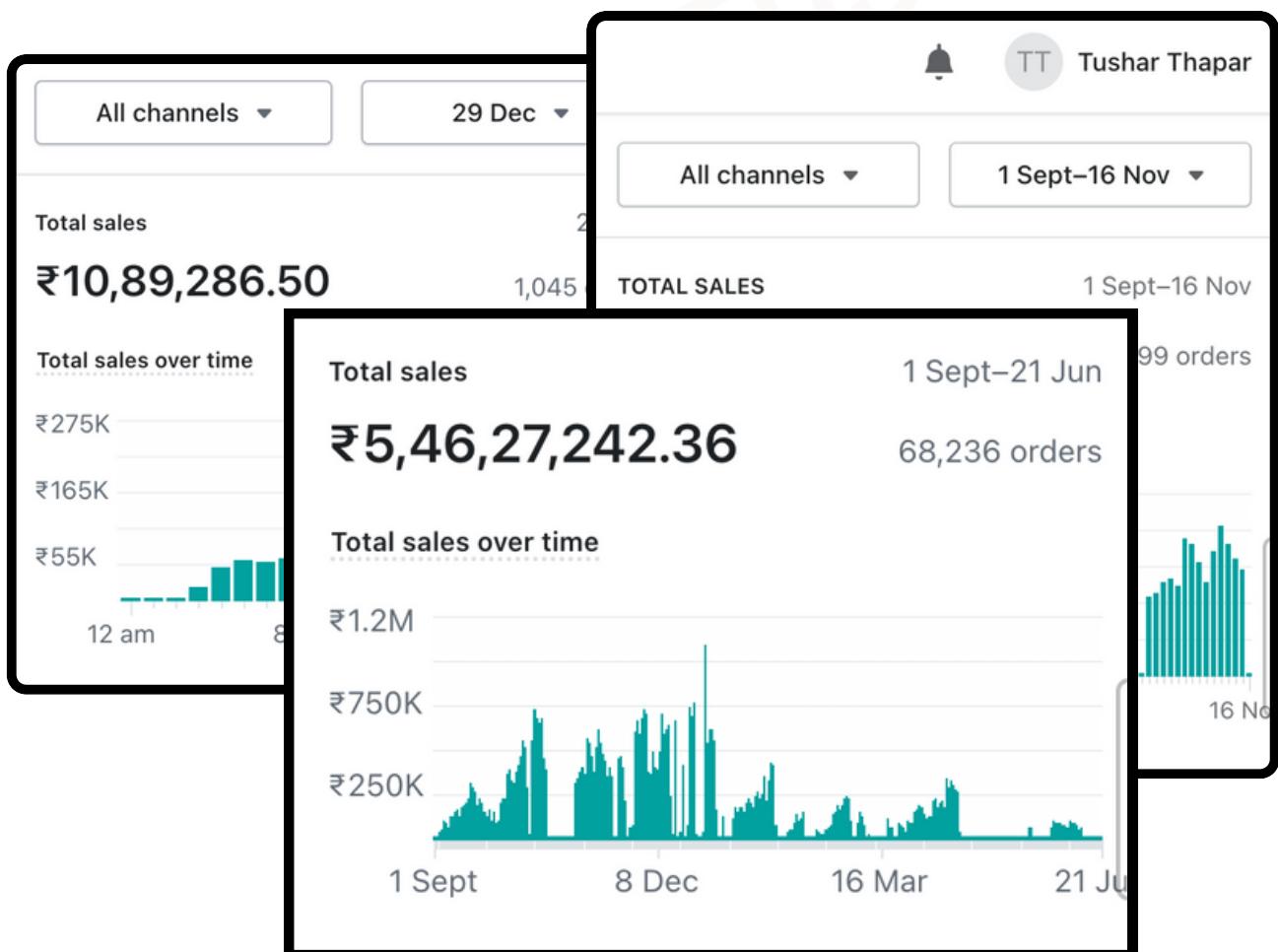
Here are 5 more reasons:

- Does not require heavy investments
- Does not require an office
- Does not require employees
- Does not require inventory
- **Does require a lot of passion**

# the potential

**BEFORE YOU BEGIN, I WANT TO  
TELL YOU 3 THINGS:**

- it's possible
- it's legal
- it's going to change your life



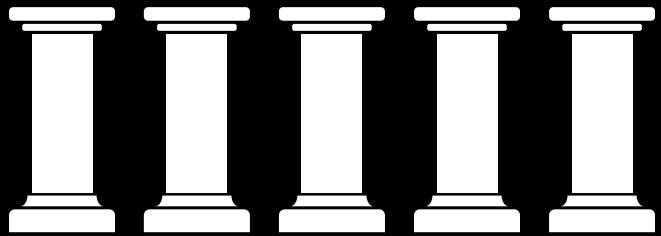
[MORE ON ECOMTUSHAR.COM](http://ECOMTUSHAR.COM)

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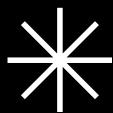
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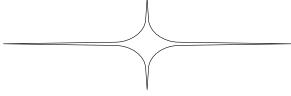


# the 5 main pillars of a successful ecom business

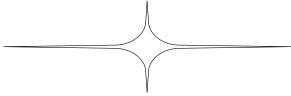


No more wondering. You have the cheat code.

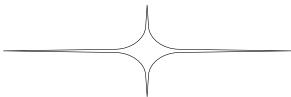
# I product research



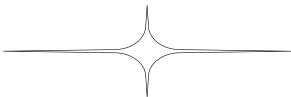
# II website creation



# III creative research



# IV Facebook ads



# V order processing

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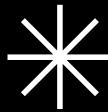
[INSTAGRAM](#)

[YOUTUBE](#)



## PILLAR #1

# the ultimate product research methodology



Follow these rules and you're bulletproof.

**Product research refers to finding a “winning product” to sell in order to generate revenue and profit.**

- There are **more than 15 methods** of doing product research and finding winning products.
- Here are 2 of those popular methods of finding them.

## **Method 1: Facebook Ads Library**

Facebook ads library is a **free website provided by Facebook** where you can see any and every advertisers’ ads that they are currently running and which product they are selling.

We can search through these ads using keywords to **find winning products to sell.**

Let me show you how...

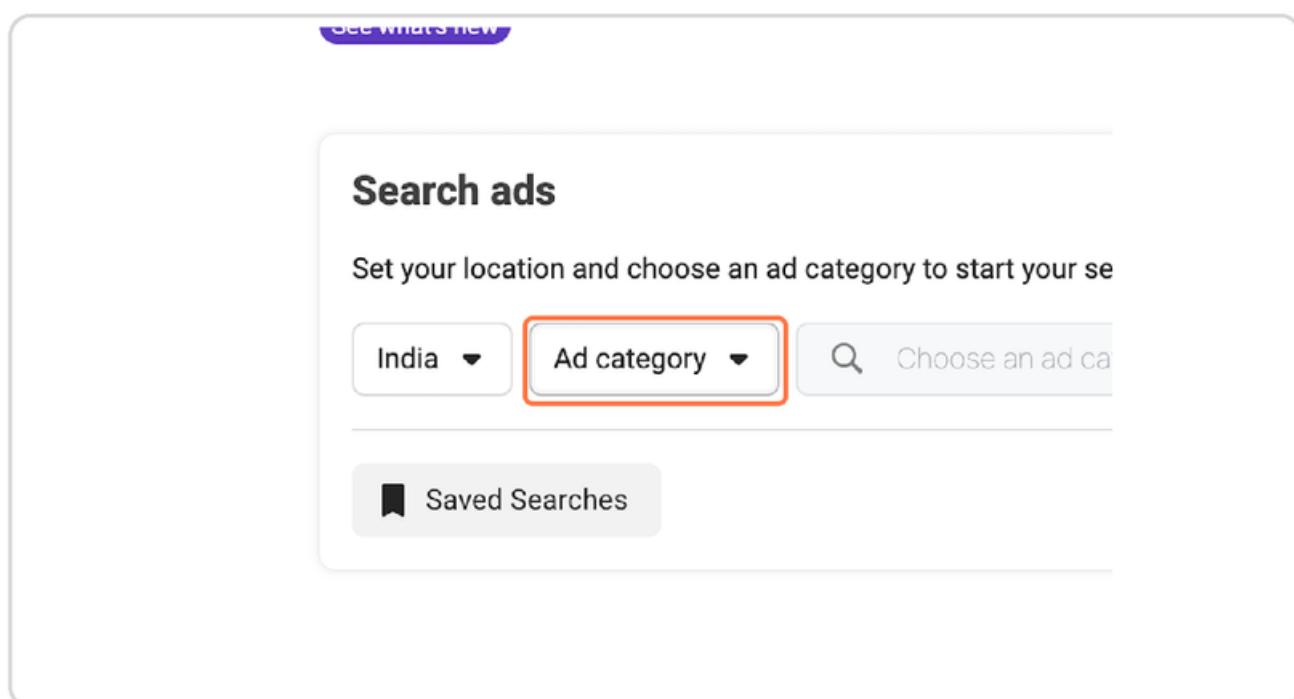


Go to >

<https://www.facebook.com/ads/library>

STEP 1

Click on Ad category...



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## STEP 2

### Click on All ads

#### Search ads

Set your location and choose an ad category to start your search. [View search tips](#)

India ▾ Ad category ▾ Choose an ad category

Saved S Select ad category

All ads Issues, elections or politics

#### Explore other tools

You can also find detailed ad information by using the Ad Library report or the API.



## STEP 3

### Type "get yours now"

in the EU in the past

ords or an advertiser.



n ad category to start your search. [View search tips](#).

get yours now

formation by using the Ad Library report or the Ad Library API.

#### STEP 4

**You'll see thousands of results**

The screenshot shows the Meta Ads platform. At the top, there are dropdown menus for 'India' and 'All ads', and a search bar with the placeholder 'get yours now'. Below this, a prominent orange box highlights the text '>50,000 results'. A subtext explains: 'These results include ads that match your keyword search.' At the bottom left, it says 'Launched in September 2023'.

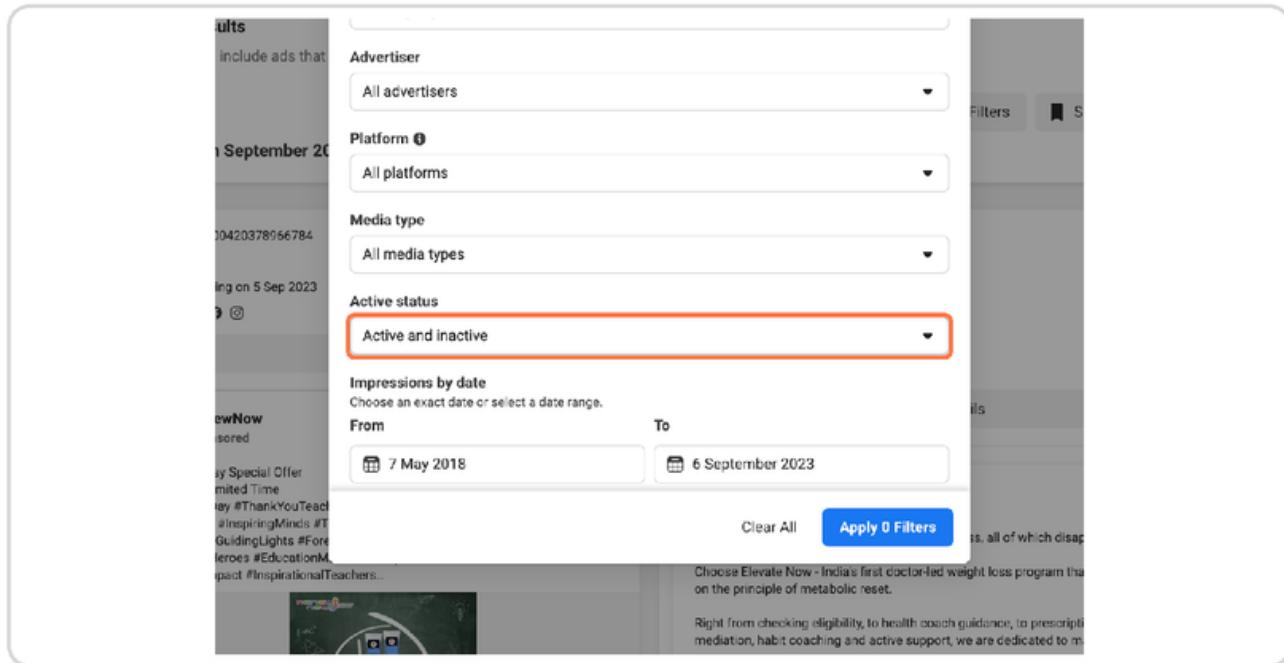
#### STEP 5

**Click on Filters**

This screenshot shows a close-up of the Meta Ads interface. It features a large, light-gray rectangular area with rounded corners. In the center, there are two buttons: one labeled 'Filters' with a magnifying glass icon, and another labeled 'Save Search' with a bookmark icon. The 'Filters' button is highlighted with a thick orange border. At the bottom of the screen, there is some small, illegible text.

## STEP 6

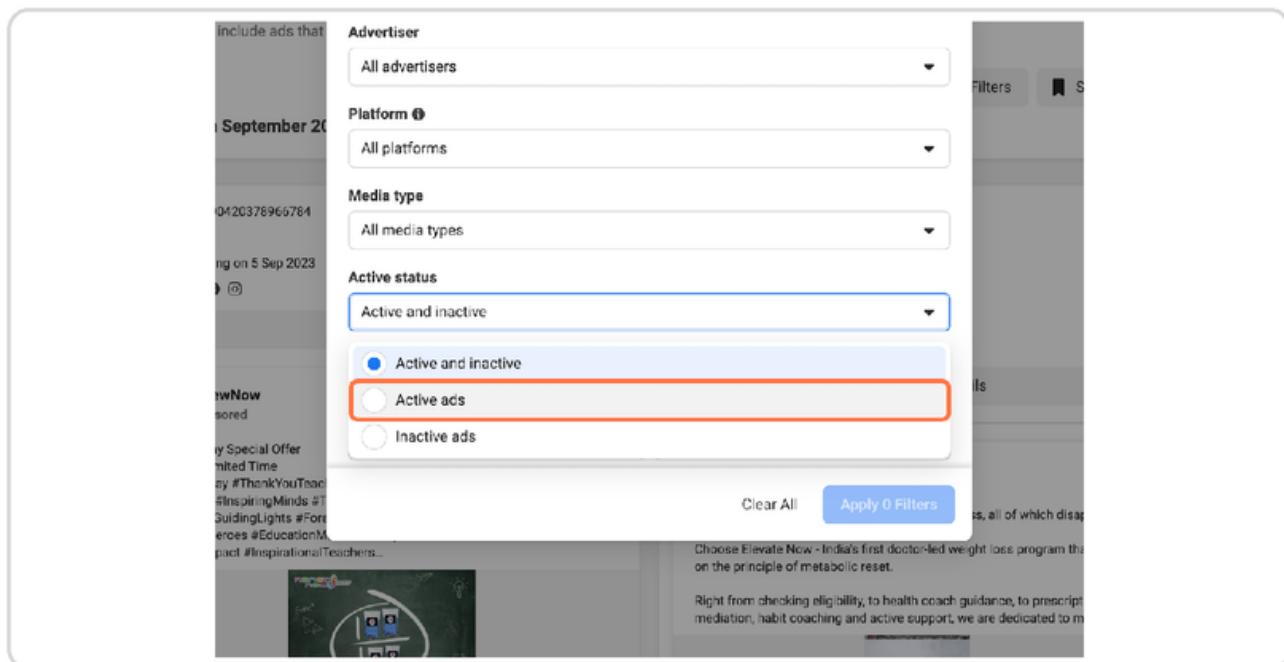
### Click on Active status



The screenshot shows a digital marketing dashboard with various filters applied. The 'Active status' dropdown is set to 'Active and inactive', which is highlighted with a red border. Other filter options include 'Advertiser' (All advertisers), 'Platform' (All platforms), 'Media type' (All media types), and date range from '7 May 2018' to '6 September 2023'. A blue button at the bottom right says 'Apply 0 Filters'.

## STEP 7

### Click on Active ads



The screenshot shows a digital marketing dashboard with various filters applied. The 'Active status' dropdown is set to 'Active and inactive', and below it, the 'Active ads' option is selected and highlighted with a red border. Other filter options include 'Advertiser' (All advertisers), 'Platform' (All platforms), 'Media type' (All media types), and date range from '7 May 2018' to '6 September 2023'. A blue button at the bottom right says 'Apply 0 Filters'.

## STEP 8

Click on Apply 1 Filter

The screenshot shows a mobile application interface. At the top, there is a light blue bar with the text "Active status: Active ads" and a close button "X". Below this, there are two buttons: "Clear All" and a prominent blue button with white text that says "Apply 1 Filter", which is highlighted with a red border. The main content area contains promotional text about a weight loss program, mentioning "Choose Elevate Now - India's first doctor-led weight loss program" and "on the principle of metabolic reset". There is also a partially visible text block below it. The overall background is white with some gray shading.

## STEP 9

Scroll and you'll find tons of products

The screenshot shows a mobile application displaying a sponsored product advertisement. At the top, there is a button labeled "See ad details". Below it, the ad is from "Onschedulem.cn" and is marked as "Sponsored". The ad text reads: "Say goodbye to neck pain! Our cervical massage pillow relieves pressure and improves sleep quality. Try it now! <https://t.site/3PhCUok>". A video thumbnail is shown with the caption "I Used This Product On My Messed Up Neck For 14 Days". The video player has a play button in the center. At the bottom of the ad, there is a link "WWW.ONSCHEUDLEM.COM" and "Onschedulem.cn" followed by a "Shop now" button. The entire ad area is outlined with a thick red border.

## Benefits of this method

- Easily find any product's ads
- Easily spy on competitors
- Find videos to use as ads
- Low effort
- Available for free

## Disadvantages of this method

- Cannot track sales numbers
- Cannot track exact engagement on ads (likes, comments etc.)
- Have to think of keywords yourself
- Available to everyone, so high competition
- Your own products can also get copied by competitors

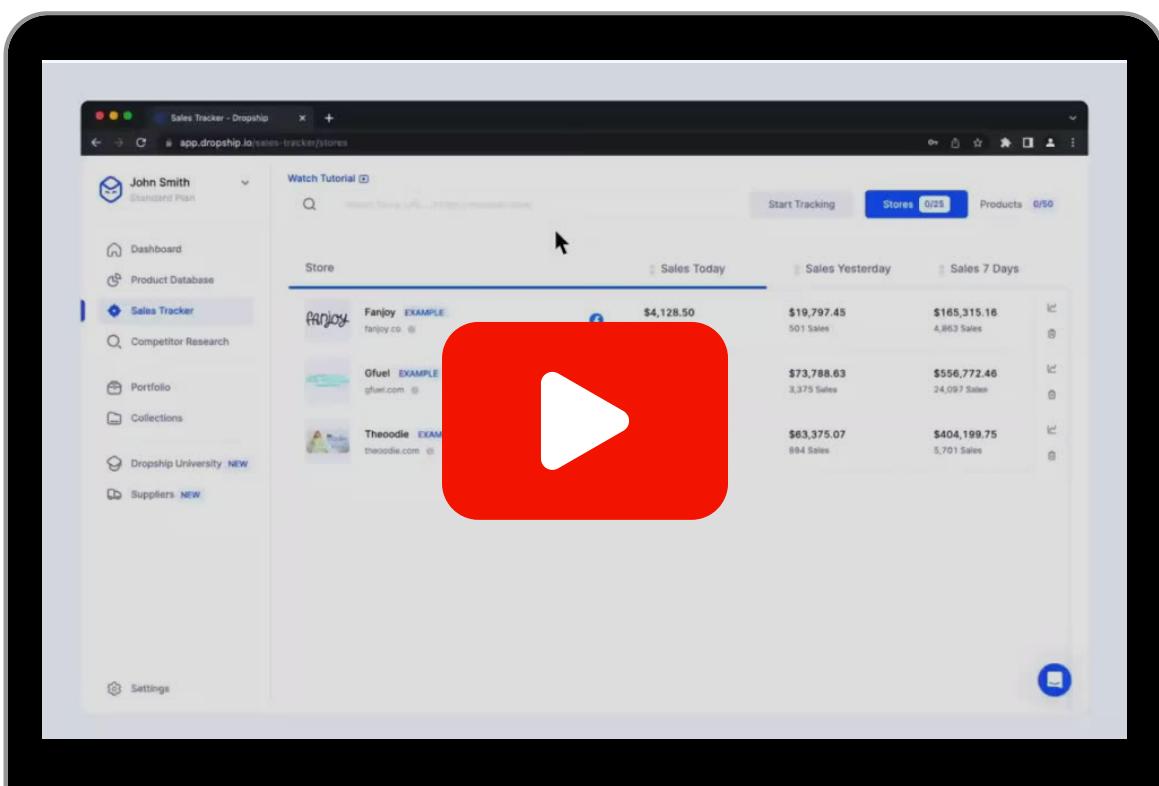
## Method 2: Spy Tools (Dropship.io)

Another fantastic way of finding profitable products is to use Spy Tools. **Spy tools allow you to search through your competitor's ads** and products and also give you insight into the exact details of their trends, sales, and demand.

In this method, we'll explore a tool called **DropShip.io**.

This tool allows you to paste the link of any store (your competitor) to track down their sales and order data.

Here's quick video to show you how it works.



[GO TO DROPSHIP.IO](#)

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## Benefits of this method

- Track all sales and orders numbers
- Pinpoint tracking of every products' numbers
- Makes research very quick
- Low effort method
- Weekly product recommendations

## Disadvantages of this method

- Paid tool
- Cannot track exact engagement on ads (likes, comments etc.)
- Can only track limited number of stores per month (depending on plan)

[GO TO DROPSHIP.IO](#)

# There are 15 Money-Hacking Methods of Product Research

I cover them in a 6+ hour mini course, in case you're interested. Here's what you'll learn in it:

 **15 PROVEN MONEY-HACKING METHODS**

 **HOW TO FIND PRODUCTS THAT GET 10X - 20X ROAS**

 **HOW TO (ETHICALLY) STEAL LIKE AN ARTIST FROM COMPETITORS**

 **HOW TO FIND YOUR NEXT WINNING PRODUCTS IN 30 MINS**



FIND PRODUCTS THAT REDUCE  
RTOs HEADACHE



FOR ASPIRING ENTREPRENEURS,  
ECOM OWNERS & BRAND  
BUILDERS

ENROL NOW

*Limited spots. It's time to level up.*

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WEBSITE

INSTAGRAM

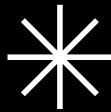
YOUTUBE



## PILLAR #2

**creating beautiful  
websites that print  
money on demand**

http://



Use this to become wealthy.

Once you've found a product, it's time to build a website to sell it on.

And since we want our website to be the best, we want to use the best platform for it.

And that is...



**shopify**

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**Shopify is a no code ecommerce platform that every dropshipper and the biggest brands in the world use to sell their products.**

## Benefits of using Shopify

- FREE store for 3 days, then only costs ₹20/month
- No coding experience needed
- No designing experience needed
- Free themes included
- Full ecommerce functionality
- Has 8,000+ apps to install to boost sales
- Can connect to any shipping provider
- Easy to make product listings

## Steps to start a Shopify store

- Create a new Gmail ID
- Go to Shopify.com
- Click on “start free trial”
- Use the Gmail iD and create a password
- Your Shopify store is ready!

**CREATE FREE STORE**

FREE COMMUNITY

WEBSITE

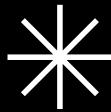
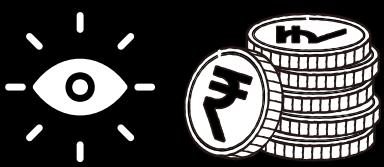
INSTAGRAM

YOUTUBE



## PILLAR #3

**finding videos that  
turn watchers into  
buyers**



Use this to become wealthy.

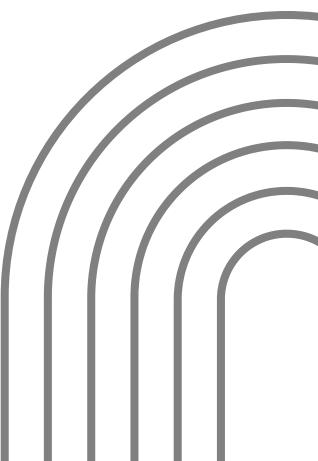


**Okay, you got a product and you got a website.**

Now it's time to find videos for your product which you will use to advertise your product.

There are 3 main ways of finding such videos:

- Find them online
- Create them yourself
- Hire someone to create them



Let's take a look into each of these methods with the **example of a Cervical Neck Pillow.**

## Method 1: Finding them online.

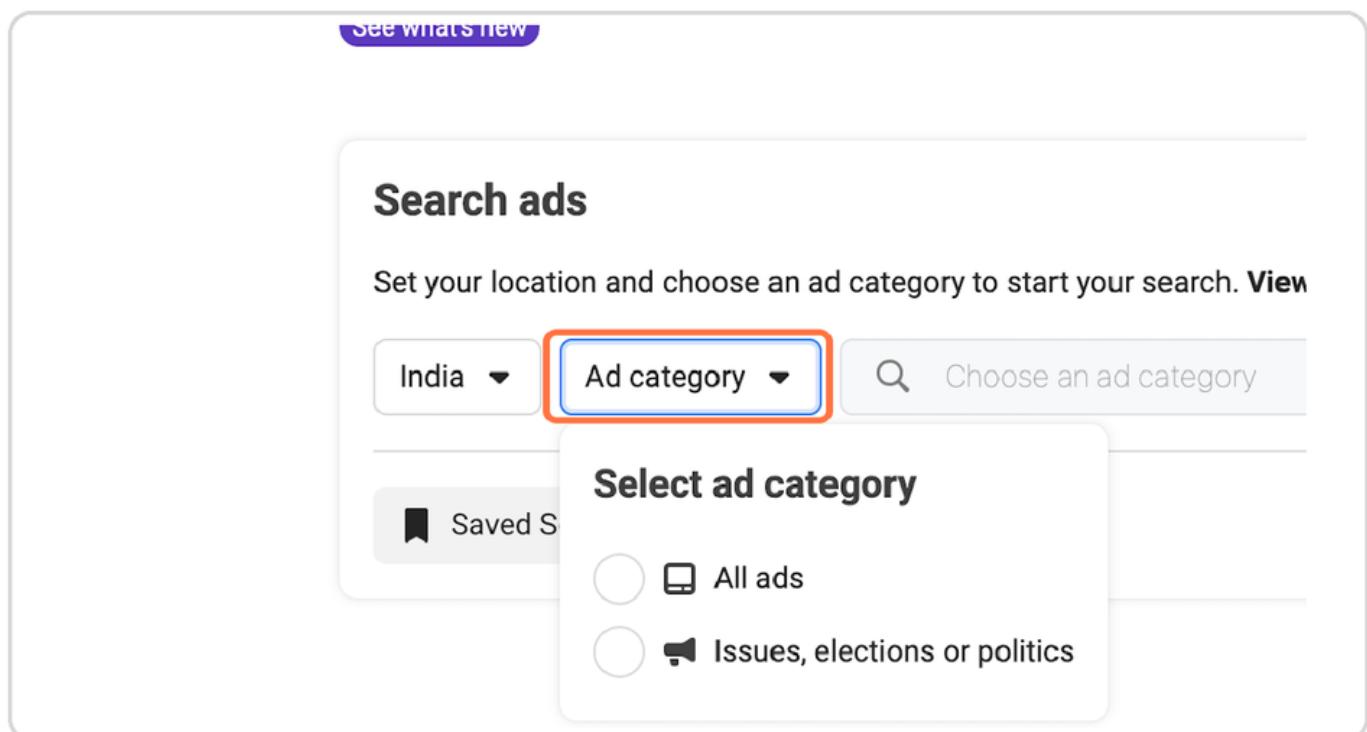
We primarily use Facebook Ads library (yes, once again) to search for the best videos.

Go to >

<https://www.facebook.com/ads/library>

STEP 1

Click on Ad category...



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## STEP 2

### Click on All ads

The screenshot shows the 'Search ads' interface. At the top, there are dropdown menus for 'India' and 'Ad category', and a search bar with the placeholder 'Choose an ad category'. Below this, a section titled 'Select ad category' contains two options: 'All ads' (which is highlighted with a red border) and 'Issues, elections or politics'. At the bottom, a section titled 'Explore other tools' includes a link to 'Ad Library report'.

## STEP 3

### Type "neck pillow"

The screenshot shows the 'Meta' search results page. The search bar at the top contains the query 'neck pillow', which is highlighted with a red border. Below the search bar, it says '0 results'. At the bottom of the page, there are links for 'System status' and 'Ad Library API'.

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## STEP 4

### You'll find a video when you scroll

Doing hard work can cause neck and shoulder discomfort! 😔

We bring you the best solution to relieve your Neck pain & all Discomfort of your hard work.

Our Neck Stretcher Relaxed is here to rescue you from...



Get Yours Now!  
+ Free shipping

Shop now

WWW.CARELIFTED.COM  
Neck Shoulder Stretcher Relaxed™  
50% OFF Today Only! Sale Limited🔥

MODAKAWA.COM  
Nine-tailed Fox Plush One-pie...  
PLUS SIZE 👍👍

Shop Now

MODAKAWA.COM  
Girlfriend Boyfriend...  
PLUS SIZE 👍👍

Shop I

PLAY.GO  
Read Tr Badboy,

The

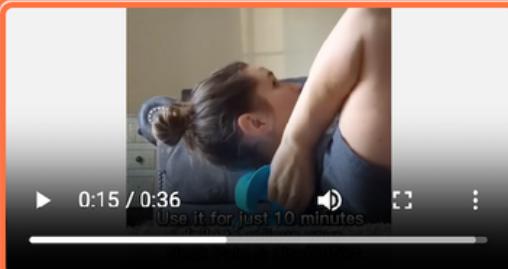
## STEP 5

### Right click on video and save as to laptop.

Doing hard work can cause neck and shoulder discomfort! 😔

We bring you the best solution to relieve your Neck pain & all Discomfort of your hard work.

Our Neck Stretcher Relaxed is here to rescue you from...



0:15 / 0:36  
Use it for just 10 minutes

Shop now

WWW.CARELIFTED.COM  
Neck Shoulder Stretcher Relaxed™  
50% OFF Today Only! Sale Limited🔥

MODAKAWA.COM  
Nine-tailed Fox Plush One-pie...  
PLUS SIZE 👍👍

Shop Now

MODAKAWA.COM  
Girlfriend Boyfriend...  
PLUS SIZE 👍👍

Shop I

PLAY.GO  
Read Tr Badboy,

The

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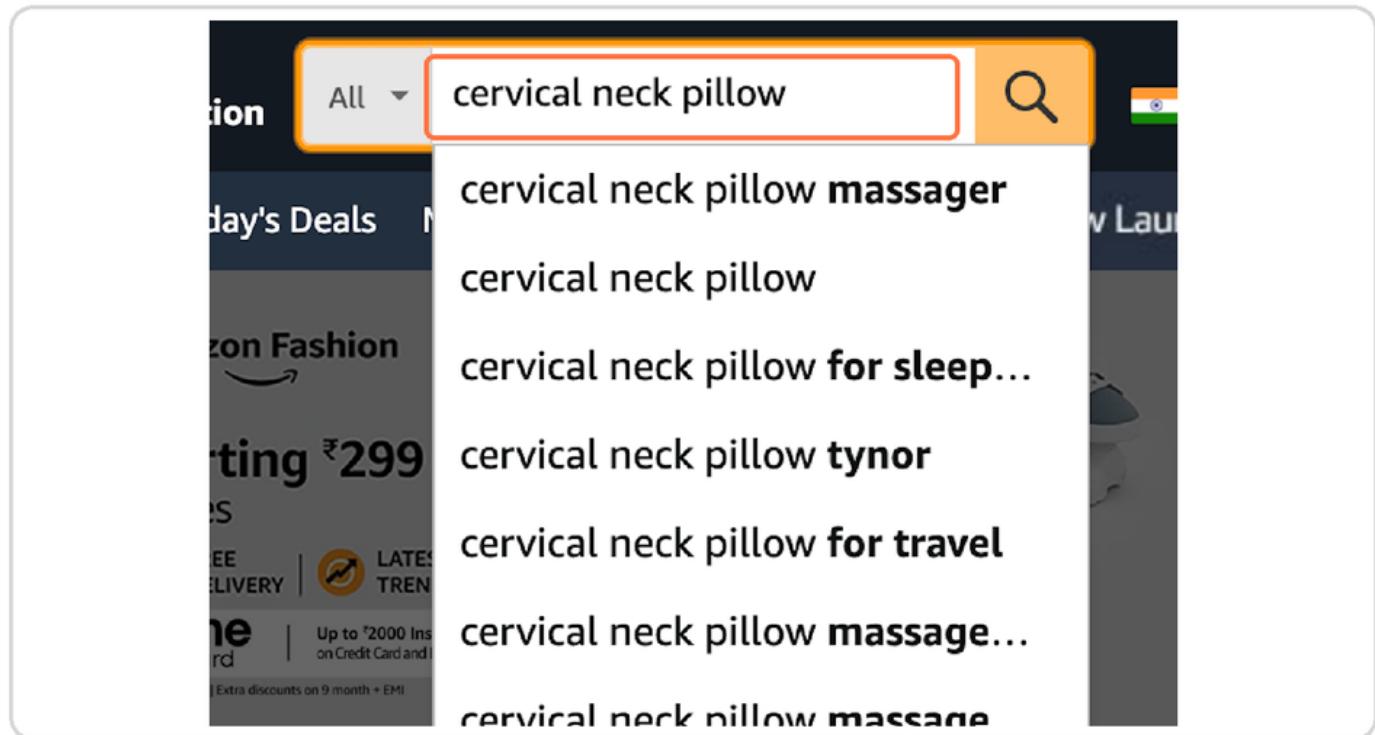
## Method 2: Creating them yourself

We use Amazon to the order the product that we plan to sell and create some short video ads using our phone.

**Go to > Amazon.in**

STEP 2

Search for your product



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## STEP 3

### Find the one with the best reviews

/ Medical Pillows  
ows  
ssories  
llows

**Review**

- 4★ & Up
- 3★ & Up
- 2★ & Up
- 1★ & Up

te India

0  
000  
2,000  
5,000  
10

Price and other details may vary based on product size and colour.



Sponsored ⓘ

Bclut Neck Relaxed | Cervical Pillow for Neck and Shoulder Pain | Cervical Traction Device...

★★★★★ 68  
100+ bought in past month

₹990 M.R.P: ₹1,999 (50% off)  
Save ₹30 with coupon



Sponsored ⓘ

Neck and Shoulder Relaxer Nights Cervical Traction D... for TMJ Pain Relief and Ce Spine Alignment, Chiropr...

★★★★★ ~ 294  
400+ bought in past month

Deal of the Day

## STEP 4

### Click on Buy Now

Quantity: 1 ▾

Add to Cart

Buy Now

 Secure transaction

Add gift options

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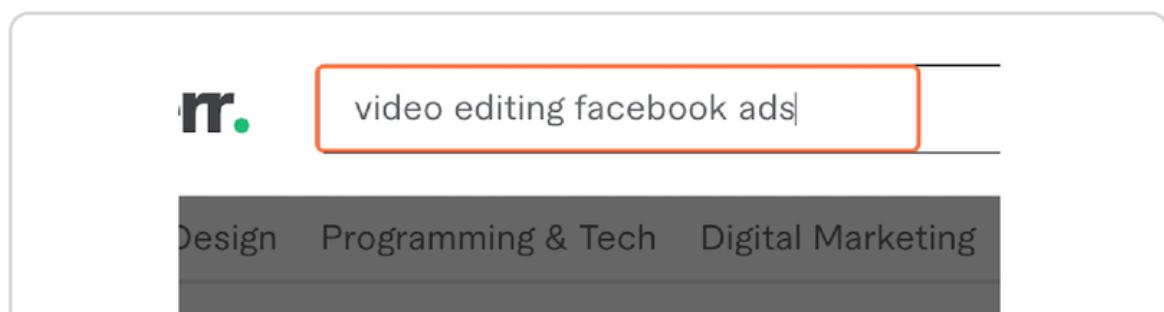
## Method 3: Hiring a freelancer

We use freelancing websites like Fiverr & UpWork to hire affordable editors to make creatives for us.

**Go to > [Fiverr.com](https://www.fiverr.com)**

STEP 1

Search for video editors



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## STEP 2

### Find a freelancer within your budget with good reviews

The screenshot shows a search results page on Fiverr. At the top, there are two toggle buttons: "Local sellers" and "Online sellers". Below the search bar, there are two gig options displayed side-by-side.

**Gig 1:** **Sunny** (Level 2) - **FIVERR'S CHOICE** - **100% Satisfaction Guaranteed** - **FAST 24** - **Dropshipping Video Ads**. This gig has a thumbnail showing a person holding a grey mesh bag. It includes a play button and volume icon. The gig description says "I will create dropshipping video ads and facebook ads". It has a rating of **★ 4.9 (1k+)**.

**Gig 2:** **Boryana** - **I will create dropsh facebook ads** - **★ 5.0 (1k+)**. This gig has a thumbnail showing a person's legs. It includes a play button and volume icon.

## STEP 3

### Choose one of their packages

The screenshot shows a package selection screen for a gig. At the top right, there are icons for sharing and more options. Below that, there is a row of three tabs: "Basic", "Standard", and "Premium". The "Basic" tab is highlighted with a red border.

**₹1,305 ⓘ** - Save up to 15% with **Subscribe to Save** ⓘ

**Basic** I will Create 1 Video AD for Your Dropshipping Product

1 Day Delivery 2 Revisions

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STEP 4

Click on Continue to purchase their services

**Subscribe to Save**

Unlock 10%-15% off from 2nd order

- Save time & effort with automatic monthly orders
- No commitment—**cancel anytime**
- Work long-term with your seller for best results

**Continue (₹1,305)**

You won't be charged yet

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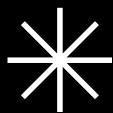
[INSTAGRAM](#)

[YOUTUBE](#)



## PILLAR #4 (BOSS LEVEL)

**running targeted  
Facebook Ads to  
make ₹1 crore/mo**



The only guide that will make you rich.

This is the crucial step where you'll make your money.

Facebook Ads is a highly skilled, technical system – something I personally call a “money printer”.



Facebook lets you hyper-target customers based on their age, gender, behavior, interests, likes, and a million other data points – something **no other tool or software lets you do**.

To get started, you need to first create a **BUSINESS FACEBOOK ACCOUNT**.

I made a detailed video for you on how to do exactly that.

Check it out below:



[WATCH IT HERE](#)

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This video is actually from my Facebook Ads course - I hope you get value out of it! 😊

The next step is actually running the ads which - unfortunately - cannot be covered in a PDF (or this would be 3000 pages long, haha)

In case you're interested in learning Facebook Ads from A-Z, you can head over to the last page of this guide. :)



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[WEBSITE](#)

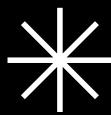
[INSTAGRAM](#)

[YOUTUBE](#)

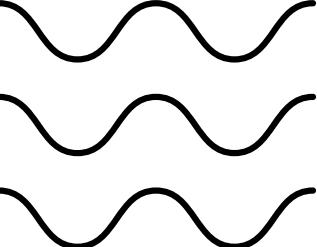


## PILLAR #5

**shipping and  
delivering your  
customers' orders**



The only guide that will make you rich.



**This is the step where you fulfill your customers' orders and deliver their products.**

We have 3 main ways of doing that:

- Find a supplier on IndiaMart
- Use a 3rd party fulfillment app such as ROPOSO for dropshipping
- Tie up with local vendors for dropshipping

Let's take a full look...

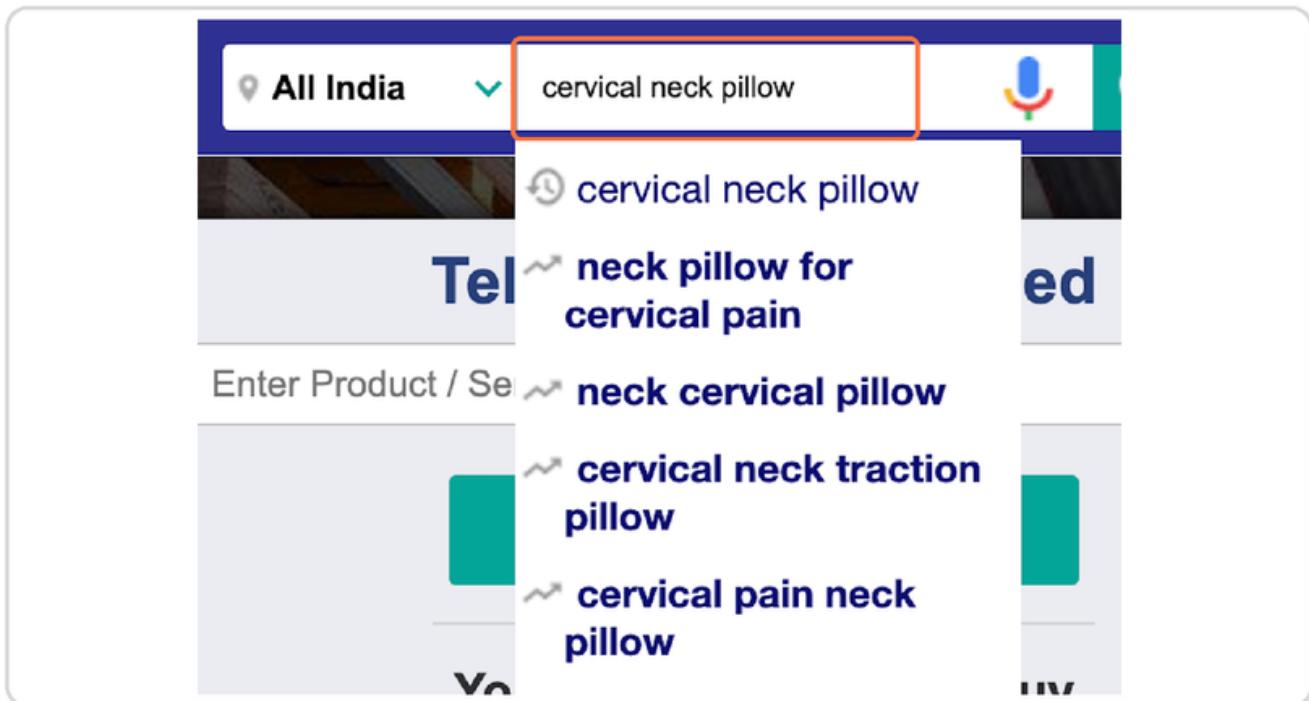
## Method 1: Finding a supplier

We look for country-wide suppliers on IndiaMart.com to source our product in this method.

Go to > <https://indiamart.com/>

STEP 1

Click on Search



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STEP 2

Click on Show More Results

The screenshot shows a search interface for 'Neck Pillows'. At the top, there are icons for microphone and search, followed by a 'Get Best Price' button. Below the search bar, the results are displayed for 'Triveni Home Comforts' located in 'Vishwakarma Industrial Area, Jaipur'. The contact number '08046046194' is listed with a 'Call' button. There are two green 'Supplier' buttons. A central button labeled 'Show More Results' is highlighted with a red border. Below the results, there are several product cards, one of which is for a 'Neck Cervical Pillow' shown with a woman using it.

STEP 3

Click on Neck Cervical Pillow

This screenshot shows a detailed product page for a 'Neck Cervical Pillow'. The main image features a woman using the blue U-shaped pillow. Below the image is a red 'Watch Video' button. The product name 'Neck Cervical Pillow' is in a red-bordered box. The price is listed as '₹115/ Piece'. The seller information includes 'Sam Cart' with a checkmark icon, 'Mumbai', and a 'Call 08048609217' button. There are also 'Contact Supplier' and 'Buy' buttons at the bottom.

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STEP 4

Click on View Mobile Number...

The screenshot shows a mobile application interface for a supplier. On the left, there is a vertical list of items starting with "VICE : By". On the right, the supplier's details are displayed: location "Mumbai, Maharashtra", a rating of "4/5 ★★★★☆ (108)", GST number "GST- 27AOKPL0128G1Z4", and a "TrustSEAL Verified Importer" badge. Below these are two buttons: "View Mobile Number" (with a phone icon) and "Contact Supplier" (with a phone icon). A link "View More Sellers >" is also present. A vertical sidebar on the right has a "back" button with a blue "X".

STEP 5

Here you will have the supplier's number

The screenshot shows the same mobile application interface as Step 4, but now includes a prominent phone number "Call 08048609217" in a large red-outlined box. The rest of the supplier details and contact options are identical to the previous step.

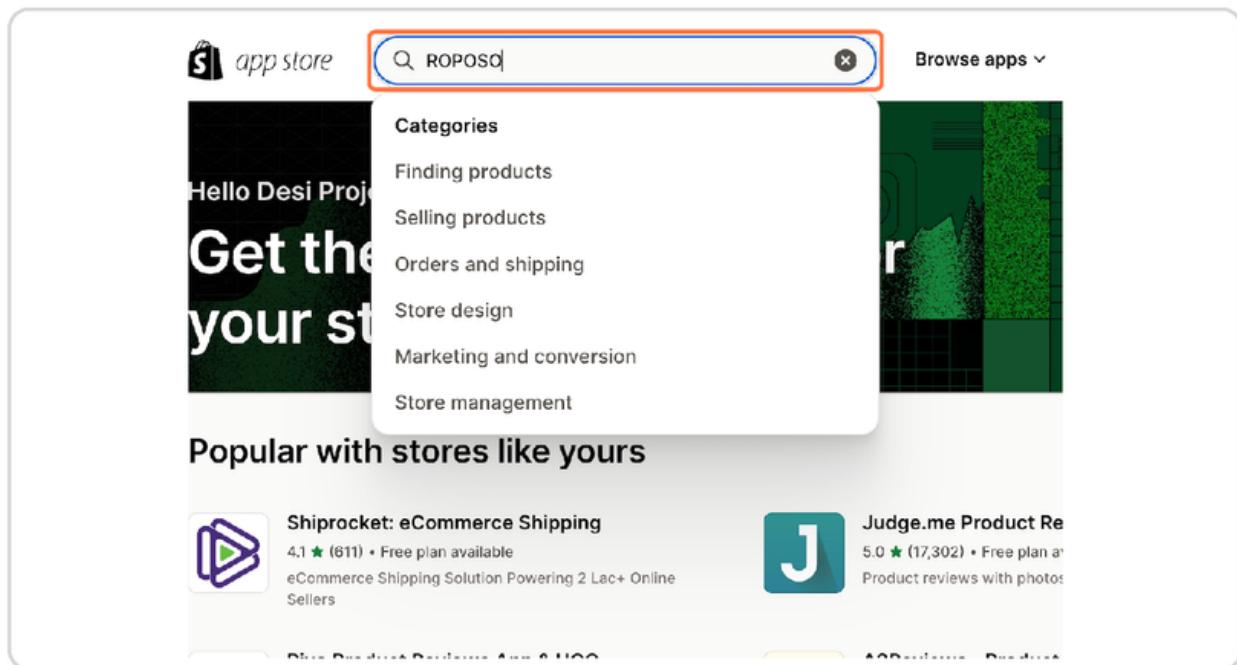
## Method 2: Using 3rd party fulfilment

In this method, we let a 3rd party take care of the shipping and delivery of orders for us.

Go to > <https://apps.shopify.com/>

### STEP 1

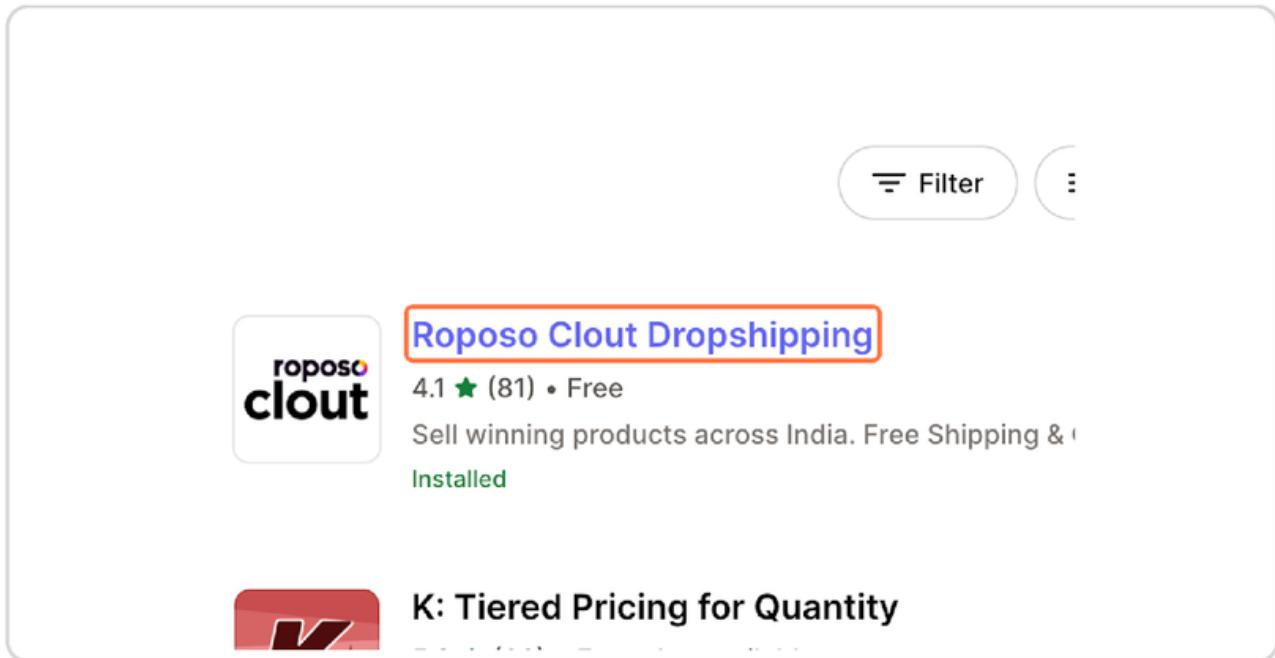
Search for "ROPOSO"



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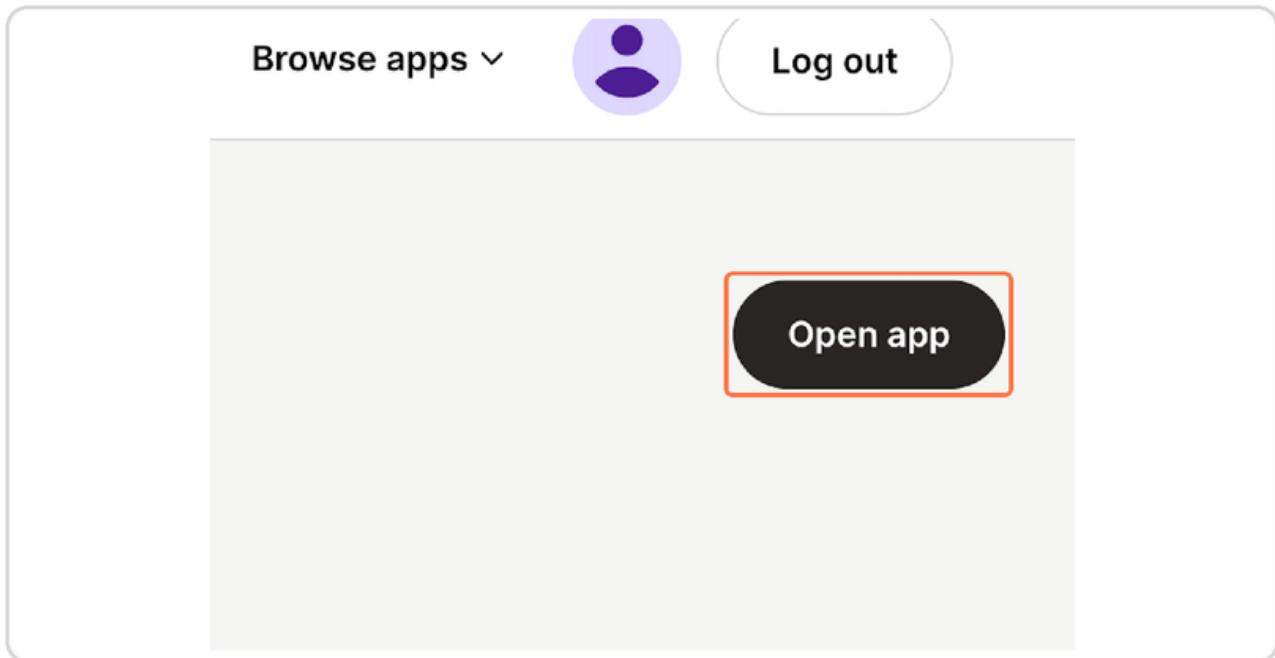
STEP 2

Click on Roposo Clout Dropshipping



STEP 3

Click on Open/Install app



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STEP 4

Type "neck pillow" (your product name)

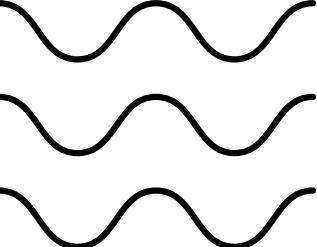
The screenshot shows the Roposo Clout mobile application. At the top, there is a search bar with the text "neck pillow" typed into it. To the right of the search bar is a magnifying glass icon labeled "Search". Below the search bar, there is a banner for "roposo clout x shopify" announcing a partnership. To the right of the banner, there are several promotional icons: "Unlimited Stock Of Varied Winning Products", "Zero Dependencies On Supplier", "Order Confirmation & NDR Management", and "Dedicated Key Account Managers". Below the banner, there is a vertical sidebar with various icons. In the main content area, there are several circular thumbnails representing different product categories: "Quirky Home Essentials" (showing a lamp and a bottle), "Beauty & Personal Care" (showing a woman's face), "Car & Bike Accessories" (showing a car interior), "Gym & Wellness" (showing a person working out), "Footwear" (showing a pair of shoes), "Accessories" (showing a watch and a bag), and "Jewelry" (partially visible). At the bottom, there is a section titled "September Bonanza (500-1000 gm)" with three colored progress bars.

STEP 5

Click on Search

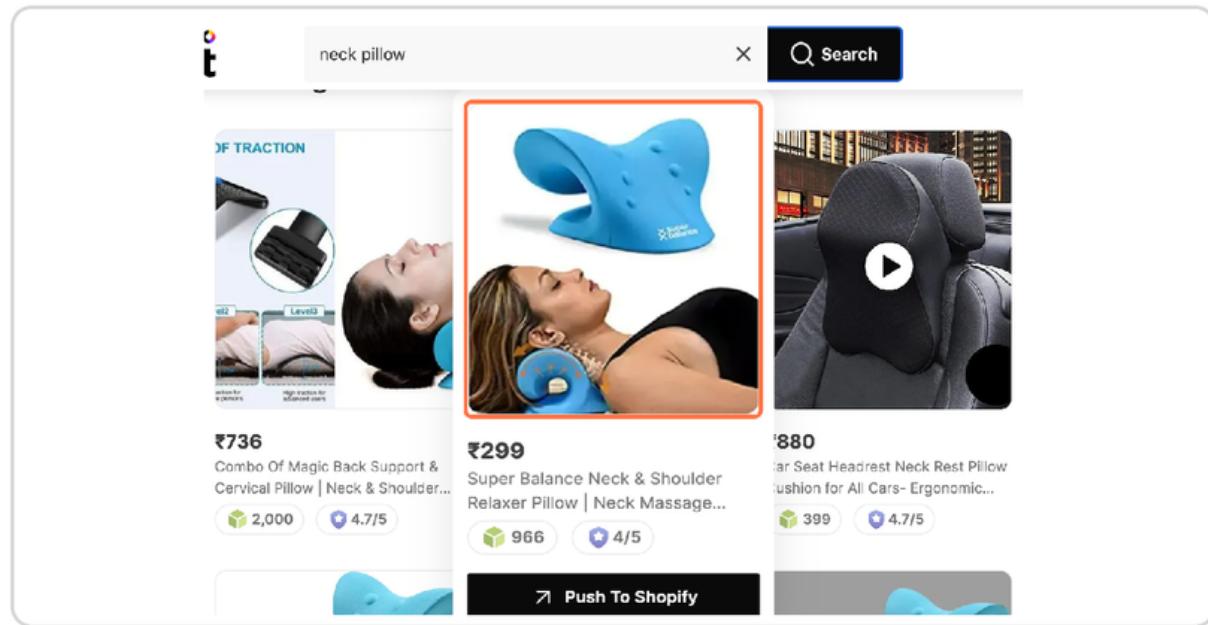
The screenshot shows the Roposo Clout mobile application. The search bar at the top has the text "neck pillow" typed into it. The "Search" button to the right of the search bar is highlighted with a red border. Below the search bar, there is a banner for "roposo clout x shopify" announcing a partnership. To the right of the banner, there are several promotional icons: "Unlimited Stock Of Varied Winning Products", "Zero Dependencies On Supplier", "Order Confirmation & NDR Management", and "Dedicated Key Account Managers". Below the banner, there is a vertical sidebar with various icons. In the main content area, there are five circular thumbnails representing different product categories: "Quirky Home Essentials" (showing a lamp and a bottle), "Beauty & Personal Care" (showing a woman's face), "Car & Bike Accessories" (showing a car interior), "Gym & Wellness" (showing a person working out), and "Footwear" (showing a pair of shoes).

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## STEP 6

### Select the listing



neck pillow

Search

OF TRACTION

₹736  
Combo Of Magic Back Support & Cervical Pillow | Neck & Shoulder...

2,000 4.7/5

₹299  
Super Balance Neck & Shoulder Relaxer Pillow | Neck Massage...

966 4/5

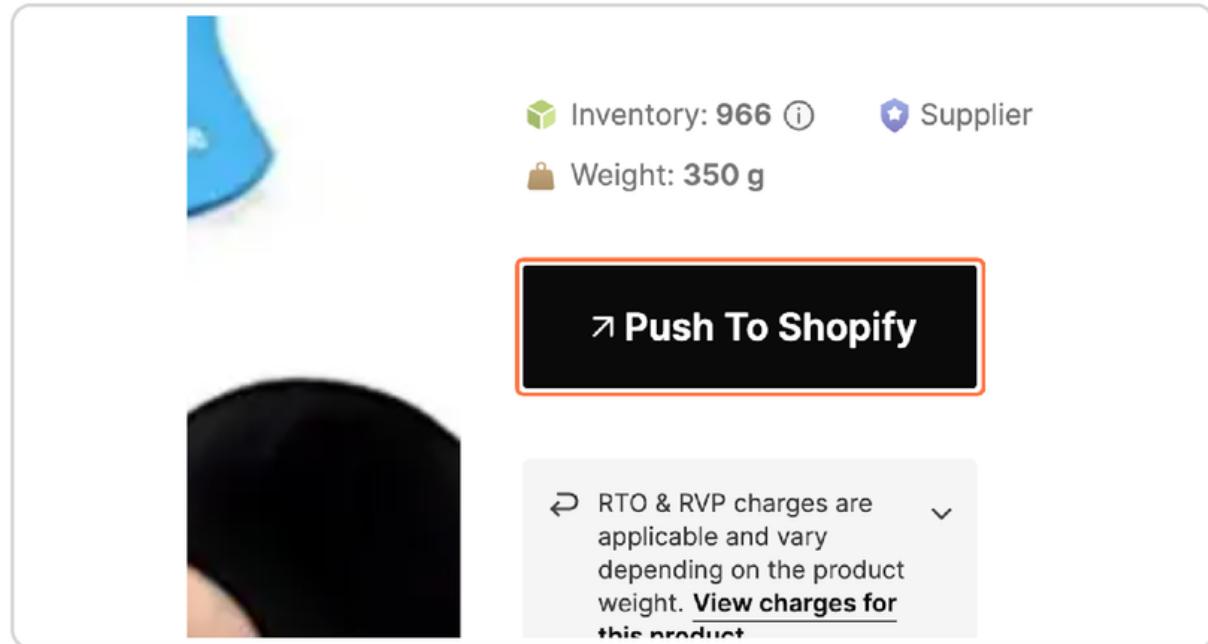
₹880  
Car Seat Headrest Neck Rest Pillow cushion for All Cars- Ergonomic...

399 4.7/5

Push To Shopify

## STEP 7

### Click on Push To Shopify to link to your Shopify store

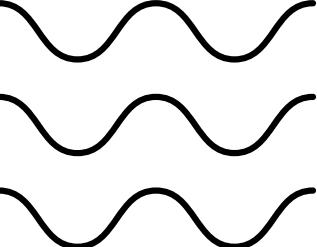


Inventory: 966 ⓘ Supplier

Weight: 350 g

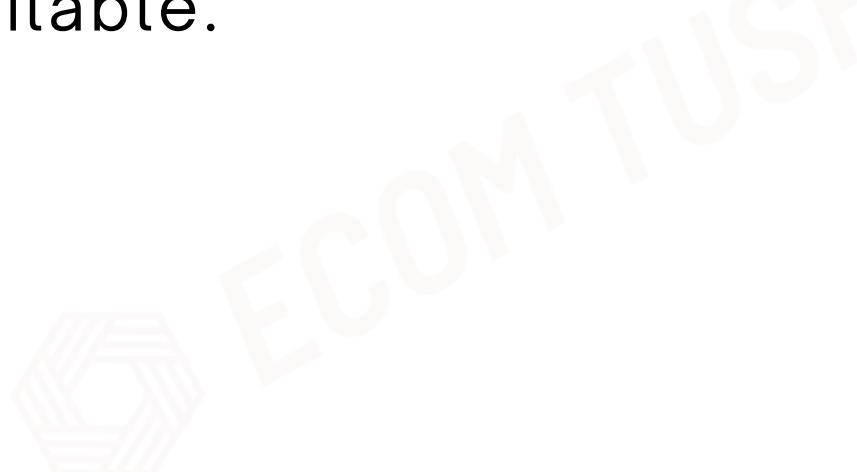
↗ Push To Shopify

➡ RTO & RVP charges are applicable and vary depending on the product weight. [View charges for this product](#)



## Method 3: Local vendors

In this method, you can go out to your local market to find suppliers of a particular product or help local vendors sell products that they have available.



[FREE COMMUNITY](#)

[WEBSITE](#)

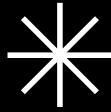
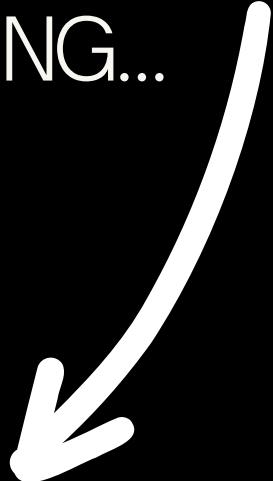
[INSTAGRAM](#)

[YOUTUBE](#)



**BOOM! I hope I was  
able to explain to you  
in some detail how  
ecom & dropshipping  
works in India!**

THERE'S JUST ONE MORE THING...



The only guide that will make you rich.

[FREE COMMUNITY](#)

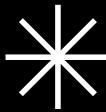
[WEBSITE](#)

[INSTAGRAM](#)

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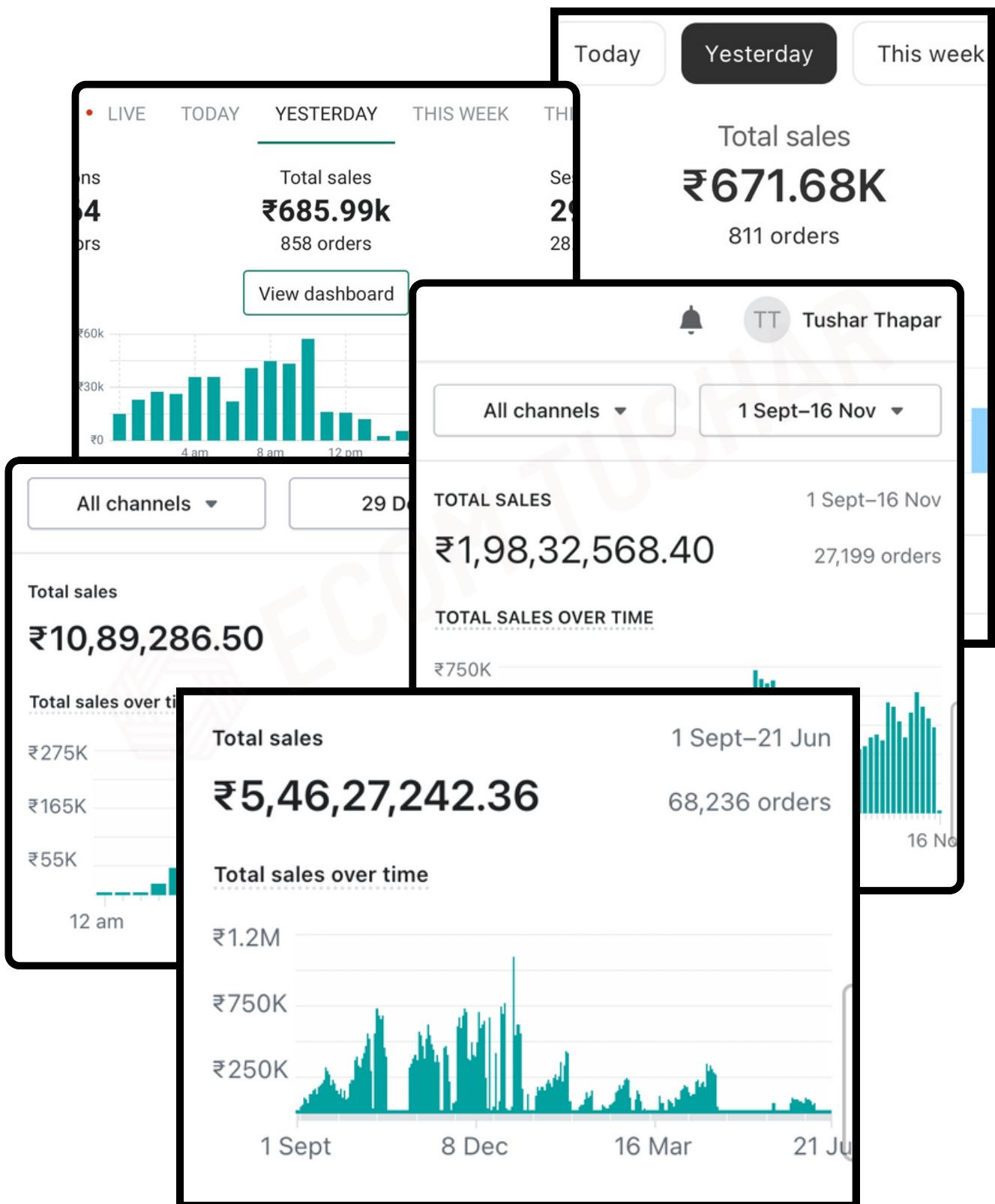
the full Facebook  
Ads guide that  
made ₹15 crores in  
10 months



The only guide that will make you rich.

# the money you can make.

without any bullsh\*t.



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# the returns you can get.

without any problems.

Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)
₹657.79	11 [2]	₹9,889.00 [2]	15.03 [2]
₹380.03	13 [2]	₹11,687.00 [2]	30.75 [2]
<b>Invested</b>			
₹370.49	9 [2]	₹7,192.00 [2]	22.10 [2]
<b>₹1,774.46</b>	8 [2]	₹37,758.00 [2]	19.41 [2]
Total Spent	42 [2]	Total	Average

Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)	Cost per purchase
₹55,343.27	729 [2]	₹658,767.00 [2]	11.90 [2]	₹75.92 [2]
₹21,747.80	278 [2]	₹167,420.50 [2]	7.70 [2]	₹78.23 [2]
₹29,824.44	431 [2]	₹387,469.00 [2]	12.99 [2]	₹69.20 [2]
₹31,635.43	370 [2]	₹334,128.00 [2]	10.56 [2]	₹85.50 [2]
<b>Invested</b>				
₹35,727.62	286 [2]	₹171,913.00 [2]	8.73 [2]	₹68.83 [2]
₹15,782.68	420 [2]	₹174,406.00 [2]	10.62 [2]	₹85.07 [2]
<b>₹209,746.16</b>	194 [2]	₹2,273,481.50 [2]	11.05 [2]	₹81.35 [2]
Total Spent	2,708 [2]	Total	Average	Per Action

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which will level up your life.



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got questions?  
send me a DM or  
email me.

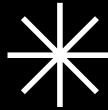
**ENROL NOW**

FREE COMMUNITY

WEBSITE

INSTAGRAM

YOUTUBE



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?

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