



MAKESMILE
— MARKETING PVT LTD —



MAKESMILE

Marketing Pvt. Ltd.

www.msmilemarketing.com

ABOUT US

Make Smile Marketing is established with a direct selling business model to provide wide range of top-quality health & wellness products to our community. Under the make in India banner, we believe in supporting & enriching lives of everyone around us by giving the opportunity to gain financial freedom & independence. Our products are derived from natural & organic ingredients for promoting good health and safety of people with a commitment to improve the quality of life. We truly believe that our path of success is carved along with cordial relationships with our dear network of independent distributors, customers, and stakeholders.

Make Smile Marketing is not just a company; indeed it is a realising emotion of millions of dreamers who dream beyond just being ordinary... In corporate in the year 2022, We are rising name in the arena of network marketing in India which is compounding its growth continuously. M Smile Marketing is best pay-out giving company with easiest and inclusive.

The company works on the principle of earning single penny from thousands of satisfied clients rather than earning thousands from a single unsatisfied client and this is what makes the company far more accessible, affordable, and available to its each and every distributor and consumer. we guarantee world class services to all its customers. With presence in over 15 states and 100 cities attributed with new stores opening every next day, we are determined to lead the industry.

With sincere understanding and working for 25 years. Above experience of approximately two decades of direct selling, we, Make Smile Marketing Pvt. Ltd. Started to serve the nation by providing ethical and hassle-free earning platform for everyone who wants economic freedom.

Make Smile Marketing Pvt. Ltd. will be recognized throughout the India for its quality products and services. Our company deals with health care, personal care, skin care, hair care, home care & FMCG products.

Company has its head office in Ludhiana, Punjab. Company's mission is to provide best quality products with affordable prices & business working information for distributors to get remarkable growth.

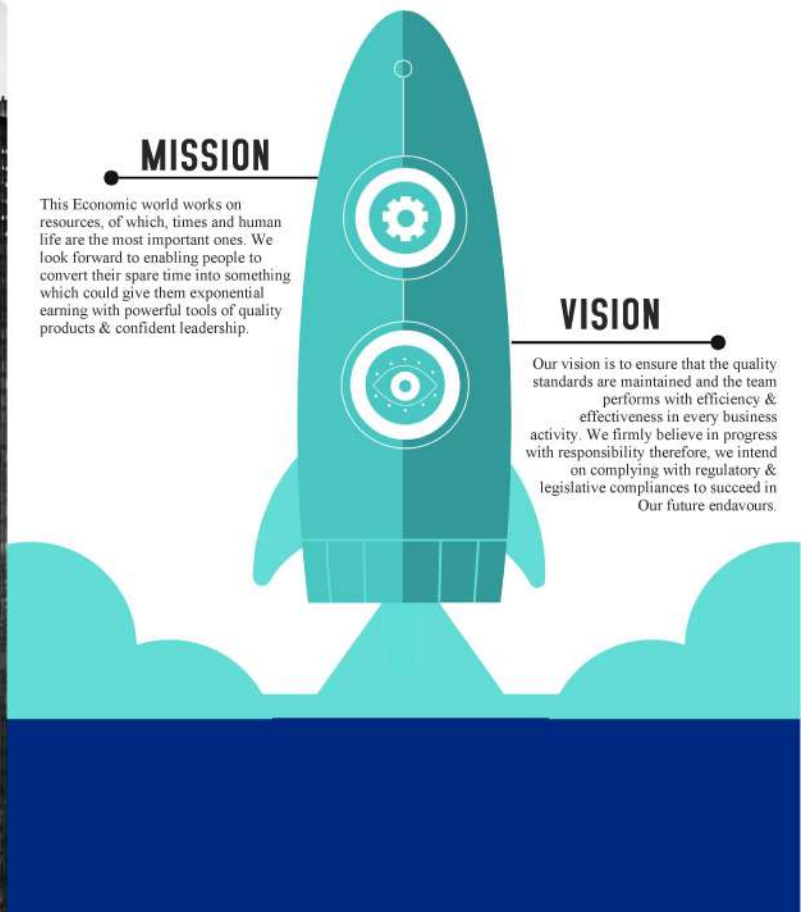
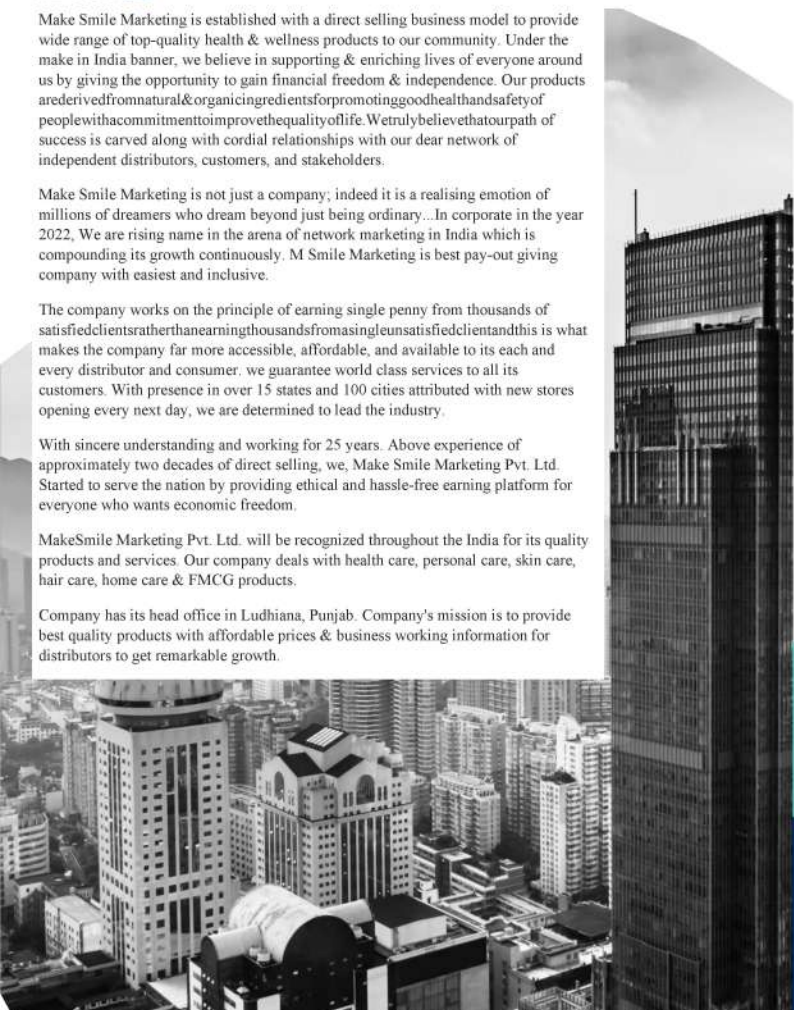
OUR MISSION & VISION

MISSION

This Economic world works on resources, of which, times and human life are the most important ones. We look forward to enabling people to convert their spare time into something which could give them exponential earning with powerful tools of quality products & confident leadership.

VISION

Our vision is to ensure that the quality standards are maintained and the team performs with efficiency & effectiveness in every business activity. We firmly believe in progress with responsibility therefore, we intend on complying with regulatory & legislative compliances to succeed in Our future endeavours.





MAKESMILE COMPENSATION PLAN

To become a part of Makesmile Marketing Private Limited, one has to register himself/ herself as a customer with the company by filling a simple registration form. A customer of Makesmile Marketing Private Limited can purchase products on Distributor Price for personal use.

Once a customer is satisfied with the quality of products offered by Makesmile, he / she may refer these products to their friends, relatives, contacts, etc, and earn financial benefits in the form of incentives and rewards. To earn these incentives and rewards, customer has to become the Independent Distributor of Makesmile by accepting the contract and has to abide by the terms & conditions of Makesmile Marketing Private Limited.

INCENTIVE STRUCTURE



INCOME DESCRIPTION

RETAIL PROFIT

Retail profit is the margin between the prices at which the Independent Distributors purchase the products (Distributor Price/DP) and the prices at which these products are sold (Maximum Retail Price/MRP). Independent Distributors in Makesmile Compensation Plan can earn Retail profit of 15% to 30% on MRP of the products.

For Example: Every product in the Makesmile portfolio has a MRP & Distributor Price (DP). If a product has a MRP of Rs.2000/-, Independent Distributors in Makesmile can purchase the same product on DP which is Rs.1700/- or Rs.1400/- and may resell the same product on MRP and earn Rs.300/- or Rs.600/- (i.e. 15% to 30% profit) on reselling the product.

MRP – DP = Retail Profit
MRP = 2000
DP = 1400
Retail Profit = 2000 – 1400 = 600/-
30% Retail Profit

NOTES

- DP is referred as Distributor Price
- MRP is referred as Maximum Retail Price
- Retail Profit is not calculated and paid by the company.
- Company reserves the right to further give discount on any product below DP.



SELF-PURCHASE BONUS

Makesmile Compensation Plan compensates its Independent Distributors on every product purchase. Sales of each product in portfolio of Makesmile generates special points called as Business Volume (BV).

Makesmile gives its Distributors a Self Purchase Bonus on every monthly purchase through the plans listed below..

S.NO	RECOGNITION LEVEL	SELF PURCHASE (Shopping)	SELF PURCHASE (Profit)
1	Consumer	Rs.11999/- +	Rs. 1500/-
2	Shopper	Rs.24999/- +	Rs. 3500/-
3	Super Shopper	Rs. 49999/- +	Rs. 7250/-
4	Master Shopper	Rs. 99999/- +	Rs. 15000/-

For Example: An Independent Distributor purchases products worth 24999/- in a month, then he/she gets a Self-Purchase Bonus of 14% on 24999/- purchase (24999x14% = Rs.3500/-).

NOTES

- Self-Purchase Bonus is calculated and paid on monthly basis.
- Closing Period: Self-Purchase Bonus is calculated on the Business done between 1st and last day of every month.
- Payout Period: Self Purchase Bonus is paid on 11th day of every corresponding month of the closing month.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change/ modify Self Purchase Bonus.



PROGRESSIVE BONUS

Progressive Bonus is the main strength for Independent Distributors in Makesmile Compensation Plan. It encourages Independent Distributors to promote more and more product users and business partners of Makesmile. The Progressive Bonus of the Makesmile Compensation Plan is calculated from your network, with 2 Business Groups-Group A & Group B. As your group begins to grow you are entitled to earn more Progressive Bonus based on the total BV matched from weaker group. As your group grows, you will be entitled to get 20% of matched Business Volume (BV) generated in either group as Progressive Bonus. The Value of 1 BV is considered as Rs.10/-.

For Example: An Independent Distributor is able to sponsor sales of 5,000 BV in Group A and 6,000 BV in Group B, it makes him/her eligible to earn 20% of the matched BV as Progressive Bonus.

	GROUP A	GROUP B	
Week 1	5000BV	6000BV	20 % of Matched BV
Matched BV	5000BV	5000BV	$5000 \times 20\% = 1000 \times 10 = \text{Rs.}10000/-$
Balance BV	0BV	1000BV	
Week 2	10000BV	12500BV	
Total BV	10000BV	13500BV	20 % of Matched BV
Matched BV	10000BV	10000BV	$10000 \times 20\% = 2000 \times 10 = \text{Rs.}20000/-$
Balance BV	0BV	3500BV	

LEADERSHIP LEVELS

An Independent Distributor can rise through the Makesmile Compensation Plan by increasing the sales of Products. In Makesmile Compensation Plan an Independent Distributor achieves a Leadership Level based on accumulated business matched by him/her in lifetime. Below mentioned is the Qualification Criteria of Leadership Levels.

SNO.	GROUP A	GROUP B	LEADERSHIP LEVEL
1	1000 BV	500 BV	Star Director
2	4000 BV	2000 BV	Shining Star Director
3	7000 BV	3500 BV	Bronze Star Director
4	18000 BV	9000 BV	Silver Star Director
5	36000 BV	25000 BV	Platinum Star Director
6	750000 BV	750000 BV	Diamond Star Director
7	225000 BV	150000 BV	Managing Star Director
8	450000 BV	300000 BV	Champion Star Director
9	900000 BV	600000 BV	Elite Champion Star Director
10	1800000 BV	1200000 BV	Outstanding Star Director
11	3600000 BV	2400000 BV	Blue Diamond Star Director
12	7200000 BV	4800000 BV	Black Diamond Star Director
13	14400000 BV	9600000 BV	Royal Diamond Star Director
14	28800000 BV	19200000 BV	Royal Ambassador Star Director
15	57600000 BV	38400000 BV	Kohinoor Star Director
16	115200000 BV	76800000 BV	Crown Star Director

- NOTES**
- Progressive Bonus is calculated and paid in 3 business cycles.
 - Closing Period: Progressive Bonus has 3 Business Cycles:
 - 1st Business Cycle: 1st to 10th day
 - 2nd Business Cycle: 11th to 20th day
 - 3rd Business Cycle: 21st to last day of the month
 - Payout Period: Progressive Bonus is paid as mentioned below:
 - 1st to 10th day business: On every 20th day
 - 11th to 20th day business: On every 30th day
 - 21st to last day business: On every 10th day of the corresponding month.
 - Each Progressive Bonus, Independent Distributor must have 2 personal direct sales.
 - Maximum limit of earning Progressive Bonus every week is Rs. 1,50,000/-
 - Active Business is calculated after all cancellations and refunds deducted from the current payout period.
 - Company reserves the right to change/modify the Progressive Bonus.

PERFORMANCE BONUS

When an Independent Distributor is able to recommend sales of 100 BV directly, Makesmile Compensation Plan compensates such Independent Distributors with 20 % of 100 BV as Performance Bonus. The Value of 1 BV is considered as Rs. 10/- . Performance Bonus is calculated on the business in the multiplication of 100 BV.

For Example: Independent Distributor recommends sales of 100 BV, then, Performance Bonus for U will be calculated as:

$$100 \text{ BV} \times 20\% = 20 \text{ BV}$$

$$\text{Value of 1 BV} = \text{Rs. } 10/-$$

$$\text{Value of 20 BV} = 20 \times 10 = \text{Rs.}200/-$$

NOTES

- Performance Bonus is calculated and paid in 3 business cycles.
- Closing Period: Performance Bonus has 3 Business Cycles:
 - 1st Business Cycle: 1st to 10th day
 - 2nd Business Cycle: 11th to 20th day
 - 3rd Business Cycle: 21st to last day of the month
- Payout Period: Performance Bonus is paid as mentioned below:
 - 1st to 10th day business: On every 20th day
 - 11th to 20th day business: On every 30th day
 - 21st to last day business: On every 10th day of the corresponding month.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change/modify Performance Bonus.





TRAVEL FUND

To enable an Independent Distributor to go on well-deserved break to relax, enjoy and get pampered in luxury, Makesmile Compensation Plan has made a provision to let its Independent Distributors relax and enjoy life by visiting distant place. For this Makesmile Compensation Plan has devised Travel Fund for its Independent Distributors who have achieved the Leadership Level of Bronze Star Director and Silver Star Director. To give away this Travel Fund company allocates a special fund of 4% of company's monthly BV turnover and equally divides the allocated amount among all the Travel Fund achievers. The Travel Fund is calculated as follow:

TRAVEL FUND = 4% of Company's monthly BV Turnover / Total No. of Travel Fund Achievers in a month

NOTES

- Travel Fund is calculated and paid on monthly basis.
- Closing Period:** Travel Fund is calculated on the Business done between 1st & last day of every month.
- Payout Period:** Travel Fund is paid on 10th day of every corresponding month of the closing month.
- To earn Travel Fund every month, Independent Distributor has to maintain minimum business matching as mentioned in the below table:

S.NO	RECOGNITION LEVEL	BUSINESS MATCHING
1	Silver Star Director	2000BV
2	Platinum Star Director	4000BV

- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change/ modify Travel Fund.



LUXURY FUND

Living life with a luxury lifestyle means having the best of anything. Makesmile Compensation Plan helps its Independent Distributors to fulfil their desire to live a luxury lifestyle by rewarding them with Luxury Fund who have achieved the Leadership Level of Diamond Star Director and Managing Star Director. To give away this Luxury Fund company allocates a special fund of 4% of company's monthly BV turnover and equally divides the allocated amount among all the Luxury Fund achievers. The Luxury Fund is calculated as follow:

LUXURY FUND = 4% of Company's monthly BV Turnover / Total No. of Luxury Fund Achievers in a month.

NOTES

- Luxury Fund is calculated and paid on monthly basis.
- Closing Period:** Luxury Fund is calculated on the Business done between 1st & last day of every month.
- Payout Period:** Luxury Fund is paid on 10th day of every corresponding month of the closing month.
- To earn Luxury Fund every month, Independent Distributor has to maintain minimum business matching as mentioned in the below table:

S.NO	RECOGNITION LEVEL	BUSINESS MATCHING
1	Diamond Star Director	6000BV
2	Managing Star Director	8000BV

- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change / modify Luxury Fund.

ROYALTY BONUS

Makesmile is confident that your Leadership qualities will contribute to the growth of yourself, your team and company. Makesmile Compensation Plan truly rewards the Leadership efforts done by its Independent Distributors. To encourage this Leadership and further reward the Independent Distributors, Makesmile has made a provision of Royalty Bonus for the Independent Distributors who are able to achieve the Leadership Level of Champion Star Director. To give away this Royalty Bonus, company allocates a special fund of 2 % of Company's monthly BV turnover and equally divides the allocated amount among all the Royalty Bonus achievers. The Royalty Bonus is calculated as mentioned below:

Royalty Bonus = 2 % of Company's monthly BV Turnover/Total No. of Royalty Bonus Achievers in a month.

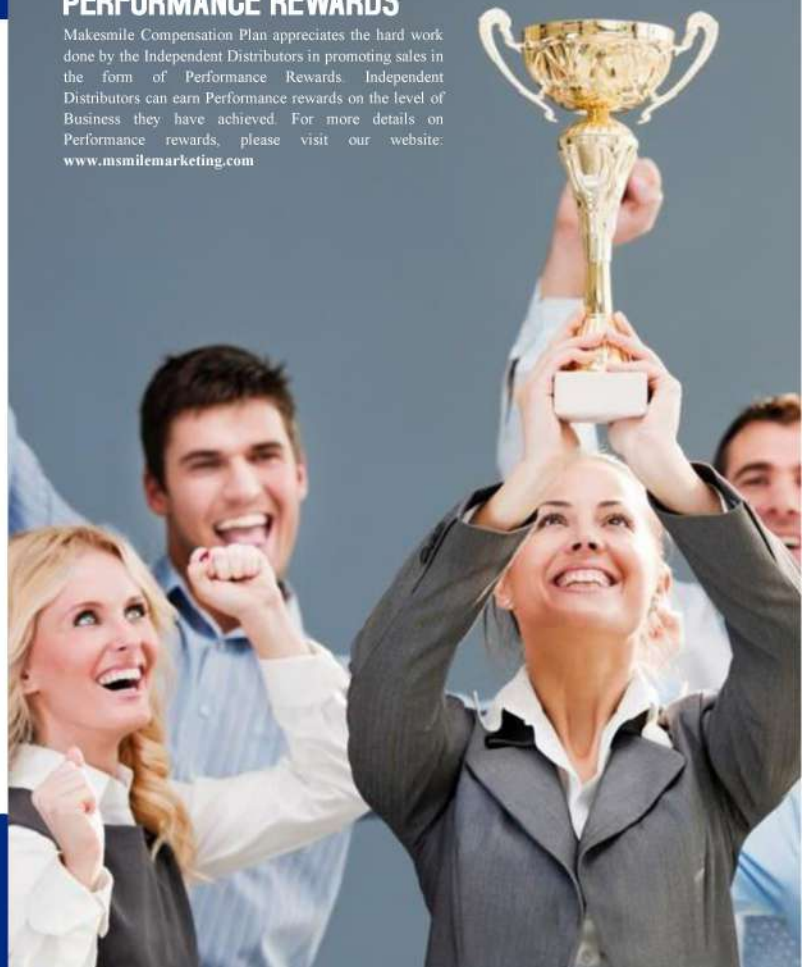
NOTES

- Royalty Bonus is calculated and paid on monthly basis.
- **Closing Period:** Royalty Bonus is calculated on the Business done between 1st& last day of every month.
- **Payout Period:** Annual Royalty Bonus is paid on 10th day of every corresponding month of the closing month.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- Company reserves the right to change/ modify Royalty Bonus.



PERFORMANCE REWARDS

Makesmile Compensation Plan appreciates the hard work done by the Independent Distributors in promoting sales in the form of Performance Rewards. Independent Distributors can earn Performance rewards on the level of Business they have achieved. For more details on Performance rewards, please visit our website: www.msmilemarketing.com





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