



ACCELERATE YOUR AZADI

# OBJECTIVE

MAKE JULY'21 THE BIGGEST  
AZADI MONTH WITH  
PROGRAMS TO DRIVE CHEQUE  
FROM THE BASE LEVEL UP TO  
LEADERSHIP LEVELS



# PROGRAM 1

## PGBV Growth Promotion For **Directors** and **Senior Directors**

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*\* Please refer the poster for detailed terms & conditions*



# PROGRAM 1: PGBV Growth Promotion For Directors and Senior Directors

## SPECIAL INCENTIVE TO BUILD PGBV

### Eligibility:

For all consultants up to Paid As Title Senior Director in April'21 and All New Joinees of May/Jun/Jul 2021

### Qualification:

Maintain or grow over your base title (April'21) and achieve the following in July'21

### Reward:

PAT Director : Rs 4000

PAT Senior Director: Rs 5000

Base Title	July PAT	Minimum Pure PGBV
Up to Director	Director	<b>45000</b> 1700PV
	SD or above	<b>40000</b> 1500PV
Senior Director	SD or above	<b>40000</b> 1500PV

# EXAMPLES

April'21 base Paid as title	July'21		Qualified
	Paid as title	Pure PGBV	Yes/No
13%	Director	45000 <sup>1700PV</sup>	Yes, Rs 4000
NQD	Director	50000 <sup>1900PV</sup>	Yes, Rs 4000
Director	Director	45000 <sup>1700PV</sup>	Yes, Rs 4000
Director	Senior Director	45000 <sup>1700PV</sup>	Yes, Rs 5000
Senior Director	Director	45000 <sup>1700PV</sup>	No
Platinum Director	Platinum Director	40000 <sup>1500PV</sup>	No
Senior Director	Senior Executive Director	40000 <sup>1500PV</sup>	Yes, Rs 5000
Presidential Director	Senior Director	45000 <sup>1700PV</sup>	No



Pure PGBV

45000  
1700PV

# Potential Earning at Director Level

## Example 1

### Director Bonus without Special PGBV Bonus

$$45000 \times 6\% \times 1.28 = \text{Rs } 3456$$

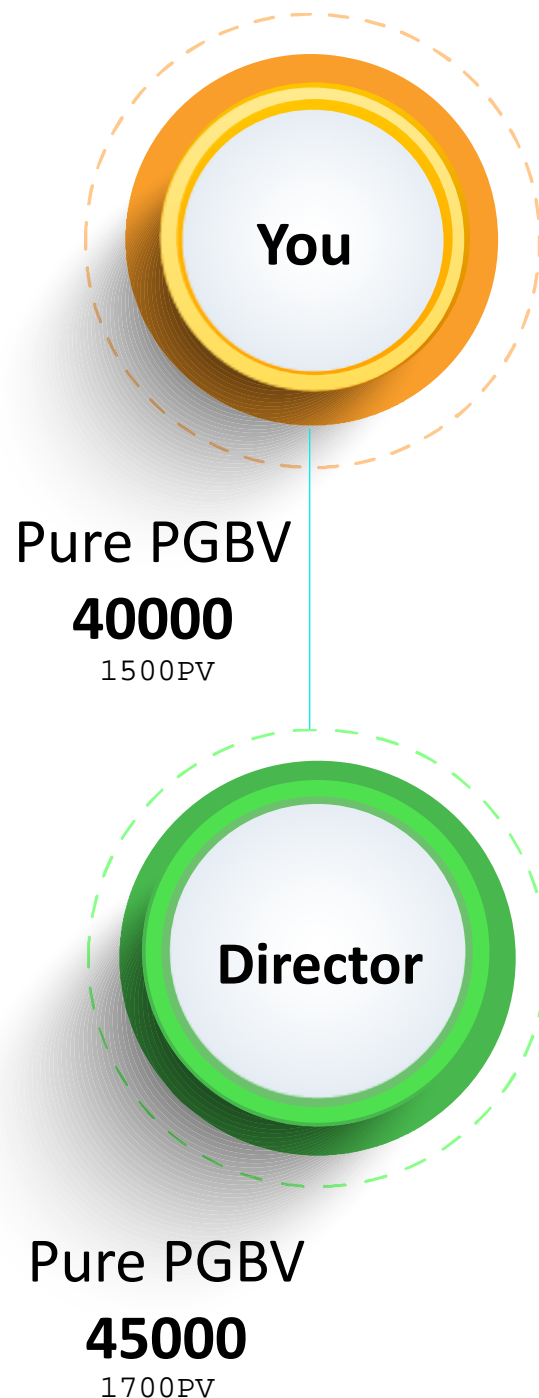
### Director Bonus with Special PGBV Bonus

$$\text{Rs } 3456 + \text{Rs } 4000 = \text{Rs } 7456$$

More than **115% Growth**

# Potential Earning at Senior Director Level

## Example 2



### TBB without Special PGBV Bonus

$$40000 \times 6\% \times 0.79 = \text{Rs } 1896$$

$$45000 \times 5\% \times 0.79 = \text{Rs } 1778$$

**Total: Rs 3674**

### TBB with Special PGBV Bonus

$$\text{Rs } 3674 + \text{Rs } 5000 = \text{Rs } 8674$$

**More than 136% Growth**

# PROGRAM 2

Building LPB Legs  
Promotion  
For **ED** to **Platinum**

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## PROGRAM 2:

### Building LPB Legs Promotion For Executive Director to Platinum

#### SPECIAL INCENTIVE TO BUILD LPB LEGS, THE MAIN INCOME AT THESE LEVELS

Perfect synergy with Director and SD program

##### Eligibility:

For all consultants up to PAT Platinum in April'21 and all New Joinees of May/Jun/July 2021

##### Qualification:

Maintain or grow your base title (April'21) to ED or above and build 1 extra LPB Leg

### Reward:

**Rs 6000** for each additional LPB Leg over the base month

Base Title	July PAT	Minimum LPB Legs
Up to ED	ED or above	Base Month Legs + 1
SED	SED or above	Base Month Legs + 1
PLD	PLD or above	Base Month Legs + 1

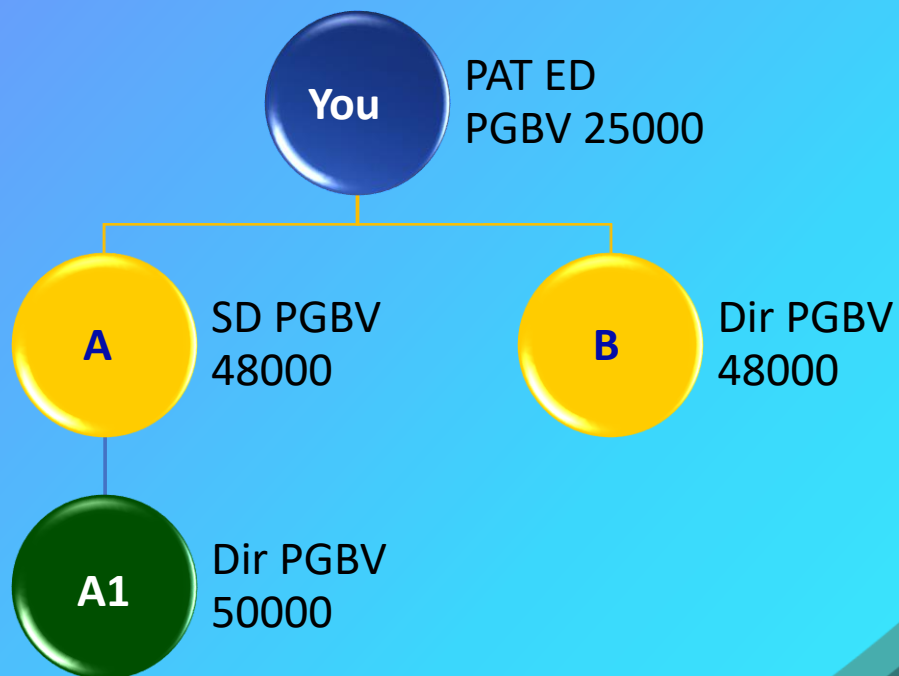
# EXAMPLES

April'21 base month		July'21		Qualified
Paid as title	LPB Legs	Paid as title	LPB Legs	Yes/No
NQD	0	Senior Director	1	No
10%	0	Executive Director	1	Yes, Rs 6000
Director	0	Senior Executive Director	1	Yes, Rs 6000
Executive Director	1	Executive Director	2	Yes, Rs 6000
Platinum Director	3	Platinum Director	5	Yes, Rs 12000
Executive Director	2	Executive Director	2	No
Senior Executive Director	3	Platinum Director	4	Yes, Rs 6000
Platinum Director	5	Presidential Director	6	Yes, Rs 6000
Presidential Director	2	Platinum Director	3	No

## Example 1

# Potential LPB Earning

### SMAP Unlimited

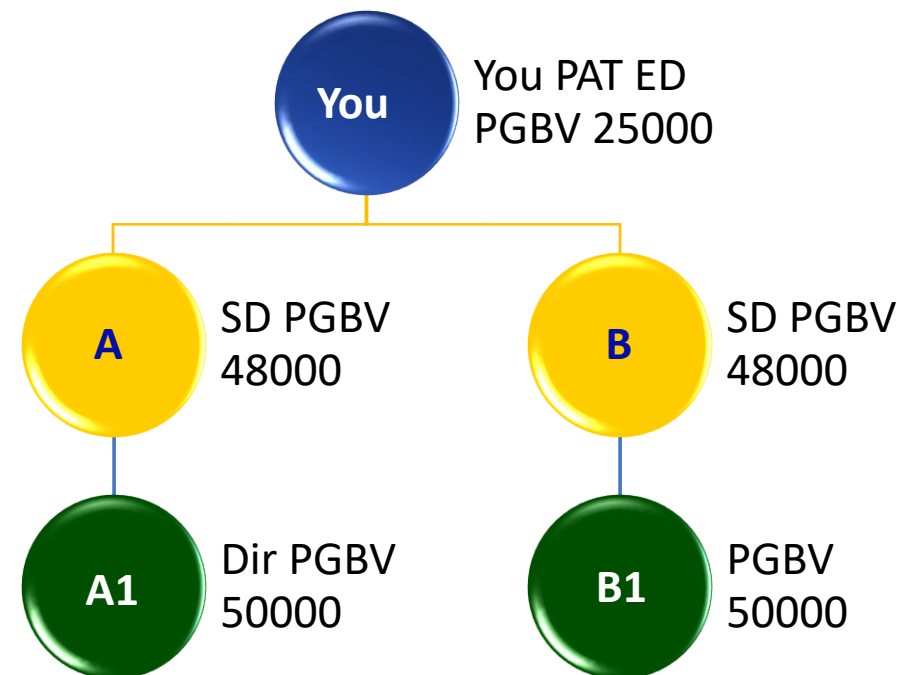


### LPB earnings:

3690 points X 2.4 = **Rs 8856**

**269%**  
growth

### SMAP Unlimited + LPB Leg offer



### LPB earnings:

10990 points X 2.4 = **Rs 26376**

Plus, **Rs 6000**

Total: **Rs 32376**

## Example 2

# Potential LPB Earning

SMAP Unlimited

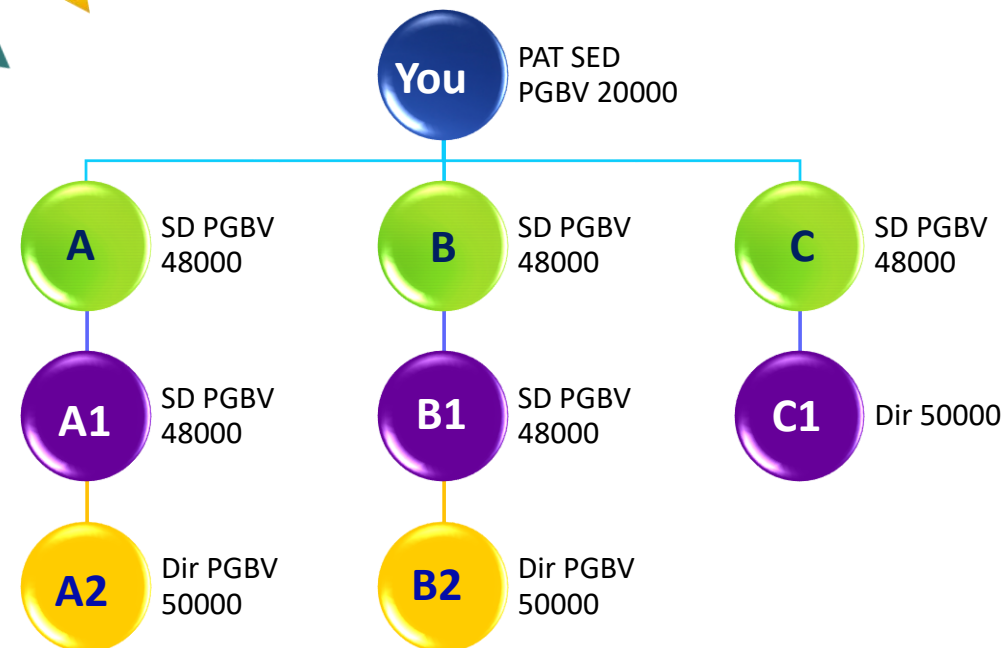


**LPB earnings:**

15460 points X 2.4 = **Rs 37104**

**63%**  
growth

SMAP Unlimited + LPB Leg offer



**LPB earnings:**

22760 points X 2.4 = **Rs 54624**

Plus, **Rs 6000**

Total: **Rs 60624**

# PROGRAM 3

Special Edition

**10 Ka Dum**

Lucky Draw

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## **PROGRAM 3:** Special Edition 10 Ka Dum Lucky Draw

**REWARD CONSULTANTS FOR EARLY ORDER PLACEMENT, THE IDEAL BEHAVIOR OF AZADI**

**Period:**

1<sup>st</sup> to 10<sup>th</sup> of July'21

**Eligibility:**

Any consultant who places a minimum order of 50 PV in multiple invoices

**50 PV : 1 Ticket**

**100 PV: 3 Tickets**

**For TN:** Guaranteed prize for top 28 buyers who complete 50 PV or higher in multiple invoices



# Lucky Draw Prizes



The images given here are only for illustration purpose

India

Except Tamil Nadu

Modicare

10  
Smart TV

₹35000

20  
Mobile Phone

₹11000

40  
SM Watch Combo

₹5500

1500  
Modicare Products Basket

₹1426

Modicare Products Basket	MRP in Rs
Well Noni Juice Concentrate (1L)	500
Fruit of the Earth C.T.C & Long Leaf Tea (250g) – New	125
Salon Professional Advance Formula Hair Fall Defense Shampoo (200 ml)	280
Beyond Blue (750 ml)	162
Washmate Popular Detergent Powder (1 kg)	157
One Der Drop Advanced Concentrated Dish Washing Liquid (500 ml)	202
TOTAL	1,426

# Lucky Draw Prizes



Tamil Nadu

Modicare

**1**  
**Smart TV**  
**₹35000**

**1**  
**Mobile Phone**  
**₹11000**

**1**  
**SM Watch Combo**  
**₹5500**

**25**  
**Modicare Products Basket**  
**₹1426**

Modicare Products Basket	MRP in Rs
Well Noni Juice Concentrate (1L)	500
Fruit of the Earth C.T.C & Long Leaf Tea (250g) – New	125
Salon Professional Advance Formula Hair Fall Defense Shampoo (200 ml)	280
Beyond Blue (750 ml)	162
Washmate Popular Detergent Powder (1 kg)	157
One Der Drop Advanced Concentrated Dish Washing Liquid (500 ml)	202
<b>TOTAL</b>	<b>1,426</b>

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# How will the entire package work **Perfect Symphony**



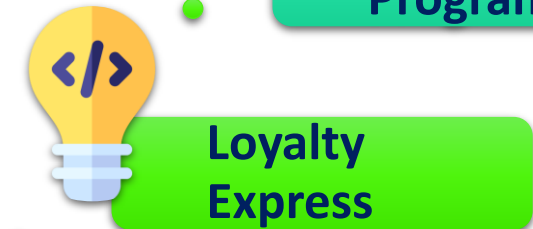
3 PGBV qualifiers in a leg gets you into LPB program



17/15 LE @ 100 PV gets you in PGBV Program



DKD participation gets you in Loyalty Express @100%





# Let's Make July 21 the **BIGGEST AZADI** month with 3 **Powerful Programs**

## PROGRAM 1

PGBV Growth  
Promotion  
For **Directors** and  
**Senior Directors**

## PROGRAM 2

Building LPB Legs  
Promotion  
For **ED to Platinum**

## PROGRAM 3

Special Edition  
**Dus Ka Dum**  
Lucky Draw