



# Green Planet Bio Products

## Marketing Plan

### Opportunity

Green Planet Business opportunity is flexible, it can be taken as a part time or full time business. It is accessible virtually by anyone interested in operating an independent business.

The Green Planet Opportunity Works in two-Fold. Giving you a chance to build your own business at your pace by selling Green Planet Products and achieve the rewards and recognition as per the plan and at the same time, helping other people do the same.



### Registration

Any person can become a Green Planet Associate by submitting a duly filled joining form available on the Green Planet Website and furnishing the KYC documents i.e., identification proof by way of documents as requested at the time of registration. To become a Green Planet Associate, the prospect should be introduced by another Green Planet Associate, the Registration number of the introducing Green Planet Associate shall be required at the time of filling the joining form. After successful Registration, a registration number shall be allotted to the applicant.

### TYPES OF INCOME

A Green Planet Associate gets the opportunity of generating income upon performance in ways mentioned below:

- Retail Income
- Reward Income
- Matching Bonus
- Discount Income
- Difference Income
- Royalty Income
- Star Bonus Income
- Gem Bonus Income
- Various Offers and Rewards launched from time to time.

### **Saving on Consumption – up to 20%**

Green Planet has the range of products like Agriculture, Vet Care, Home Care, Personal Care, and Healthcare. Upon becoming a Green Planet Associate you become eligible to buy products at distributor price for your own use thus getting a benefit of upto 20% on the Maximum Retail Price. Against every product purchased by Green Planet Associate, point volumes shall be allotted against the said product (which may differ for product as determined by the Green Planet). Upon making a voluntray sale / purchase Rs.500 in a single order, Green Planet Associates shall be entitled to earn income depending on the level achieved by them and shall also be eligible to introduce prospects.



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### Retail Profit – up to 20%

Retail profit is the income generated by Green Planet Associate upon selling Green Planet Products to customers. Green Planet offers a retail profit of up to 20% on majority of products. It is the difference at which Associate buys the products called Distributor Price and sell the products called as MRP (Maximum Retail Price) to the customers.

#### Example:

E.g.:-

Power Plant Grow (1 Litre Pack) :

Maximum Retail Price – Rs. 825/-, Distributor's Price – Rs. 610/-

Retail income upon sale of 1 bottle – (825 (-) 610) = Rs. 215/-

Your monthly retail income – 2 x 215 x 30 = Rs. 12900/-

Your annual retail income – 12900 x 12 = Rs. 154800/-

Green Planet allows an Associate to build a sales team of like-minded people who will also engage in promoting and selling product of Green Planet Products. For your effort in building such a team and in guiding, educating and motivating the team, you are provided with various additional bonuses and reward which are solely based on Sales achieved by you along with your team. Please note that Green Planet does not provide any reward or bonus at the sole basis of recruiting.

### Discount & Difference Income – 15-30%

Discount & Difference income is calculated on the basis of Accumulated Performance Level schedule as given below.

Here Discount means %age discount on personal purchase and Difference means %age difference from downlines. 1 PV = Rs.42



Accumulate Point Volumes	%Age Level
50 APV	15 % (Promoter)
300 APV	18 % (Executive)
900 APV	21 % (Senior Executive)
1600 APV	24 % (Chief Executive)
<ul style="list-style-type: none"> <li>After achieving the level of Chief Executive (24%), if in any month the Green Planet Associate successfully achieves 600 BV [from personal sales and sales of its downlines at the level below Star executive (28%)] in one month, the said Green Planet Associate shall achieve the level of Star Executive (28%)</li> </ul>	



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### Example

Let us assume that you are on 24% level and have 8 direct Sales Team and each one generates 200 PV.

A	B - Level	C - Personal PV	D - Difference	E - Income
You	24%	200		2016
Leg-1	15%	200	9%	756
Leg-2	18%	200	6%	504
Leg-3	21%	200	3%	252
Leg-4	15%	200	9%	756
Leg-5	15%	200	9%	756
Leg-6	18%	200	6%	504
Leg-7	21%	200	3%	252
Leg-8	15%	200	9%	756
<b>Total</b>				<b>6552</b>

Here Discount Income is calculated on your personal purchase i.e., Rs. 2016/- and Difference income is calculated sales teamwise on the basis of difference in percent level as shown in column D.

### One Star – 30%

Green Planet Associate shall get Discount Income of 30% (One Star Level) if he or she is able to achieve 600 PV on any month from personal purchases/sales or from non-30% Sales Team (GPV) after achieving the level of 28%. Otherwise, His/ her level will remain on 28% and incentive will be calculated accordingly.

### Gem Bonus – 2-8%

Any Green Planet Associate who has successfully achieved the level of One Star for a given month shall become entitled to earn Gem Bonus. Gem Bonus is the income calculated on the basis of number of One Star (30% Sales Team) and above Sales Team with minimum 2000 PV in each sales team during the current month. It is calculated on your total current month business on difference basis.

- 2 Sales Team on 30% - 2 % = Pearl
- 3 Sales Team on 30% - 3 % = Coral
- 4 Sales Team on 30% - 4 % = Sapphire
- 5 Sales Team on 30% - 5 % = Emerald
- 6 Sales Team on 30% - 6 % = Ruby
- 8 Sales Team on 30% - 6.5 % = Director
- 10 Sales Team on 30% - 7 % = Ambassador
- 12 Sales Team on 30% - 7.5 % = President
- 15 Sales Team on 30% - 8 % = King





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### Example

Let us assume that your current month level is 30%, you have 3 Sales Team on 30% with minimum 2000 PV each and no one is getting Gem Bonus in your downline.

Here:

Gem Bonus % will be 3%

Gem Level will be Coral

A	B % Level	C PV	D Bonus %	E Difference Bonus %	F Gem Bonus
You	30%	100	3	0	126
Leg-1	15%	50	0	3	63
Leg-2	30%	5000	0	3	6300
Leg-3	21%	200	0	3	252
Leg-4	30%	15000	0	3	18900
Leg-5	30%	18000	0	3	22680
Leg-6	18%	0	0	3	0
Leg-7	21%	150	0	3	189
Leg-8	15%	100	0	3	126
<b>Total</b>		<b>38600</b>			<b>48636</b>

Your Gem Bonus is calculated on Total Current Month business i.e. 38600 PVs

Gem Bonus = 38600 x 42 x 3% = 48636/-

### Royalty Income – up to 15%

Green Planet Associates who have successfully achieved the level of One Star and above for a given month are eligible to get the benefits of Royalty Income. It is calculated on the basis of the downlines in a Sales team who have successfully achieved the level of One Star and above, upto 6 generations for a given month at the rate of 2.5% from each.



Each Leg Generations	Min-BV	Percentage
Gen-1	600	2.5
Gen-2	600	2.5
Gen-3	600	2.5
Gen-4	600	2.5
Gen-5	600	2.5
Gen-6	600	2.5



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### Example

Let us assume that your current month level is One Star ( 30%), you have 6 direct Sales Team on 30% with minimum 600 PV each in generation one, these 6 Sales Team have 5 Sales Team each, these 5 Sales Team have 4 each, these 4 have 3, then these 3 have 2 and these 2 Sales Team have 1 leg each in generation six.

Your Royalty income will be calculated as per the following table.

A Generation	B Number of Sales Team on 30%			C Number of Associates	D Min-BV	E Total BV	F %	G Royalty Income
Gen-1	6	x	1	6	600	3600	2.5%	3780
Gen-2	5	x	6	30	600	18000	2.5%	18900
Gen-3	4	x	30	120	600	72000	2.5%	75600
Gen-4	3	x	120	360	600	216000	2.5%	226800
Gen-5	2	x	360	720	600	432000	2.5%	453600
Gen-6	1	x	720	720	600	432000	2.5%	453600
<b>Total</b>								<b>1232280</b>

### STAR BONUS 4% – 14%

Star Bonus percentage level is calculated on the basis of Total BV earned in Royalty Income or the Total BV on which you receive the Royalty income will decide the Star Bonus Percentage level. It is calculated on your total current month business on difference basis.



BV Earned in Royalty Income	Star Bonus %	Star Level Recognition
4000	4	Two Star
10000	7	Three Star
25000	9	Four Star
50000	10	Five Star
1 Lac	11	Silver Star
2 Lacs	12	Golden Star
5 Lacs	13	Diamond Star
10 Lacs	13.5	Royal Star
15 Lacs & Above	14	Crown Star



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### Example:

Let us assume that your current month level is One Star (30%) and generated more than 25000 BV in Royalty Income, you have 2 Sales Team on 30% and earning the Star bonus 4 % each as per their current month total PV.

Here: Your Star Bonus % level will be 9%

And, Star Bonus Recognition will be Four Star

A	B % Level	C PV	D Bonus %	E Difference Bonus %	F Star Bonus
You	30%	100	9	0	378
Leg-1	15%	50	0	9	189
Leg-2	30%	5000	0	9	18900
Leg-3	21%	200	0	9	756
Leg-4	30%	15000	4	5	31500
Leg-5	30%	18000	4	5	37800
Leg-6	18%	0	0	9	0
Leg-7	21%	150	0	9	567
Leg-8	15%	100	0	9	378
<b>Total</b>					<b>90468</b>

### REWARD INCOME

As a Green Planet Associate you are expected to motivate and support any person joining your Sales Team specially during the initial months. Green Planet rewards you for the mentorship roles played by you in making the new Green Planet Associate achieve their first purchase/sales target within first 90 days of their registration by providing you one reward point for every such target of Rs.5000/- and two reward points for target of Rs.10000/- as achieved in single order.

The Reward Points are matched in two Sales Team (A & B) and upon achieving the ratio of 2:1 of sales/purchase, you start to earn commission based on the Reward Points achieved by you. After the first matching ratio of 2:1 the subsequent matching ratio is 1:1. Every Green Planet Associate shall be eligible for earning Reward points who himself had made the said voluntary purchase/sales of Rs.5000/Rs.10000 within 90 days of his/her joining and also, he/she has to sponsor minimum one in each team (A & B)

### MATCHING BONUS

This bonus is based on sales achieved by your A sales team and B sales team, where ever the sale of the A sales team matches with that of B sales team. A Matching bonus is generated, calculated @10% of the matched sales, as explained below. The unique feature of this bonus is your personal sales is added to the weaker sale team's sales volume thereby increasing the matching payout.

Matching Bonus Income is generated weekly and paid bi-weekly maximum up to Rupees One Lac per week.

### Example:

Let us assume that you made a sale of personal 100 BPV, your one downline sales team achieved a sales turnover of 900 BPV and the second downline sales group achieved a sale turnover of 650 BPV. Therefore, the second sales team become weaker during the week and your personal 100 BPV will be added to the second group.

i.e.,  $650 + 100 = 750$

Therefore, total matching Sales become 750 and,

Your income =  $750 \times 42 \times 10\% = \text{Rs. } 3150/-$



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### GLOSSARY OF TERMS

- a) **Accumulated Point Volume** – The total Point Volumes earned by a Green Planet Associate from the date of commencement of his Green Planet Business which is on the basis of his/her personal sales and the sales made by his/her downlines. Accumulated Point Volumes help in ascertaining the incentive percentage for calculation of his/her Discount Income and Difference Income and various other applicable bonuses.
- b) **Bonus** – means the commission earned by the Green Planet Associate on the basis of his performance and Point Volumes earned under various types of income which depends on the sale of products.
- c) **Business Volume (BV)** – Point Volumes combining the Personal Point Volumes of downline at level 30% and Group Point Volumes of his downline Sales Teams Level below 30 %.
- d) **Generations** – means the downline of Green Planet Associate and his/her downlines forming subsequent levels of a Generation.
- e) **Green Planet / GP** - Green Planet Bio Products shall hereinafter be referred to as “Green Planet” / “GP”.
- f) **Green Planet Associate** - means a person appointed by the Firm on a principal-to-principal basis through this Green Planet Associate Agreement to undertake sale, distribution and marketing of Firm’s products and services. Any Associate of Green Planet may introduce or sponsor another Associate and support them to build their direct selling business of Firm’s products and services.
- g) **Group Point Volumes (GPV)** – means the Point Volumes earned by Green Planet Associate at One Star Level (30%) on the basis of the point volumes earned by downline Sales Teams who are below One Star level of 30%.
- h) **Matching Point Volume (MPV)** – The Point Volumes achieved by matching the volumes earned by the Sales Team A and Sales Team B.
- i) **Personal Point Volumes (PPV)** – Each commissionable product offered by Green Planet Bio Products is assigned a point volume. A Green Planet Associate’s Personal Volume is the accumulated points of products purchased by Green Planet Associate for his personal use or for his Green Planet Business.
- j) **Registered Customer** - means a person who has registered himself/herself with Green Planet without any registration fee & has completed his/her KYC but has not executed the Green Planet Associate Agreement with the firm and shall not be eligible to for any income as per the GP’s Marketing Plan.
- k) **Retail Margin** – Green Planet Associates are able to sell their products at a mark-up (the difference between the Maximum Retail Price and Distributor Price) to earn retail margin on the sale.
- l) **Reward Points** - A new Green Planet Associate in downline, sponsoring Green Planet Associate may propose for them to make a purchase/ sale of Rs.5000 (1 point) /Rs.10000 (2 points) in a single order within 90 days of registration, which shall not be made mandatory. On the basis of the purchase/sales made by the new Green Planet Associate in a single order in the first 90 days of business, the sponsoring Green Planet Associate shall be awarded points which is separate from the point volumes earned. Every Green Planet Associate shall be eligible for earning Reward points who had made the said voluntary purchase/sale of Rs.5000/Rs.10000 within 90 days of his/her joining.
- m) **Sales Team** – means a team formed by all the Generations of a downline.