



# MANIRAYA

## BUSINESS PLAN

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[www.maniraya.com](http://www.maniraya.com)

# ABOUT US

Maniraya Marketing Private Limited is much more than a company. It is a revolutionary idea that has transcended itself beyond the ordinary. It is a commitment that brings a positive change in the lives of people it touches, through its genuine quality products that are value-for-money and by opening profitable and career oriented opportunities for the motivated youth. In Maniraya Marketing Private Limited Business Plan Entity allows a Direct Seller to set up its own business to distribute products of Maniraya (Referred to as Company hereinafter). Maniraya Marketing Private Limited Limited offers a rewarding system of compensation that is based on the resales of products to consumers and prospective direct sellers.

## VISION

To be a reputed Company of Smart people who add value across generations.

## MISSION

Maniraya Marketing Private Limited is dedicated to spread quality lifestyle in the Society and help people choose value-for-money products for healthy and better living.

# BUSINESS PLAN

Maniraya is a modern entrepreneurship program providing a great earning opportunity to all its customers. To become a part of Maniraya Marketing Private Limited, one has to register himself / herself as a Customer with the company by filling a simple registration form. A customer of Maniraya can purchase Maniraya products for personal use for lifetime.

Products available on the website: [www.maniraya.com](http://www.maniraya.com) are sold only through registered Customers and / or Direct Sellers. If any consumer wants to buy products from Maniraya website: [www.maniraya.com](http://www.maniraya.com) must use a registered ID No. of an existing Customer / Direct Seller.

Once a Customer is satisfied with the quality of Maniraya products, he / she may refer the Maniraya products to their friends, relatives, contacts, etc. and earn financial benefits in the form of incentives and rewards. To earn these incentives and rewards, customers have to become an Direct Seller/ consumer of Maniraya by accepting the Direct Seller Contract/ consumer terms and condition, providing KYC details and abiding by the Contract / terms and condition with of Maniraya Marketing Private Limited.

## TYPES OF INCENTIVES

1. **Business Opening Incentive**
2. **Sales Matching Incentive**
3. **Sales Incentive**
4. **Business Matching Incentive**
5. **Team Development Incentive**
6. **Awards & Rewards**





# BUSINESS OPENING INCENTIVE

Maniraya has devised a business plan where in a Direct Seller can earn by transacting in products on exclusive pricing. Self-purchase/Sale of these products generates special points called as Point Volume (PV). Maniraya Business Plan pays Business Opening Incentive to Direct Sellers to enjoy the products with an ease. Direct Sellers will earn Business Opening Incentive as per the PV purchased/sold or marketed by a Direct Seller as mentioned below:

S. NO	SELF SALE/ PURCHASE OR MARKET	BUSINESS OPENING INCENTIVE AS PER SELF SALE/ PURCHASE OR MARKET
1	200 PV	RS. 500/-
2	450 PV	RS. 500/-
3	1200 PV	Rs. 1000/-
4	2000 PV	Rs. 1200/-



## For Example:

Direct Seller U has introduced three Direct Sellers A, B & C and they have purchased products of 200 PV, 1200 PV & 2000 PV respectively in a single invoice to start their business as Direct seller. Then, Business Opening Incentive for U will be calculated as:

Business Opening Incentive from A (200 PV) = 500/-

Business Opening Incentive from B (1200 PV) = 1000/-

Business Opening Incentive from C (2000 PV) = 1200/-

**Total Business Opening Incentive earned by U on sale/purchase or market of products by 3 Direct Sellers = 500 + 1000 + 1200 = Rs. 2700/-**

## NOTES

- PV is referred to as Point Volume
- To get Business Opening Incentive Direct Seller has to generate minimum self-sale/purchase of 200 PV in a single invoice
- Business Opening Incentive is calculated twice daily and paid daily.
- **Closing period** = Business Opening Incentive is calculated on sales done between 05:00:00 am to 16:59:59 pm and 17:00:00 pm to 04:59:59 am of corresponding day.
- **Payout period** = Business Opening Incentive is paid on every Monday for last week closing.
- Company reserves the right to change / amend the Business Opening Incentive.



# SALES MATCHING INCENTIVE

If you are a registered Direct Seller of Maniraya and you have more Direct Sellers joined voluntarily under you and these Direct Sellers sale/ marketing some products from Maniraya, then on every sale/ market of products some special points are generated which are called as Point volume (PV). These PV points are given to every Direct Sellers and their Direct Seller who sale / market products and these PV's are added with all upward sellers. Sales Matching Incentive is calculated and paid to the Direct Seller based on successfully building Point Volume within the placement team. As your team begins to grow you are entitled to earn Sales Matching Incentive based on the total PV generated in your Org 1 and Org 2. When a Direct Seller successfully builds Point Volume (PV) within the network, he / she will be compensated with the Sales Matching Incentive. As their team grows, they will be entitled to get Re. 2/-of every matched Point volume (PV) generated on either side as per their Accumulated Point Volume(APV) matched as Sales Matching Incentive.



For Example:

	ORGANIZATION 1	ORGANIZATION 2	
As per closing period	200 PV	450 PV	2/- for every matched PV
Matched PV	200 PV	200 PV	2/- x 200 PV = Rs.400/-
Balance PV	0 PV	250 PV	
As per Next closing period	1200 PV	450 PV	
Total PV	1200 PV	700 PV	2/- for every matched PV
Matched PV	700 PV	700 PV	2/- x 700 PV =Rs.1400/-
Balance PV	500 PV	0 PV	

# RANK RECOGNITION

Maniraya recognizes the efforts and hard work done by its direct sellers through its down line team to achieve the highest possible sales of its products. In recognition of the efforts and hard work of a team leader he is awarded Recognition by bestowing the following Ranks on the basis of total matching accumulated PV sales achieved by him/her from the date of his/her joining as given below:

S. NO	PV FROM ORG 1	PV FROM ORG 2	RANK RECOGNITION
1	100000 PV	100000 PV	SALES HEAD
2	1 SALES HEAD	1 SALES HEAD	SR. SALES HEAD
3	2 SALES HEAD	2 SALES HEAD	EX. SALES HEAD
4	3 SALES HEAD	3 SALES HEAD	LEAD SALES HEAD
5	4 SALES HEAD	4 SALES HEAD	CHIEF SALES HEAD
6	5 SALES HEAD	5 SALES HEAD	MANAGER
7	6 SALES HEAD	6 SALES HEAD	SENIOR MANAGER
8	7 SALES HEAD	7 SALES HEAD	EXECUTIVE MANAGER
9	8 SALES HEAD	8 SALES HEAD	CHIEF MANAGER
10	1 MANAGER	1 MANAGER	DIRECTOR

*Note: Rank Recognition is awarded every month.*



## NOTES

- Sales Matching Incentive is Calculated TWICE in a day and paid to the Direct Sellers on daily basis.
- **Closing period** = Sales Matching Incentive is calculated on sales done 05:00:00 am to 16:59:59 pm and 17:00:00 pm to 04:59:59 am of corresponding day.
- **Payout period** = Sales Matching Incentive is paid on next day for both closing in a day.
- To get Sales Matching Incentive Direct Seller has to generate minimum self-sale/purchase of 200 PV in a single invoice
- Un-matched PVs in a closing period will be carried forward to the next closing period.
- The maximum threshold limit for earning Sales Matching Incentive is 5000/- as per every closing period.
- Company reserves the right to change / amend the Sales Matching Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

# SALES INCENTIVE

Maniraya has devised a Business plan where in a Direct Seller /consumer can earn by transacting in products on exclusive pricing. Sale of these products to the consumers only and make a team, then team generates special points called as Sales Volume (SV). These SV points are given to every Registered Consumer in the upward network. Sales Incentive is paid to the Direct Seller / registered consumer on every product sales/ Distribute and marketing in their team in the form of generations Income. This is the simplest form of compensation to compensate direct sellers / consumer on the business generated in different generations in their team. Maniraya Plan rewards its direct sellers / consumers with 100% of SV sale and marketing by his/her team up to 5th generation as Sales Incentive as mentioned in the below table:



S. NO	GENERATION	INCENTIVE AS PER SV SALE AND MARKETING
1	Generation 1	60% of SV
2	Generation 2	10% of SV
3	Generation 3	10% of SV
4	Generation 4	10% of SV
5	Generation 5	10% of SV

## For Example:

You have accumulated below mentioned SV from different generations under your personal joined team:

Generation 1 – 4000 SV

Generation 2 – 10000 SV

Generation 3 – 20000 SV

Then, Sales Incentive for you will be calculated as mentioned below:

Incentive from Generation 1 =  $4000 \times 60\% = 2400 \text{ SV} \times 1/- = 2400/-$

Incentive from Generation 2 =  $10000 \times 10\% = 1000 \text{ SV} \times 1/- = 1000/-$

Incentive from Generation 3 =  $20000 \times 10\% = 2000 \text{ SV} \times 1/- = 1000/-$

**Total Sales Incentive earned by you =  $2400 + 1000 + 1000 = 4400/-$**

## NOTES

- SV refers as Sales Volume
- Value of 1 SV is equal to Rs. 1/-
- Sales Incentive is calculated and paid on weekly basis.
- Closing Period:** Sales Incentive is calculated on the Business done between 00:00:00 am Monday to 23:59:59 pm of Sunday every week.
- Payout Period:** Sales Incentive is paid to direct seller on every Thursday of corresponding week for last week closing
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change / modify Sales Incentive.



# BUSINESS MATCHING INCENTIVE

If you are a registered Direct Seller of Maniraya and you have more Direct Sellers joined voluntarily under you and these Direct Sellers sale/ marketing some products from Maniraya, then on every sale/ market of products some special points are generated which are called as Business volume (BV). These BV points are given to every Direct Sellers and their Direct Seller who sale / market products and these BV's are added with all upward sellers. Business Matching Incentive is calculated and paid to the Direct Seller based on successfully building Business Volume within the placement team. As your team begins to grow you are entitled to earn Business Matching Incentive based on the total BV generated in your stronger and other weaker teams. When a Direct Seller successfully builds Business Volume (BV) within the network, he / she will be compensated with the Business Matching Incentive. As their team grows, they will be entitled to get 20% of matched Business volume (BV) generated on either side as Business Matching Incentive in ratio of 1:1 and the Value of 1BV is Rs 1/- app.



For Example:

	ORGANIZATION 1	ORGANIZATION 2	
As per closing period	1000 BV	800 BV	20% of Matched BV
Matched PV	800 BV	800 BV	20% x 800 BV = 160 BV*1/-= Rs.160/-
Balance PV	200 BV	0 BV	
As per Next closing period	20000 BV	15000 BV	
Total PV	20200 BV	15000 BV	20% of Matched BV
Matched PV	15000 BV	15000 BV	20% x 15000 BV = 3000 BV*1/-=Rs.3000/-
Balance PV	5200 BV	0 BV	

## NOTES

- Business Matching Incentive is Calculated and paid to the Direct Sellers on monthly basis.
- **Closing period** = Business Matching Incentive is calculated on sales done between 1st day to last day of every month.
- **Payout period** = Business Matching Incentive is paid on every 10th day of every corresponding month of every closing period.
- Un-matched BVs in a closing period will be carried forward to the next closing period.
- Company reserves the right to change / amend the Business Matching Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

# TEAM DEVELOPMENT INCENTIVE

Mentorship is a relationship in which a more experienced person guides a less experienced person or group of people. Maniraya Business Plan truly rewards the Mentorship efforts done by its Direct Sellers. To encourage this Mentorship and further reward the Direct Sellers for their sales and their down line organizational sales, Maniraya Business Plan rewards its Direct Sellers with Team Development Incentive every month after achieving the rang of Sales Head in a certain month. To get this Team Development Incentive from next month Direct Seller have to match 2000 PV and also have to match 100000 BV every month. To give away this Team Development Incentive, company allocates a special fund of Rs. 15000/- every month to every direct seller as Team Development Incentive.

## NOTES

- Team Development Incentive is calculated and paid on monthly basis.
- **Closing Period:** Team Development Incentive is calculated on the Business done between 1st& last day of every month.
- **Payout Period:** Team Development Incentive is paid on every 10th day of every corresponding month of every closing period.
- Direct Seller will not get this Team Development Incentive if he/she will fail to maintain the above said matching of PV/BV FOR TWO CONSECUTIVE MONTHS.
- Direct Sellers after disqualify for Team Development Incentive will have to match 100000 PV again in a certain month to qualify for this Team Development Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change / modify Team Development Incentive





# AWARDS & REWARDS

Maniraya appreciates the hard work done by the Direct Sellers in promoting sales of Products in the form of Awards & Rewards. Direct Sellers can earn Awards & Rewards on the level of Business they have achieved. For more details on Awards & Rewards, please visit our website: [www.maniraya.com](http://www.maniraya.com).







## NOTES & DISCLAIMER

1. The Customer Registration is absolutely free and the company does not ask for any registration fee for it.
2. Calculations of Daily, weekly & monthly incentives will be carried out by the software systems only.
3. All necessary tax deductions from earned incomes and rewards would be made as per the Govt. laws.
4. All the illustrations and examples given herein are just for readers' understanding purpose.
5. All the calculations work on the pro rata basis.
6. Maniraya Business Plan is a hardcore sales & marketing of its Products. It is not any type of money making scheme. It is not an overnight millionaire making program.
7. The incomes from any plan are subject to your efforts and as per terms & conditions given on the website: [www.maniraya.com](http://www.maniraya.com).
8. Grievances or complaints, if any, shall be resolved in accordance with the Grievance Redressal Mechanism provided by the company or through arbitration as per laws of the land.
9. Disputes if any will be resolved in the legal jurisdiction of Bangalore courts (Karnataka, India) only.
10. All rights reserved. The company may change / amend / alter / update any income or payment calculation method without any prior information. For updates please visit our website: [www.maniraya.com](http://www.maniraya.com).
11. Disclaimer – A Direct Seller's success depends in great part upon his or her skills, efforts, dedication, desire, and motivation. Becoming an Direct Seller of Maniraya Marketing Private Limited is not a guarantee of income. Average income from the Maniraya Business Plan has not been established. This explanation of the Maniraya Business Plan is a description of how commissions may be earned under the Maniraya Business Plan. It is for illustrative purposes only. There are no guarantees, warranties or assurances that any level of income, earnings or success will be earned or attained by any Direct Seller. Actual results will vary and will be a result of various factors such as expertise, ability, motivation and time spent promoting and selling Maniraya Products.



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