



## Referral Binary Income

Let's take an example to illustrate how Astha sales & marketing plan works. 'A' group customer & 'B' group customer (Binary Plan).

Your left side is A group customer & Right side is B group customer.

Approximately every family requires consumer, Lifestyle, healthcare, personal care, products like Astha products equivalent to 100 PV per month or quarterly.

Let's presume that you have two friends who are interested in buying Astha products & you make them your customers. So in order to meet the monthly or quarterly requirements of your own along with your friends you can easily sell products worth 200 PV.

Left	Right	Commission Value (CV)
100 PV	200 PV	500 CV
OR		
200 PV	100 PV	500 CV
2nd Commission Value onwards		
100 PV	100 PV	500 CV

### Tail Compulsory

\*1 CV = 1 Rs. Weekly capping Rs. 30000/- to Rs. 50000/-. Simulation upto 60 %, trimming applicable if necessary \*PV is a group Point Value. BV is a group Business Volume. CV is Commission Value.

Above is a simple example wherein only 2 customers have been assumed. In real life it is easier to get far more than 2 customers thus increasing the scope of your earning.

Astha business opportunity provides you a second option wherein you can further grow your business by encouraging other like minded people to do the same i.e. selling Astha Products. Over a period of time it is generally observed that your customers, acquaintances, friends and relatives may also like to start their own Astha business. Astha grants you the right to sponsor other people as your down line in your Astha business and grow your business. It is like having one shop or a number of shops.

By sponsoring and teaching new Astha Business Owners to sell Astha Products and keeping them motivated, you can further grow your business because as per Astha Sales & Marketing Plan the business volume is calculated for a distributor group which consists of you and people sponsored by you.

## Repurchase Binary Income

Left Repurchasing Value (RV)	Right Repurchasing Value (RV)	Repurchase Commission Value (RCV)
10 RV	10 RV	50 RCV
100 RV	100 RV	500 RCV
10000 RV	10000 RV	50000 RCV

1 RCV = 1Rs.  
Weekly Capping  
Rs. 50000/-

Simulation Applicable if necessary.



## Active Royalty Club

Incentive	Pairs Required Per Month	Calculation for Particular Month
Maruti - Alto Achiever	30	$\frac{\text{Rs. } 300 \times \text{Total no. of joining}}{\text{Total achievers}}$
Tata - Safari Achiever	100	$\frac{\text{Rs. } 80 \times \text{Total no. of joining}}{\text{Total achievers}}$
Skoda Achiever	200	$\frac{\text{Rs. } 40 \times \text{Total no. of joining}}{\text{Total achievers}}$
Mercedes Benz & Bungalow Achiever	500	$\frac{\text{Rs. } 20 \times \text{Total no. of joining}}{\text{Total achievers}}$

## General Royalty Club & Bonus

As per offer only	Pairs Required Per Month
$\frac{\text{Rs. } 300^* \times \text{Total no. of joining in a Particular Month}}{\text{Total achievers in a Particular Month}}$	Nil
$\frac{\text{Rs. } 200^* \times \text{Total no. of joining in a Particular Month}}{\text{Total achievers in a Particular Month}}$	20

\*Condition : Royalty is given as per previous circular incentive achievement

## Top-10 Royalty Club

Calculation for particular Month

$\frac{\text{Rs. } 60 \times \text{Total no. of joining}}{\text{TOP-10 Pair Makers}}$
Rs. 20 per ID = 1st number achiever
Rs. 20 per ID = 2nd and 3rd number achievers
Rs. 20 per ID = 4th to 10th number achievers

## Circular Incentive

Half Yearly - \* 1st January to 30th June & 1st July to 31st December  
Starts from 1st January (Example of 100 PV Packages)  
100 PV : 100 PV = 1 match Pair, 100 RV : 100 RV = 1 match Pair

### Dream-Riders Distributor

(conditions apply) Simulation upto 50%, Trimming applicable if necessary

## FOREIGN Tour

100 Pairs Required

Dream Riders Benefit  
50 Pairs Required



## SUZUKI ALTO

600 Pairs Required

Dream Riders Benefit  
300 Pairs Required



## FOREIGN Tour



## TATA Safari

2000 Pairs Required

Dream Riders Benefit  
1000 Pairs Required



4000 Pairs Required

Dream Riders Benefit  
2000 Pairs Required

