

A woman and a young child are painting a wall together. The woman, on the left, is wearing a white shirt over a tan top and blue jeans. She is holding a paint roller and looking down at the child. The child, on the right, is wearing a white t-shirt and pink corduroy pants. The child is holding a paintbrush and looking up at the woman. The wall is partially painted orange, with some white areas still visible. The floor is light-colored and has some paint splatters.

# Corporate Business Model And Compensation Plan

**#JyadaKhushiyoWalaPlan**



# About Us

Eduse Marketing Private, established on October 3, 2017, is a dynamic and forward-thinking company headquartered in Faridabad, Haryana. With a strong presence in multiple sectors, including Healthcare, Personal Care, Skin Care, Fashion, and IT Services, we have built a reputation for delivering quality products and services under our registered trademark brands. Now, as we embark on a new journey, we are introducing our direct selling business model, aimed at empowering individuals and fostering entrepreneurship.



## Vision

Our vision is to create a sustainable and thriving business ecosystem that enhances lives through high-quality products and innovative solutions. We aspire to be a trusted leader in our industry, providing opportunities for individuals to achieve financial independence and personal growth.

## Mission

Our mission is to deliver exceptional products and services while fostering a strong community of direct sellers. We are committed to empowering individuals with knowledge, training, and business opportunities, enabling them to build successful careers and achieve financial freedom. Through ethical business practices and customer-centric approaches, we aim to establish long-lasting relationships and trust.

## Strategy

Our strategy focuses on innovation, quality, and people-centric growth. By leveraging cutting-edge technology and market insights, we continuously enhance our product portfolio to meet evolving consumer needs. Our direct selling model is designed to create a network of motivated entrepreneurs, supported by comprehensive training programs, digital tools, and transparent business practices. We prioritize customer satisfaction and ethical business operations, ensuring sustainable growth for all stakeholders.

## Core values

### Integrity & Transparency

We uphold the highest ethical standards in our business practices, ensuring honesty, fairness, and transparency in all interactions with customers, partners, and direct sellers.

### Empowerment & Growth

We believe in creating opportunities for individuals to achieve financial independence and personal development through training, mentorship, and a supportive business environment.

### Customer-Centric Approach

Our commitment is to provide high-quality products and exceptional service, ensuring customer satisfaction and long-term trust in our brand.

# Eduse Land Of Opportunities

We have a wonderful business opportunity which gives you 4 unique benefits.

Our incentive business model is an unique self driven online integrated exclusive incentive program which helps people earn an incentive on basis of their skills and efforts

## Get Started

Simply register with us and get this wonderful business opportunity.



**Start A Business  
With Zero Investment**



**Earn 1 Lak Per Month  
In 1 Year**



**Financial Security To  
Your Family**



**Assured Cashback On  
Every Purchase**



## Eduse Incentive Program

**Your Success Is Our Guarantee**

Our Incentive Program is a unique self-driven online integrated exclusive program which helps our incentive business model. It is a unique self-driven online integrated exclusive incentive program which helps people earn an incentive on the basis of their skills and efforts.

Level of your incentive will be a comprehensive reflection of how you and your team are performing in referring/promoting the sale of products and services and how frequent these sales are and how valued the product is. The given incentive plan includes a balance of overall and individual, team, and product contribution. Starting your own business with us is very easy. Our incentive program ensures your success at every step on the way.

# Compensation Program

## How It Works



Our Incentive Program is an unique self driven online integrated exclusive program which helps Our incentive business model is an unique self driven online integrated exclusive incentive program which helps people earn an incentive on basis of their skills and efforts.

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# HOW TO START YOUR OWN BUSINESS ?

There is a very simple process. You can simply scan this QR code from your phone or you can go to Signup page on our website [www.edusemarketing.com](http://www.edusemarketing.com) and just fill registration form. After registration you'll get your Unique Business ID and secret Password



Scan the QR code with the mobile app.

-or-

[Sign up manually](#)

## Choose A Package

Business Code Activation packages

### QS

Quarter Sale  
5000 PC

First Sale Cap : 2500  
Resale Cap : 100000  
Fixed SMP Income : 300  
Shopping Voucher : 500

### HS

Half sale  
10,000 PC

First Sale Cap : 5000  
Resale Cap : 250000  
Fixed SMP Income : 800  
Shopping Voucher : 1500

### FS

Full Sale  
20,000 PC

First Sale Cap : 10000  
Resale Cap : 500000  
Fixed SMP Income : 2000  
Shopping Voucher : 5000

### MS

Mega Sale  
50,000 PC

First Sale Cap : 25000  
Resale Cap : 1000000  
Fixed SMP Income : 5000  
Shopping Voucher : 10000  
Entry In Prime Booster Pool

## Our Brands



# Compensation Plan

Eduse offers very rewarding bonuses for the efforts put into the business. The Eduse Compensation Plan is a cumulative plan where you never drop from the level of achievement and keep on achieving higher levels, i.e. to say that your earlier efforts and achievements are always counted in your bonus calculations.

## 12 Ways Of Incentives

<b>5-35%</b> Savings On Selling	<b>3.5%</b> Fresh Direct Sale Incentive	<b>10%</b> Team Sales Incentive
<b>2%</b> Booster Bonus	<b>2.5%</b> Prime Booster Bonus	<b>2.5-10%</b> Team Generation Incentive
<b>2%-20%</b> Group Resales Incentive	<b>3%</b> Legacy Bonus	<b>5%</b> Leadership Dividend Bonus
<b>7%</b> Empowerment Bonus	<b>8%</b> Pinnacle Bonus	



# Savings On Selling

## 1. Savings On Selling (SOS)

Selling products directly to the customers is the first step to success and building a solid foundation for their business. Savings On Selling is the surest method of earning immediate income even as you build a long-term business and satisfied customers. Savings On Selling is the margin between the prices at which the Direct Sellers purchase the products (Edusekart Selling Price / ESP) and the prices at which these products are sold (Maximum Retail Price / MRP). Direct Sellers in Eduse can earn Savings On Selling up to 35% on MRP of the products.

**For Example:** Every product on Edusekart website or in its offline stores has a MRP & Edusekart Selling Price (ESP). If a product has a MRP Rs. 500/-, Direct Sellers can purchase the same products on ESP which is Rs. 325/- and may resell the same product on MRP and earn Rs. 175/- Savings On Selling the product.



## Savings On Selling

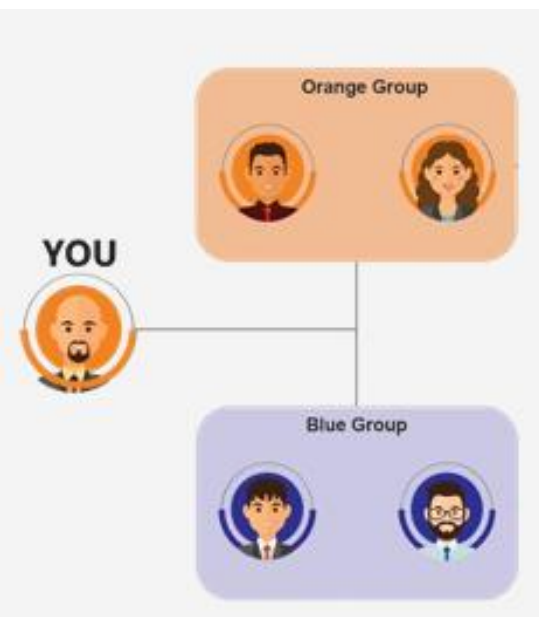
### NOTES & TERMINOLOGY:

- Savings On Selling is not calculated and paid by the company.
- MRP is referred as Maximum Retail Price.
- ESP is referred as Edusekart Selling Price.
- Company reserves the right to further give discount on any product below ESP.

# First Sale Incentive

## 2. First Sale Incentive

The IDS can promote our products and incentive program on social media, or to his email contacts / general acquaintances & relatives. If an existing 'IDS' supports a new 'IDS'/'Customer', for purchase of the products then he / she earns special Points called as Product Credit Points (PCP)



**For Example:** Every time you support a new customer / IDS to make a purchase of NS or QS or HS or FS or SS from us, you'll earn Rs. 3.5% of Product Credit (as the case may be) as First Sale Incentive.

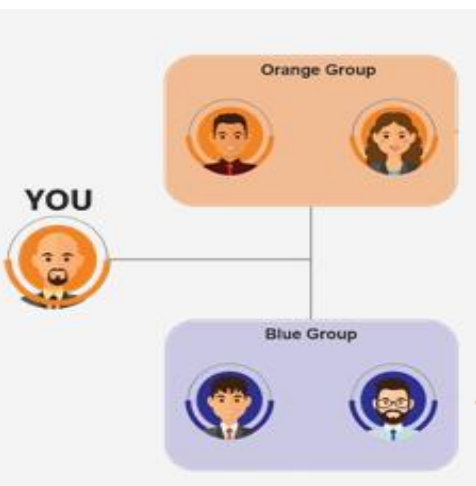
### NOTES & TERMINOLOGY:

- First Sale Incentive is paid on daily basis.
- To receive First Sale Incentive , an IDS should be active.
- Active IDS: An IDS who has himself/herself purchased products min worth of QS
- Company reserves the right to further give discount on any product below ESP.
- Active Business is calculated after all cancellations and refunds deducted from the current incentive distribution period.
- Company reserves the right to change /modify First Sale Incentive as per the policies

# Booster Incentive

## 3. Booster Incentive

When any IDS starts business with us and registered himself/herself with us by choosing any activation option and purchasing products he'll get an opportunity to enter in Booster Pool by just making 1 FS in both groups withing 7 days of his registration. Once he'll enter in booster pool, he'll be rewarded with Booster Pool benefits for consecutive 12 months even if he doesn't perform any sale in company.



**For Example:** Company takes 2% every time any sale is done by any IDS in company in that month and company will sum up all as Booster Pool Value and will distribute this BPV among all booster pool member.

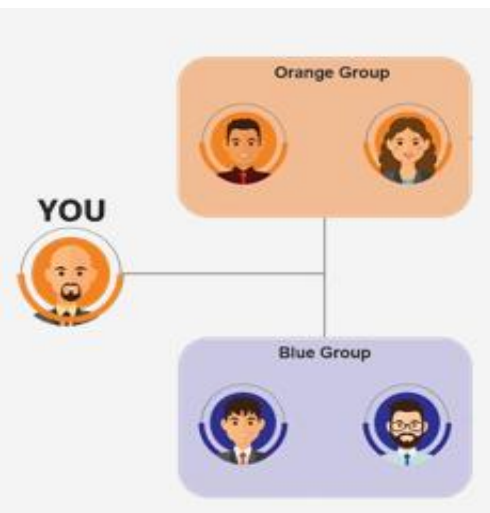
### NOTES & TERMINOLOGY:

- BPV is paid on monthly basis.
- BPV is referred as Booster Pool Value.
- Active IDS: An IDS who has himself/herself purchased products min worth of 500 PC every month.
- BPV is calculated after all cancellations and refunds deducted from the current incentive distribution period.
- Active Business is calculated after all cancellations and refunds deducted from the current incentive distribution period.
- Company reserves the right to change /modify Booster Bonus as per the policies.

# Prime Booster Incentive

## 4. Prime Booster Incentive

If any IDS purchase products of min value of 500, he'll be considered as Prime IDS and will get some extra premium services from company. With all premium benefits Prime IDS will get an opportunity to enter in Prime Pool. Once he'll enter in Prime Pool, he'll be rewarded with Prime Pool benefits for consecutive 12 months even if he doesn't perform any sale in company.



**For Example:** Company takes 2.5% every time any sale is done by any IDS in company in that month and company will sum up all as Prime Booster Pool Value and will distribute this BPV among all booster pool member.

### NOTES & TERMINOLOGY:

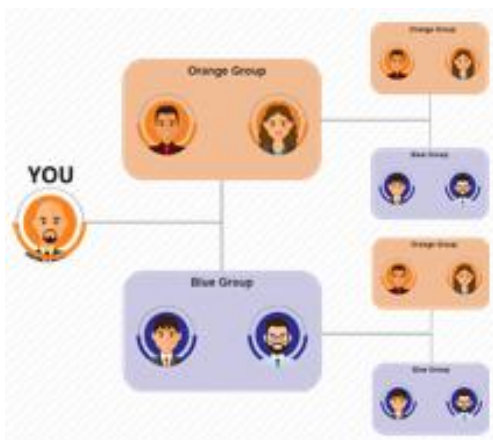
- PBPV is paid on monthly basis.
- PBPV is referred as Booster Pool Value.
- Active IDS: An IDS who has himself/herself purchased products min worth of 500 PC every month.
- PBPV is calculated after all cancellations and refunds deducted from the current incentive distribution period.
- Active Business is calculated after all cancellations and refunds deducted from the current incentive distribution period.
- Company reserves the right to change /modify Prime Booster Bonus as per the policies.

# Team Sales Incentive

## 5. Team Sales Incentive

When you impart training to your Independent Direct Sellers, they can further start supporting new IDS/ selling of products, thereby creating a team under them. Each of your IDS becomes a vertical in your groups when a new IDS is referred in any vertical under you who purchase/sale the products, all the IDS in the team of IDS will earn TSP.

Team Sales Incentive is paid to the active IDS on building sales equally distributed in both the groups.



**For Example:** For every sale you get Team Sales Point (\*TSP) in both groups. Company will calculate sum of TSP in your both groups. You'll get 1000X incentive for every equal matched TSP in both groups and balance TSP will be carried forward for next incentive cycle.

- ❖ Value of QS = .50 TSP
- ❖ Value of HS = 1 TSP
- ❖ Value of FS = 2 TSP
- ❖ Value of SS =5 TSP

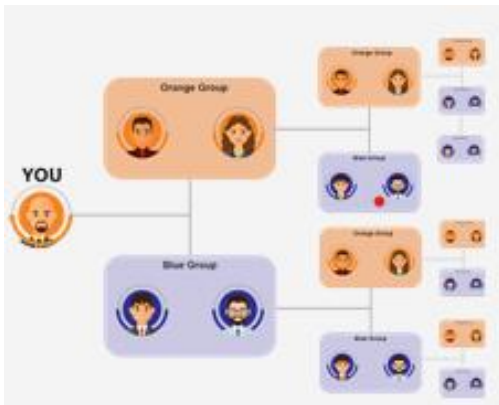
### NOTES & TERMINOLOGY:

- TSP is referred as Team Sales Point.
- Team Sales Incentive will be paid on daily basis and calculated on the TSP Value of products sold in that particular month in both groups. The cut-off time is 11:50 PM everyday.
- Active IDS: An IDS who has himself/herself purchased products min worth of 500 PC every month.
- To earn Team Sales Incentive , an IDS has to refer and support min 2 customers in different groups to purchase product.
- Company reserves the right to change / modify Team Sales Incentive as per the policies

# Team Generation Incentive

## 6. Team Generation Incentive

When you help and support your IDS, they'll earn incentives on regular basis and similarly they'll also help their IDS to earn incentives. You'll earn Team Generation Incentive from 3 generations of sales team of your sales group.



**For Example:** Every time any IDS from your 3 generations of sales group earns incentives from first sale you'll get Team Generation Incentive.

- ❖ From 1st Generation– 10%
- ❖ From 2nd Generation– 5%
- ❖ From 3rd Generation– 2.5%

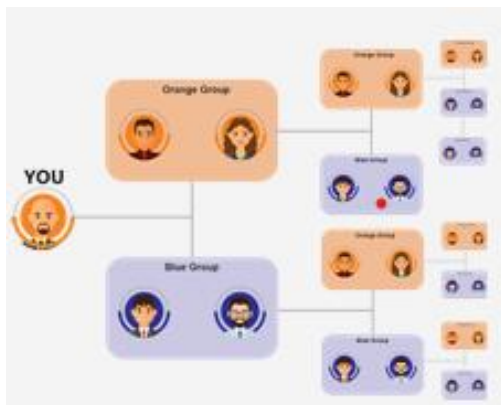
### NOTES & TERMINOLOGY:

- Team Generation Incentive will be paid on daily basis.
- To receive Team Generation Incentive , an IDS should be active and qualified.
- Active IDS: An IDS who has himself/herself purchased products min worth of QS.
- Team Generation Incentive is calculated after all deductions from IDS payout.
- Company reserves the right to change /Team Generation Incentive as per the policies.

# Group Resale Incentive

## 7. Group Resale Incentive

We offer a leadership incentive plan where leaders earn a 1% incentive on every sale made by their team, up to 10 levels. This plan encourages team growth and provides a steady income for leaders as their network expands.



**For Example:** Every time any IDS from your team Up to 10 levels makes any purchase or sale, you'll get 1% of his Product Credit as Team Resale Incentive.

- ❖ From 1st Generation– 1%
- ❖ From 2nd Generation–1%
- ❖ From 3rd Generation– 1%
- ❖ From 4th Generation– 1%
- ❖ From 5th Generation–1%
- ❖ From 6th Generation– 1%
- ❖ From 7th Generation– 1%
- ❖ From 8th Generation–1%
- ❖ From 9th Generation– 1%
- ❖ From 10th Generation– 1%

### NOTES & TERMINOLOGY:

- Team Resale Incentive will be paid on monthly basis.
- To receive Team Resale Incentive , an IDS should be active and qualified.
- Active IDS: An IDS who has himself/herself purchased products min worth of QS.
- Team Resale Incentive is calculated after all deductions from IDS payout.
- Company reserves the right to change /Team Resale Incentive as per the policies.

# Legacy Bonus

## 8. Legacy Bonus

As part of our incentive program, direct Sellers's network is categorized into two groups: Blue and Orange. To encourage growth and leadership within the network, we offer a Legacy Bonus to sellers who achieve Rank 4 or higher.

### Eligibility Criteria

A direct seller qualifies for the Legacy Bonus upon reaching Rank 4. Once qualified, they become eligible to receive a share of the company's turnover, calculated based on product credits.

### Bonus Calculation

- The company allocates 3% of the total turnover (in product credit value) towards the Legacy Bonus Pool.
- This bonus is then equally distributed among all direct sellers who have achieved Rank 4 or higher in that particular monthly payout cycle.

### Example:

Assume the company's total turnover for a given month is ₹1,00,00,000 in product credit value.

- 3% of this turnover is allocated to the Legacy Bonus Pool:

$$₹1,00,00,000 \times 3\% = ₹3,00,000$$

- If 10 direct sellers qualify for Rank 5 or higher, the total bonus pool of ₹3,00,000 will be equally divided among them.

- Each qualified seller will receive:

$$₹3,00,000 \div 10 = ₹30,000 \text{ as Legacy Bonus}$$



# Leadership Dividend Bonus

## 9. Leadership Dividend Bonus

The Leadership Dividend is an exclusive incentive designed to reward top-tier leaders who have demonstrated exceptional dedication and business growth. This incentive acknowledges the efforts of direct sellers who reach Rank 6, ensuring they receive a share of the company's success.

### Eligibility Criteria

Any direct seller who achieves Rank 6 qualifies for the Leadership Dividend.

### Bonus Calculation

- The company allocates 5% of the total turnover (in product credit value) to the Leadership Dividend Pool.
- This pool is then equally distributed among all Leadership Dividend achievers in that monthly payout cycle.

### Example:

Suppose the company's total turnover for a given month is **₹1,00,00,000** in product credit value.

- 5% of this turnover is allocated to the Leadership Dividend Pool:  
 $₹1,00,00,000 \times 5\% = ₹5,00,000$
- If 10 direct sellers qualify for Rank 10, the total bonus pool of ₹5,00,000 will be equally divided among them.
- Each qualified seller will receive:  
 $₹5,00,000 \div 10 = ₹5,00,000$  as Leadership Dividend Bonus



# Empowerment Bonus

## 10. Empowerment Bonus

The Empowerment Bonus is a prestigious incentive designed to recognize and reward direct sellers who excel in team development and mentorship. This bonus acknowledges leaders who achieve Rank 8, reinforcing their commitment to fostering a strong and successful network.

### Eligibility Criteria

Any direct seller who achieves Rank 8 qualifies for the Empowerment Bonus.

### Bonus Calculation

- The company allocates 7% of the total turnover (in product credit value) to the Empowerment Bonus Pool.
- This pool is then equally distributed among all Empowerment Bonus achievers in that payout cycle.

### Example:

Assume the company's total turnover for a given month is ₹1,00,00,000 in product credit value.

- 7% of this turnover is allocated to the Empowerment Bonus Pool:
  - $₹1,00,00,000 \times 7\% = ₹7,00,000$
  - If 14 direct sellers qualify for Rank 8, the total bonus pool of ₹8,00,000 will be equally divided among them.
  - Each qualified seller will receive:  
 $₹7,00,000 \div 14 = ₹50,000$  as Empowerment Bonus





## Pinnacle Bonus

### 11. Pinnacle Bonus

The Pinnacle Bonus is an elite incentive designed to recognize top achievers who maintain outstanding sales performance within their teams. This bonus ensures that high-performing direct sellers are rewarded for driving consistent sales and contributing significantly to the company's growth.

#### Eligibility Criteria

- A direct seller qualifies for the Pinnacle Bonus if they maintain sales exceeding 100,000 Product Credits in both groups (Blue & Orange).
- For every 100,000 Product Credits in sales from both groups, the seller earns 1 Pinnacle Point.
- Pinnacle Points are calculated on a matching basis between the two groups.
- The total Pinnacle Points earned across the company are used to determine the Pinnacle Point Value for the payout cycle.

#### Bonus Calculation

- The company allocates 8% of its total turnover (in product credit value) to the Pinnacle Bonus Pool.
- The total Pinnacle Points earned by all achievers across the company are summed.
- The Pinnacle Bonus Pool is then divided by the total Pinnacle Points to determine the value of one Pinnacle Point.
- Each qualified leader's Pinnacle Bonus is calculated as: Pinnacle Points × Pinnacle Point Value.

#### Example:

Assume the company's total turnover for a given month is ₹1,00,00,000 in product credit value.

•8% of this turnover is allocated to the Pinnacle Bonus Pool:

$$₹1,00,00,000 \times 8\% = ₹8,00,000$$

•Now Assume The total Pinnacle Points earned across the company = 200

The Pinnacle Point Value = ₹8,00,000 ÷ 200 = ₹4,000 per Pinnacle Point.

•If a direct seller earns 10 Pinnacle Points, their Pinnacle Bonus will be:

$$10 \times ₹4,000 = ₹40,000 \text{ as pinnacle bonus}$$

# World Voyager Rewards



SN	BG TSP	OG TSP	Ranks	Reward
1	15	15	Rank 1	RTP Session
2	25	25	Rank 2	LDP Session
3	50	50	Rank 3	Goa Trip
4	100	100	Rank 4	Thailand Trip
5	250	250	Rank 5	Couple Bali Trip
6	500	500	Rank 6	Couple Dubai Trip
7	1250	1250	Rank 7	Couple Hongkong Trip
8	2500	2500	Rank 8	Couple Maldives Trip
9	5000	5000	Rank 9	Couple China Trip
10	10000	10000	Rank 10	Couple Eastern Europe Tripe
11	20000	20000	Rank 11	Couple Russia Trip
12	50000	50000	Rank 12	Couple Paris Trip
13	100000	100000	Rank 13	Couple London Trip
14	250000	250000	Rank 14	Couple Australia Trip
15	500000	500000	Rank 15	Couple USA Trip
16	1000000	1000000	Rank 16	World Tour Of 45 Days

We appreciate the hard work of Direct Sellers in promoting product sales by offering World Voyager Rewards. These rewards are based on the Corporate Ranks achieved by the Direct Sellers. Below mentioned are the details of Globe Trotter rewards based on Corporate Ranks achieved by the Direct Sellers.



# KEEP YOUR FAMILY SAFE WITH US

## Sampoorna Suraksha

Sampoorna Suraksha Fund is paid to nominated immediate family members of the deceased, in case of Accidental death. This benefit has strict perimeters of what constitutes an accidental death. Nominated family member of deceased would get the below mentioned amount. This fund is differently applicable for Direct Sellers who have achieved the following Ranks:

Ranks	Amount (In Rs.)	Child Care
Rank 1	5000	Null
Rank 2	10000	Null
Rank 3	25000	Null
Rank 4	50000	Null
Rank 5	100000	Education Up to 12th Class
Rank 6	250000	Education Up to 12th Class
Rank 7	500000	Education Up to Graduation
Rank 8	800000	Education Up to Graduation
Rank 9	1500000	Education Up to Higher

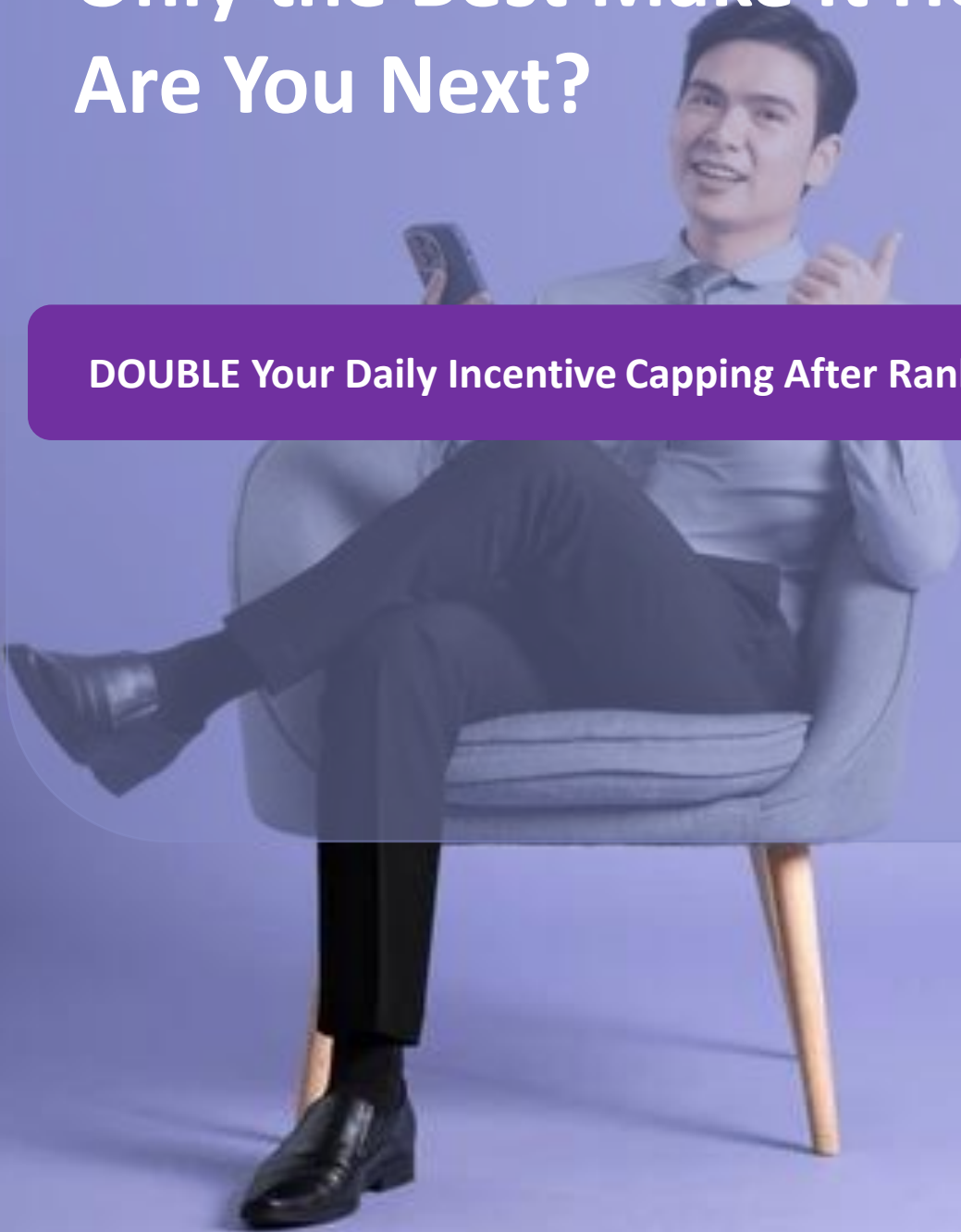
- ❖ In Case of any accidental Claim Sampoorna Suraksha, Police FIR & Post Mortem Report with other required documents is must.
- ❖ Company has all right to verify the claim and company may ask for several proofs.
- ❖ All benefits mentioned under kids care section will not be paid in advance they all will be reimbursed after verifying all valid bills and documents.
- ❖ Company as all rights to reject and claim or modify this claim benefits with time as per company internal policies

# ELITE CLUB

Where Legends  
Rise & Rewards Multiply!

Only the Best Make It Here!  
Are You Next?

**DOUBLE Your Daily Incentive Capping After Rank 10!**



Thank  
You!

- for helping us grow.



**EDUSE MARKETING PRIVATE LIMITED**