

# AZADI



FOR EVERY INDIAN

**SAMIR  
MODI**  
AZADI  
PLAN

"I WILL NOT REST  
TILL I HAVE ACHIEVED  
MY DREAM OF

**AZADI**

FOR ALL INDIANS."

- Samir Modi

**SOCH BADLO**  
**KHUDKO BADLO. DUNIYA BADLO**

**Modicare** 

## SAMIR MODI AZADI PLAN

**The path to building your Modicare business and to Azadi is simple - talk to people about Modicare, use Modicare products, sell Modicare products & build teams of users & sellers.**

**Self Use:** Confidence comes by doing things yourself. Hence it's important that you first become a 100% user of Modicare products and replace all your current products in your home with Modicare products. We offer you more than 400 best in class products to choose from.

**Share:** Once you start using your Modicare products, start sharing the products with your friends, relatives and acquaintances. Start sharing your positive product experiences so that people known to you can also experience the power of Modicare products. We offer you 100% Personal Satisfaction Guarantee from Mr Samir Modi – if you or your customers don't like any product, they can be returned for a full refund.\*

**Sponsor:** This is your own business but you don't do it alone. You should work on getting 1% of 100 people effort rather than putting 100% of your own. Start building a team of users and experience the power of Samir Modi Azadi Plan.

## SAMIR MODI AZADI PLAN OFFERS YOU 8 AREAS OF INCOME

1.  Savings on Consumption  
**UPTO 20%.**
2.  Retail Profit  
**UPTO 20%.**
3.  Accumulative Performance Bonus  
**7% - 22%.**
4.  Director Bonus  
**14% POOL\*\*.**

5.  Leadership Productivity Bonus  
15% POOL\*\*.

6.  Outbound Travel Bonus  
3% POOL\*\*.

7.  Dream Vehicle Bonus  
5% POOL\*\*.

8.  Dream Home Bonus  
3% POOL\*\*.

## 1. SAVINGS ON CONSUMPTION UPTO 20%

Modicare offers products in 9 categories that are of regular use for the entire family. As a Modicare consultant you buy products on a discount upto 20% on the MRP (maximum retail price) which means savings in your household expenses month on month.

## 2. RETAIL PROFIT UPTO 20%

Sharing products with your customers is the first step in building a strong foundation for your business. As a Modicare Consultant you purchase products at Consultant price and can share the products with your Customers at Retail price/MRP. The difference between the price that you pay and the price at which the products are sold is the Retail Profit that you earn. You can earn Retail Profits of upto 20%.

Example: You share products worth Rs. 2,400 at MRP at an upto 20% markup on consultant price. The consultant price of these products is Rs. 2,000. Hence, you will earn upto Rs. 400 as the Retail Profit.

## 3. ACCUMULATIVE PERFORMANCE BONUS: 7% - 22%

A consultant has to qualify for getting the performance bonus and is entitled to earn the bonus according to the level qualified. Modicare offers very rewarding performance bonus which is amongst the best in the world of direct selling. To earn this performance bonus, the qualifying level of Point Value (PV) has to be accumulated.

Accumulative Performance Bonus (APB) Slabs: 7% - 22%		
Performance Bonus Level	Accumulative PV	%
	Range	
Consultant	1 - 300	7%
Senior Consultant	301 - 1,200	10%
Associate Supervisor	1,201 - 2,700	13%
Deputy Supervisor	2,701 - 4,500	16%
Supervisor	4,501 - 6,000	19%
Director	6,001+	22%

1 PV (Point Value) is equal to 27 BV (Business Volume)

PV: BV Ratio effective from September 2019 - 1:27\*\*

\*\* Subject To Change



To qualify for performance bonus, a consultant should do a minimum personal purchase of  $\geq 13$  PPV till the level of Supervisor and  $\geq 26$  PPV from Director level onwards.

If in any case a consultant fails to make the required minimum personal purchase, the Accumulative Performance Bonus earned in that month is carried forward and is released in the month the consultant makes the required minimum personal purchase.

## MODICARE FAST START PROGRAM

### Fast Start 10%

- When a consultant does a GPV of 240 PV in a single calendar month before achieving 10% level, he/she is granted a special growth and level of 10%
- On Achieving Fast Start 10%, the consultant will be eligible for pre selected free products worth atleast DP Rs. 750 or above
- If a consultant at any level helps 3 of his frontline consultants to qualify at Fast Start 10%, the consultant will be eligible for pre selected free products worth atleast DP Rs. 950 or above
- If a qualifying consultant has a downline also qualifying for Fast Start 10%, then the upline consultant has to maintain PV of 240 from other lines.

### Fast Start Director

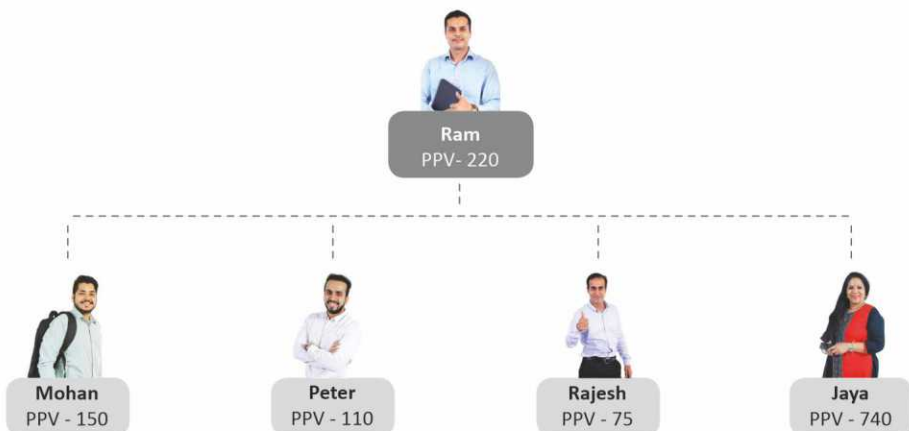
- If any consultant achieves 4800 GPV in a single business month before achieving 22% level, then he/she will qualify as Fast Start Director
- Fast Start Directors will be eligible for FREE Accidental Insurance worth Rs. 1 Lakh

- APB calculated at 22% of the qualifier Point Volume
- Eligibility to earn Director Bonus
- Free Accidental Insurance cover will be valid for 12 months from the 15th of the subsequent month of qualification as per terms & conditions of Insurance provider/Insurer; please refer to FAQ on website for applicable terms and conditions.

## MONTH 1: PERFORMANCE BONUS CALCULATION

### Example

- Let's assume that in month 1 you have joined.
- You sponsor 4 of your friends as your downline consultants.



Ram's Group Point Volume (GPV) = 1295

Ram's Group is entitled to 13% performance bonus =  $1295 \times 27 \text{ (PV:BV Ratio)} \times 13\% = \text{Rs. 4,545}$

And Ram qualifies as a Associate Supervisor

Rs. 4,545 is to be divided amongst Ram's downlines and Ram according to the levels of their achievements.

**Mohan** is qualified for 7% and gets  $150 \times 27 \times 7\%$  = Rs. 283.5

**Peter** is qualified for 7% and gets  $110 \times 27 \times 7\%$  = Rs. 208

**Rajesh** is qualified for 7% and gets  $75 \times 27 \times 7\%$  = Rs. 142

**Jaya** is qualified for 10% and gets  $740 \times 27 \times 10\%$  = Rs. 1998

**Rs. 2631.5 is distributed to your downlines and the balance Rs. 1913.5 is Ram's performance bonus for the month.**



## MONTH 2: PERFORMANCE BONUS

### Example

Let's assume that in month 2  
Ram and his down lines have  
done the following business:



Ram's Group Point Volume (GPV) for Month 2 is 2035

Ram's Last month Group Point Volume (GPV) was 1295

Ram's accumulative GPV is 3330

- Ram's group would be at the 16% level because of accumulation benefits and Ram would qualify as a Deputy Supervisor.
- Ram is paid on the Group Point Volume (GPV) which he has generated in the current month whereas previous month GPV is added to determine the performance bonus levels.
- Ram's Group is entitled to 16% performance bonus =  $2035 \times 27 \times 16\% = \text{Rs. } 8,791$
- Rs. 8,791 is to be divided amongst you and your downlines according to the levels of their achievements. Let's see how Ram's downlines earn their bonuses:



**Total bonus distributed in Ram's team is Rs. 5,445**

Ram's APB earning =  $8,791 - 5,445 = \text{Rs. } 3,346/-$

- This way, Ram's Point Volume gets accumulated month after month and he and other team members keep climbing the success ladder and achieving higher levels, payouts and recognition as offered under this very rewarding Samir Modi Azadi Plan.
- In Modicare, everyone can achieve the Director & above level as there are no demotions in titles.

## TITLE PROGRESSION

### PPV is included in PGPV

Title	No. of Qualified Director Legs	Qualifying Conditions
Director	NA	PPV $\geq$ 26, PGPV $\geq$ 1250
Senior Director	1	PPV $\geq$ 26, PGPV $\geq$ 1100
Executive Director	2	PPV $\geq$ 26, PGPV $\geq$ 900
Senior Executive Director	3	PPV $\geq$ 26, PGPV $\geq$ 600
Platinum Director	4	PPV $\geq$ 26, PGPV $\geq$ 300
Presidential Director	6	PPV $\geq$ 26
Crown Diamond Director	8	PPV $\geq$ 26
Royal Black Diamond Director	11	PPV $\geq$ 26
Global Black Diamond Director	$\geq$ 14	PPV $\geq$ 26

## FAST START DIRECTORS

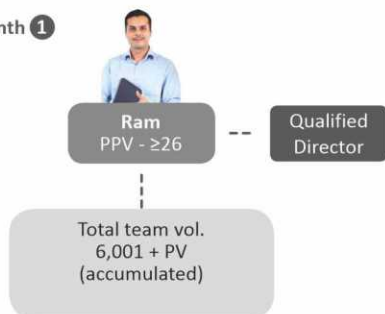


If any consultant achieves 4,800 GPV in a single business month before hitting 22% level, then he / she qualify as Fast Start Director.

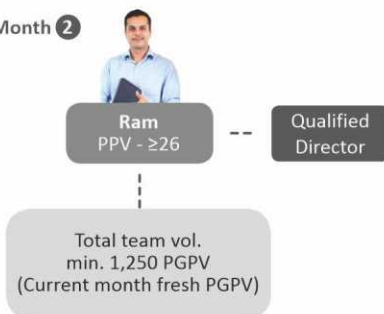
SAMIR MODI AZADI PLAN

### Qualified Director

#### Month 1



#### Month 2



Note: These are mathematical examples for illustration purposes only. Incentives are paid out only when personal targets are met.

## 4. DIRECTOR BONUS (14% POOL)

- Modicare sets aside 14% of Company's monthly PV as Director Bonus (DB) Pool.
- All qualified Director & above consultants can earn this bonus which is paid upto 9 generations deep.
- This bonus is computed by a "Point System" based on the Director Bonus points earned by all qualifying "Director and above" achievers.
- DB point index is allotted on the basis of monthly computation and is likely to vary from month to month; the index is determined and announced after the month end closing.
- The formula of determining DB points is as mentioned below:
- Modicare's total monthly PV = A
- Director Bonus Pool (14% of A) = B
- Sum Total of DB points collected by all DB qualifiers in a month = C
- DB Point index (Rupees) = B/C

Status	Qualified Director Generation in %									
	You	1	2	3	4	5	6	7	8	9
Director	6									
Senior Director	6	5	4							
Executive Director	6	5	4	3						
Senior Executive Director	6	5	4	3	2					
Platinum Director	6	5	4	3	2	1				
Presidential Director	6	5	4	3	2	1	0.5			
Crown Diamond Director	6	5	4	3	2	1	0.5	0.5		
Royal Black Diamond Director	6	5	4	3	2	1	0.5	0.5	0.5	
Global Black Diamond Director	6	5	4	3	2	1	0.5	0.5	0.5	0.5

- In this example, the **Director Bonus** points are calculated. Please note that these examples are assumptions only and mentioned for the purpose of concept clarity.
- There is a consultant Shashi who has a downline Meera and Meera also has a downline Gopal

Shashi is a Senior Director and is eligible to get Director Bonus on 2 generations.

DB Points computation for Shashi:

6% on his own PGPV = 6% of 1300 = 78 Points

5% on Meera's PGPV = 5% of 1300 = 65 Points

4% on Gopal's PGPV = 4% of 5750 = 230 Points

**Total Points collected by Senior Director Shashi = 78+65+230 = 373 Points**

In this example Meera is also a qualified Senior Director and is eligible to receive

Director Bonus points: DB Points computation for Meera:

6% of her own PGPV = 6% of 1300 = 78 Points

5% on Gopal's PGPV = 5% of 5750 = 287.5 Points

**Total Points collected by Senior Director Meera = 78 + 287.5 = 365.5 Points**

In this example Gopal is a qualified Director and is eligible to receive Director Bonus points:

DB Points computation for Gopal:

6% on his own PGPV = 6% of 5750 = 345 Points

**Total Points collected by Director Gopal = 345 Points**





For illustration purposes we assume that the company's Point Volume for the month is 1 Crore and DB points collected by all the Director and above achievers are 21 Lakhs.

Modicare's total monthly PV (A) = 1,00,00,000

Director Bonus Pool (14% of A) (B) = 14,00,000

Sum Total of DB points collected by

All DB qualifiers in a month (C) = 21,00,000

DB Point index (Rupees) (B/C) = 0.66

Basis the above DB point index the Director Bonus earnings would be as follows:

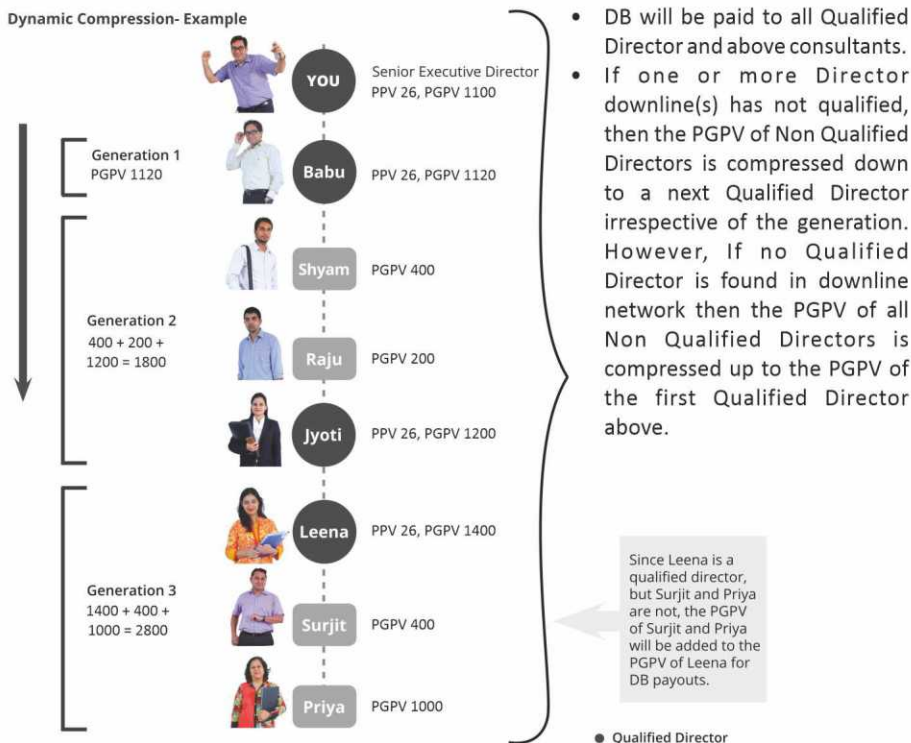
Distributor	DB Points	DB Point Index	DB Earning (Rs.)
Shashi	373	0.66	$373 \times 27 \times 0.66 = 6647$
Meera	365.5	0.66	$365.5 \times 27 \times 0.66 = 6513$
Gopal	345	0.66	$345 \times 27 \times 0.66 = 6148$

To calculate the DB earning, DB points are multiplied by 27 (PV:BV ratio) and DB point index.

The above is only an example and Point Index for the previous month can vary with performance.

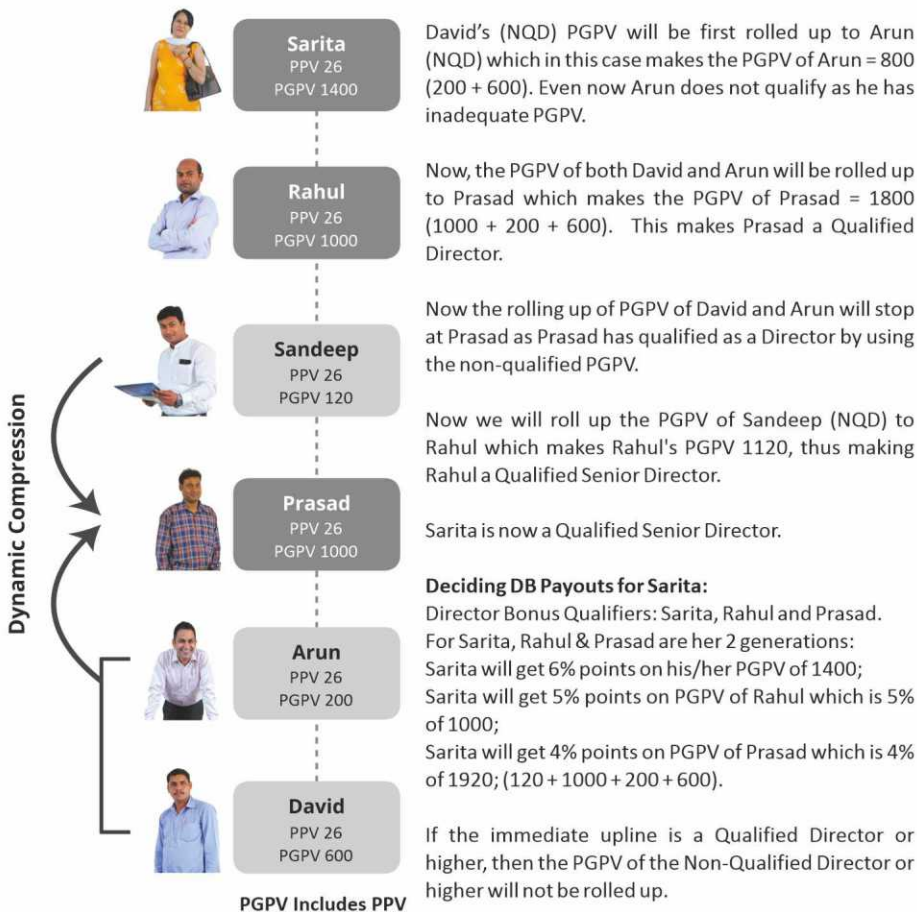
## DYNAMIC COMPRESSION

### Dynamic Compression- Example



Note: These are mathematical examples for illustration purposes only. Incentives are paid out only when personal targets are met.

## ROLL UP OF NON QUALIFIED DIRECTOR PGBV FOR UPLINE'S TITLE & DB CALCULATION



Note: These are mathematical examples for illustration purposes only. Incentives are paid out only when personal targets are met.

## 5. LEADERSHIP PRODUCTIVITY BONUS (15% POOL)

- This bonus as the name suggests is paid as a reward to create leaders in your team.
- Modicare set's aside 15% of the company's monthly PV as Leadership Productivity Bonus (LPB).
- It is paid to all Qualified Senior Director and above consultants who have at least one leg of 3600 GPV with a Qualified Senior Director or above in the same.



Status	Qualified Legs	Qualifying Leg Volume	Generation Paid in %									
			You	1	2	3	4	5	6	7	8	
Senior Director	1	GPV 3600	5	5								
Executive Director	2	GPV 3600	5	5	5							
Senior Executive Director	3	GPV 3600	5	5	5	5						
Platinum Director	4	GPV 3600	5	5	5	5	4					
Presidential Director	6	GPV 3600	5	5	5	5	4	3				
Crown Diamond Director	8	GPV 3600	5	5	5	5	4	3	2			
Royal Black Diamond Director	11	GPV 3600	5	5	5	5	4	3	2	1		
Global Black Diamond Director	>14	GPV 3600	5	5	5	5	4	3	2	1	0.5	

LPB is paid on legs which have at least 3600 GPV and at least one Paid As Title Senior Director or higher.

## RULES:

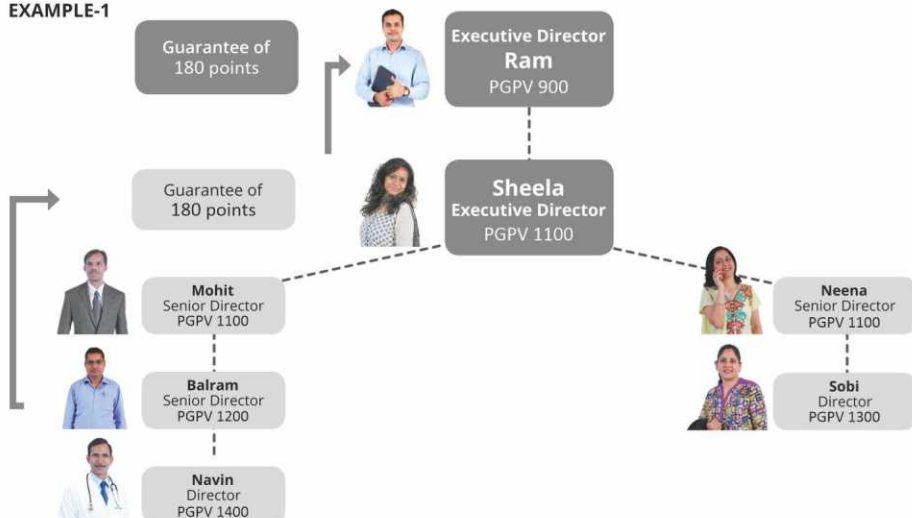
- A qualifying up-line Senior Director and above can earn LPB only on all Qualified Senior Director and above downlines' PGPV upto 8 generations.
- In order to earn on all the qualifying generations in your depth (as mentioned in the LPB table) you must maintain a title higher than all qualifying downlines; however, in case your Downline in the LPB qualification leg is at equal or higher paid as title than you, then you will be paid only on one more generation under him/her.
- Qualified Senior Director and above is eligible to receive a Guarantee of 180 points from all legs with a GPV of atleast 3600 and a Qualified SD or above in those legs.
- All Qualified Senior Director and above consultants who are eligible to earn LPB must give a "Guarantee" of 180 points to the next qualifying Senior Director and above upline.
- Non Qualified director volumes will be considered for LPB earning only in legs which qualify for LPB \*\*
- LPB is computed through a "Point System" based on the LPB points earned by all qualifying Senior Director and above achievers.
- LPB point index would be allotted on the basis of the monthly computation and is likely to vary from month to month and would be determined and announced after the end of the month.

\*\* Contact Modicare Area Manager for more details

LPB Point Index would be computed as mentioned below:

Modicare's total monthly PV	= A
Leadership Productivity Bonus Pool (15% of A)	= B
Sum Total of LPB points collected by	
All LPB qualifiers in a month	= C
LPB Point Index (Rupees)	= B/C

### EXAMPLE-1



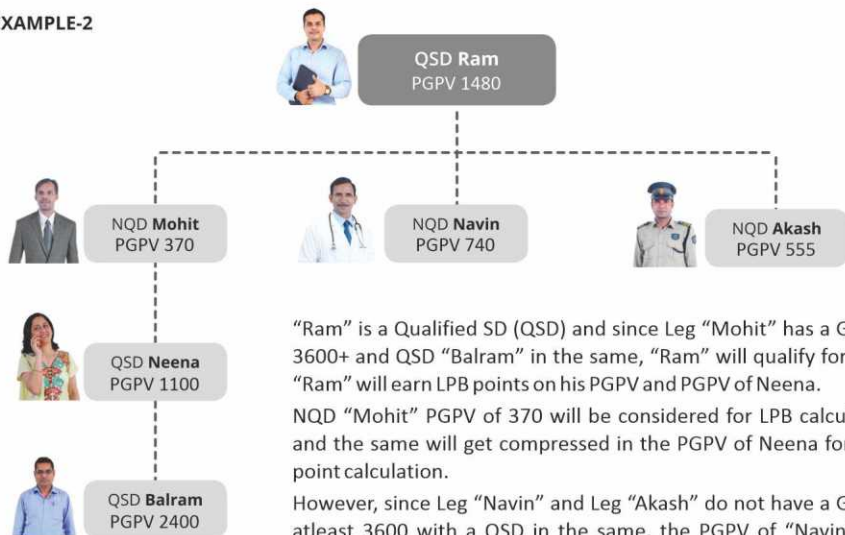
“Mohit”, “Balram” and “Neena” are qualified Senior Directors but do not have a 3600 GPV leg, hence they do not qualify to earn the LPB; “Sheela” is eligible to get LPB on Leg “Mohit” as this leg is > 3600 GPV and also has a qualified Senior Director (“Mohit & Balram”). However, inspite of “Neena” being a qualified Senior Director, “Sheela” will not be paid LPB on this leg as the GPV of this leg is < 3600.

## LEADERSHIP PRODUCTIVITY BONUS EARNING

LPB Qualifier	Total Points Earned	Guarantee to Upline	Points Retained
<b>Sheela</b>	5% of 1100 + 5% of 1100 + 5% of 1200 + 180 points from leg “Mohit” = 350	180	170
<b>Ram</b> (Same Title as Sheela)	5% of 900 (own PGPV) + 5% of 1100 (PGPV of Sheela) + 5% of 1100 (PGPV of Mohit) + 5% of 1100 (PGPV of Neena) + Guarantee from “Sheela” (180) = 390	180	210

To calculate LPB bonus earning, LPB points retained are multiplied by 27 (PV:BV ratio) and LPB point index.

### EXAMPLE-2



“Ram” is a Qualified SD (QSD) and since Leg “Mohit” has a GPV of 3600+ and QSD “Balram” in the same, “Ram” will qualify for LPB - “Ram” will earn LPB points on his PGPV and PGPV of Neena.

NQD “Mohit” PGPV of 370 will be considered for LPB calculation and the same will get compressed in the PGPV of Neena for your point calculation.

However, since Leg “Navin” and Leg “Akash” do not have a GPV of atleast 3600 with a QSD in the same, the PGPV of “Navin” and “Akash” will not be considered for LPB payouts. Though this non-qualified volume will be considered for Director Bonus for “Ram”.

NQD - Non Qualified Director

QSD - Qualified Senior Director

Note: These are mathematical examples for illustration purposes only. Incentives are paid out only when personal targets are met.



## DUNIYA DEKHO MODICARE KE SAATH



### 6. OUTBOUND TRAVEL BONUS (OTB) 3%

YOU  
PGPV  $\geq$  1100  
PPV  $\geq$  26

Qualified  
Director

OTB Point Value =  $\frac{3\% \text{ of Total Company PV}}{\text{Total OTB Points Collected by all Senior Director \& above qualifying Consultants}}$

#### Qualified Senior Director & above

##### RULES:

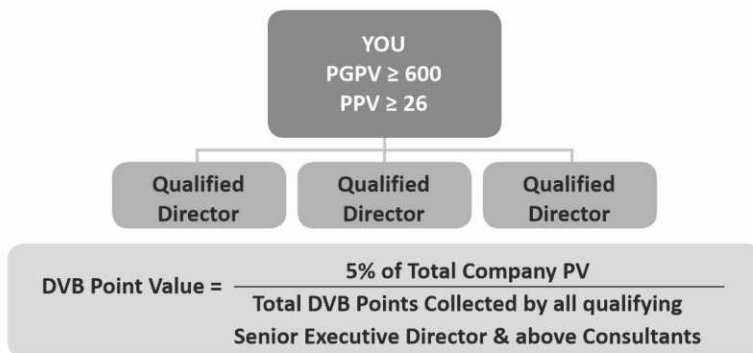
- This is paid to Qualified Senior Director and above title achievers.
- The OTB is to be used for travel trips announced by the company
- Director Bonus points to be used for the OTB calculation.
- Once your accumulated OTB crosses Rs.5 Lakhs, the excess amount over Rs.5 Lakhs will be converted to **Dream Life Bonus**. (Terms & conditions apply)

For more details contact your Regional Office.

## PAO APNE SAPNO KI GADI MODICARE KE SAATH



### 7. DREAM VEHICLE BONUS (DVB) 5%



#### Qualified Senior Executive Director & above

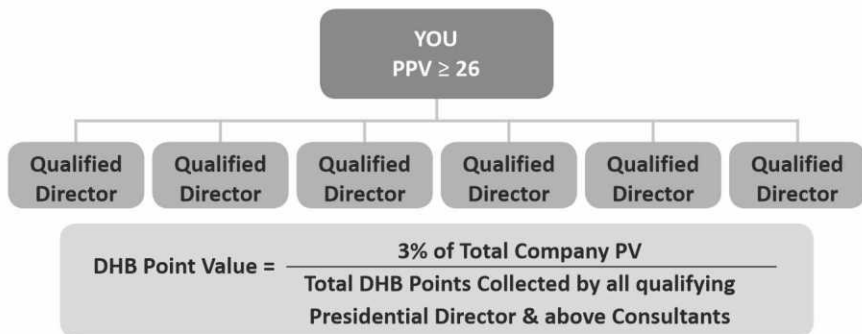
#### RULES:

- Maintain Qualified Senior Executive Director or higher title for 3 consecutive months and earn the DVB from fourth month onwards.
- A consultant qualifying for the Dream Vehicle Bonus has to purchase a car/2 wheeler after getting approval from the company.
- The value of two wheeler has to be minimum Rs.50,000.
- Rs 1,00,000/month is the maximum amount one can earn in DVB.
- Director Bonus points to be used for the DVB calculation.
- Once a Consultant qualifies for DVB; then He/She can keep earning this even after qualifying as Senior Director Achiever or higher.

## PAO APNE SAPNO KA GHAR MODICARE KE SAATH



### 8. DREAM HOME BONUS (DHB) 3%



#### Qualified Presidential Director & above

##### RULES:

- Maintain Qualified Presidential Director or higher for 3 consecutive months and earn the DHB from fourth month onwards.
- The Dream Home Bonus will be released by Modicare in the following month along with the Bonus Cheque.
- Rs 1,20,000/month is the maximum amount one can earn in DHB.
- Director Bonus points is used for DHB calculation.
- Once a Consultant qualifies for DHB then He/She can keep earning this even after qualifying as Senior Director Achiever or higher.



## GLOSSARY OF TERMS

PV	: Point Value
BV	: Business Volume
PPV	: Personal Point Volume. This is how much you have bought on your own MCA number
PBV	: Personal Business Volume. This is determined basis the prevailing PV BV ratio
GPV	: Group Point Volume. This is how much you and your team have bought
GBV	: Group Business Volume. This is total group volume which determined basis the PV BV ratio
PGPV	: Personal Group Point Volume. This is the Point Volume of the entire group, excluding the point volume of Director and above group/groups. PGPV includes your own PPV
PGBV	: Personal Group Business Volume. This is the Group Volume of the entire group, excluding the point volume of Director and above group/groups. PGBV includes your own PBV. This is determined basis the prevailing PV BV ratio
Cumulative PV	: Cumulative Point Volume is the Point Volume accumulated by your group in the current & all preceding months.
Cumulative BV	: Cumulative Business Volume is the Business Volume accumulated by your group in the current & all preceding months.
Downline	: Those people directly sponsored by an Independent Consultant, plus the people sponsored by these Independent Consultants, and so on.
Leg	: Each personally-sponsored Independent Consultant on your first level is part of your total Downline and is a separate "leg". You and your entire organization (Downline) are one "leg" for your sponsoring upline.
Level	: The people you personally sponsor are your first level. The ones they sponsor are your second level. The ones your second level sponsors are your third level, etc.
Qualified Director	: A consultant can become a director through the accumulation of 6001 PV over a period of time. However, in order to requalify as paid title Director in subsequent months, he/she must achieve a minimum PGPV of 1,250 PV in a particular calendar month. Monthly bonuses that are meant to be paid to Directors and above are subject to title qualification in any given calendar month.
Generation -	
Director Bonus	: The first Qualified Director or above in your enrolment legs will be your first Generation and so on.
Generation - Leadership	
Productivity Bonus (LPB)	: The first qualified Senior Director or above in your enrolment legs will be your first generation and so on.