

# INWAY BUSINESS PLAN

## **OBJECTIVE :**

Inway is dedicated to spread knowledge in the Society and help

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people choose value - for - money products for better living.”

- to make the benefits of all its products reach every customer through a well defined distribution channel & to let the distributing leaders succeed ahead in Business development by awarding promotional plans in monetary terms with an abundance of material possessions & wealth.
- To transform the lives of millions of people of the country. Helping the people of the nation to lead a quality life and enjoy financial freedom.
- To provide quality products and to make best brand of the world.
- To provide best education with the help of teaching training.
- To be most trustworthy, competent & dedicated company bringing forth exceptional & innovative lifestyle products with a sense of utmost commitment to fulfill the best quality with delivery obligations to each customer & moving a step towards betterment of human by improving the life expectancy of as many people as possible. To provide the best business opportunity.

**INTEGRITY** : We pay close attention to the moral code that we follow. Everything we do is guided by a moral compass that ensure fairness and transparency while recognizing the value of all employees and customers.

**ABUNDANCE** : A business can't excel unless it creates profitability and opportunity for all. Inway is committed to being socially, responsible in every community.

**VALUE ACCRETIVE** : Enabling clients to become high performance business and creating long term relationship by being responsive and relevant and by consistently delivering value.

**SUSTAINABLE GROWTH** : We wish to build sustainable model & a strong foundation for the future generations through conserving our brand, meeting our promise & developing our people.

## **VALUE PROPOSITIONS**

**Earn At Inway yourself** : At Inway, we passionately believe in keeping our customer's interest on top of everything else. Our day begins and with the aim of keeping our customers happy and with that goal in mind we promise you strong Loyalty program ensure

that you earn back money for every rupees that you spend on shopping at our site. Our values via which we aim to consistently deliver a valued shopping experience to all our customers.

**Wide Range** : Our aim is to provide you with a wide selection of products across diverse categories. Our team specially handpicks merchants who have the best, latest and vast selection of merchandise so you can find what you are looking for all 100% authentic, and at the best price !

**Competitive Prices** : We strongly believe that a good shopping experience is not fully delivered until the products and services sold at Inway are the most competitively priced. We bring merchants directly to consumers thereby removing middlemen margins and making goods cheaper for consumers. Loyalty program members get products at special discounted rates.

**Reliable Brands** : Inway does not allow merchants to sell duplicate, spurious, know-offs, used, or grey channel items. Please be assured that items bought at Inway are brand new and come sealed in a box with the manufacturer's warranty wherever applicable. Strong quality framework to ensure delivery of high quality products at an affordable pricing.

**Holistic Acquisition Model** : We acquire our consumers through multi — channel strategy which encompasses.

1. Internet Marketing
2. Direct Marketing

### 3. Viral Marketing

**Outstanding Customer Services** : We at Inway strive hard to make your shopping experience pleasant and memorable one. With our second to none customer service we promise to stand by you in every and any situations to help keep your smile on while you shop with us. Our Loyalty customers are our customer service channel wherein they provide physical interface to our Portal which is a unique proposition in the Indian Ecommerce Industry — Technology with a Human Face.

**Quality Management** : Inway has a strong compliance system designed to minimize business risks and ensure compliance with applicable laws and maximizing the results. We have instituted a compliance program that includes pre-emptive and year round training, control and supervision in order to ensure adherence to pertinent laws by the company and all employees. Our Compliance activities are broadly classified into prevention, monitoring and follow up processes.

## KEY DIFFERENTIATORS AT INWAY

**Business Value** : This is the value assigned to Inway packages / Products which are accumulated to the account of purchaser BV assigned are subject to change and this is the value assigned to Inway packages on which the incentive is calculate.

**Sponsor** - This is the introducing Inway Direct selling Representative of the Direct Seller (Inway Retailer)

## **How to become an Inway Retailer (Direct Seller)?**

Potential participants can join as an inway Retailer at no charge through the reference of any existing inway Representative.

Any person with the reference of an existing Inway Direct Selling Representative will be able to join as an inway Direct Selling Retailer of the Company by visiting our website and filling out and submitting the online registration form and duly signing the "ACCEPTANCE FORM" and physically sending it to the company along with the required documents (as defined below). The said "ACCEPTANCE FORM" shall stand as the acceptance of the Online Agreement / Contract with Inway retails Pvt. Ltd. as witnessed by the introducing/sponsoring Inway Representative.

Required documents to be submitted along with the "ACCEPTANCE FORM" -

1. Self attested photocopy of any Govt. issued photo identification document duly verified by sponsoring Inway Representative.

2. Self attested photocopy of any Govt. issued address proof document duly verified by sponsoring Inway Representative.
3. Self attested photocopy of PAN card.

Inway Representative will not receive any remuneration or incentive for the introduction/sponsoring of new Inway Retailers (Direct Sellers). Inway Representatives will be entitled for incentives based on the sponsored Inway Retailers (Direct Sellers).

An Inway Retailer must make a purchase of any products of Inway within 30 days from date of registration, after which purchase must be made within every subsequent 6 months. Failure to do so will result in elimination of Inway Retailer from Inway.

You can become a Retailer for referring/Promoting/self consumption our Products by registering yourself without any registration fee at -

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

- To be a part of fastest growing business, you must have complete 18 years of age.
- You have to fill independent distributors /Direct seller application form under the sponsorship of an existing distributor of the company.
- To qualify for the all the business income as a direct seller submit your KYC document within 30 days for the date of registration.
- Buy product of 2500 Rs on MRP Price.
- If any retailer/customer purchase a product of Rs 2500 from Inway Retails Pvt. Ltd. then he will be in category of distributor as

he submit DSA form and if he will promote or refer the product of Inway then he can earn commission as per mentioned.

- BV means business volume assigned on product calculated on behalf of profit gained at particular product .BV may be differ at every product depend on their MRP.

### **Hierachy of Inway representative :-**

- I. Premium Representative** - If distributor complete business of [15000BV (left). 15000 BV (Right)]
- II. Cycler Representative** - Provide the business of [45000 BV (left). 45000 PV (Right)]
- III. Silver Representative** - Provide the business of [150000 BV (left). 150000 BV (Right)]
- IV. Gold Representative** - Provide the business of [375000 BV (left). 375000 BV (Right)] OR produce one active silver in each side of sales organization.
- V. Diamond Representative** - Provide the business of [1285000BV (left). 1285000 BV (Right)] OR produce one active Gold in each side of sales organization.
- VI. Diplomat Representative** - Provide the business of [2236000BV (left). 2236000 BV (Right)] OR produce one active Diamond in each side of sales organization. OR[4 Gold (Left):4Gold(Right)]
- VII. Silver Diplomat Representative** - Provide the business of [4515000 BV (left). 4515000 BV (Right)] OR produce one active

Diplomat in each side of sales organization. OR [8 Gold (Left):8 Gold(Right)]

**VIII. Gold Diplomat Representative** - Provide the business of [10800000 BV (left). 10800000 BV (Right)] OR produce one active Silver Diplomat in each side of sales organization. OR[16 Gold (left):16 Gold (right)]

**IX. Diamond Diplomat Representative** -Provide the business of [2200000 BV(left). 2200000 BV (Right)] OR produce one active Gold Diplomat in each side of sales organization. OR [32 Gold on each side ]

**X. Ambassador Representative** - Provide the business of [4.5 Cr. BV (left). 4.5Cr BV (Right)] OR produce one active Diamond Diplomat in each side of sales organization. [64 Gold on each side]

**XI. Chairman Representative** - Provide the business of [12Cr BV (left). 12Cr BV (Right)] OR produce one active Ambassador in each side of sales organization. OR [128 Gold on each side]

### **1. RETAILS PROFIT / DISTRIBUTOR PROFIT :-**

As you purchase a product of Rs 2500 then you will be distributor and can purchase product at offer price / distributor price and can sell product at MRP Price

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**Retails Profit = MRP -IRP(inway retails price)**

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Inway offers a saving upto 10-20% on the majority of products.

**Example for saving :-**



In a month if you purchase Inway products worth MRP 10000/- for self consumption save upto 2000 for self use.

**2. Referral Bonus Income :-** When a distributor promote products OR purchase products and maintain BV value after product sale on left and right side get referral income. When a distributor achieves Matching Points in a week, he will get Matching Club Bonus. Inway allocates 40% of company's weekly total BV as Referral Income. These are computed by a "Point Sharing System" based on the Matching Business Volume achieved by the distributors. Strong front line will be considered as main line and other front lines will be considered as weak lines. Total of GBV in weak lines and personal BV of current week will be considered as Matching BV point. Difference of two front lines will be carried forward for next week. Matching Point Values varies each week and are computed weekly as per the formula shown below .

**FORMULA FOR REFERRAL BONUS INCOME CALCULATION:-**

$$\text{Matching BV point} = \frac{40\% \text{ of Company turnover BV}}{\Sigma \text{ of all associate matching BV}}$$

$$\text{Distributor matching BV} \times \text{Matching BV point} = \text{Referral Bonus income}$$

- Referral bonus income distribute as from associate level to chairman circle level.
- From Associate tag to Chairman Circle tag company distribute 40% of company turnover BV as per above mention formula.

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As BV value Line1 and Line2 side bill increase by you or your sponsor after matching of BV will get income as per above mention formula.

- Referral Income closing will be on weekly basis.

SN.	DESIGNATION	% INCOME ON MATCHING BV BASED ON ABOVE FORMULA
1.	ASSOCIATE	Company distribute 40% of company turnover BV among all designation holder assigned by company from no 1 to no 12. Designation holder on basis of above mention formula.
2.	PREMIUM	
3.	CYCLER	
4.	SILVER	
5.	GOLD	
6.	DIAMOND	
7.	DIPLOMAT	
8.	SILVER DIPLOMAT	
9.	GOLD DIPLOMAT	
10.	DIAMOND DIPLOMAT	
11.	AMBASSADOR	
12.	CHAIRMAN CIRCLE	

**4. MONTHLY BONUS INCOME :** - As you work like a Inway Representative and provide the business as per mention below in table

you will get monthly bonus income . This income calculated on monthly basis. MBI is conditional income who complete work criteria assigned by company will be eligible to get monthly bonus income mentioned in table no .2

This income distribute in four level associate at different percentage level. Distribution of MBI depends on designation and tag mention in below table no.2

Table no-2

<b>Work Criteria</b>	<b>Tag</b>	<b>MBI % of associate current matching BV in a month.</b>	<b>of TIME of</b>
<b>(6000BV current matching)</b>	Premium	8%	till next Tag change
<b>(12000BV current matching)</b>	Cycler	9%	till next Tag change
<b>(30000BV current matching)</b>	Silver	10%	Till next tag change
<b>(60000BVcurrent matching )</b>	Gold	11%	till next Tag change

### **5. ROB (Royalty Overall Business) :-**

Royalty overall business will start from Diamond tag. In this income company distribute 5% Amount of company turn over Business volume to all diamond and above according to their business (BV).

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$$\text{ROB} = \frac{5\% \text{ of Company turnover BV}}{\Sigma \text{ of all diamonds above BV}} \times \text{Associate BV}$$


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### 6.PROB (Performance Royalty Overall Business) :-

Performance Royalty overall business will start from Diamond tag. In this income company distribute 9% Amount of company turn over Business volume to all diamond and above according to their matching business (BV).

$$\text{PROB} = \frac{9\% \text{ of Company turnover BV}}{\Sigma \text{ of all diamonds above matching BV}} \times \text{Associate matching BV}$$

### 7.Fund Income :-

Company Distribute 8 % Amount of company turn over BV to all diplomat and above as per mention below.

- I. Car Fund : 3% of company turnover BV .
- II. Travel Fund : 1% of company turnover BV.
- III. House Fund : 2% of company turnover BV.

IV. Education Fund : 1% of company turnover BV.

V. Medical Fund : 1% of company turnover BV.

All fund income distributes on every tag achieve as per their business BV by PROB formula on completing of work criteria mentioned in below table.

Income Type

Condition

<b>Tag</b>	<b>Income Type</b>	<b>Work Criteria For PROB and above income (in month)</b>
<b>Diamond</b>	(Referral` Income) RI + ROB+PROB	45000 BV Income
<b>Diplomat</b>	RI + ROB +PROB+ Car Fund	60000 BV Income
<b>Silver Diplomat</b>	RI + ROB +PROB+ C.F. + Travel Fund	120000 BV Income
<b>Gold Diplomat</b>	RI + ROB +PROB+ C.F. + T.F. + House Fund	180000 BV Income
<b>Diamond Diplomat</b>	RI + ROB +PROB+ C.F. + T.F. + H.F. + Education Fund	270000 BV Income
<b>Ambassador</b>	RI + ROB +PROB+ C.F. + T.F. + H.F. + E.F. + Medical Fund	360000 BV Income
<b>Chairman</b>	RI + ROB +PROB+ C.F. + T.F. + H.F. + E.F. + M.F. + 100000 Rs.(T&C applied for 100000)	450000 BV Income

- Car fund income will provide you on monthly basis if you have purchased your car otherwise it will accumulate till car purchasing.
- Travel fund income can be used only for travelling purpose only that was decided by company and as you travelled 6 times decided by company place then you will get your travel fund income on monthly basis.

- PROB&ROB & fund income closing will be on monthly basis.

- **BULK PURCHASE PROFIT:-**

Any distributor purchase product more than 10000 in a single invoice will be in category of Bulk purchaser . all billing of product at IRP price. As u purchase product you will get BV assigned at product in bulk order section and and get bonus income as a coupons from which that you can purchase extra product as per mention below.

Purchase amount Rs	Bonus income as a coupon
10000	Rs 2000
20000	Rs 4500
30000	Rs 7500
40000	Rs 9500
50000	Rs 11500
100000	Rs 26000

Any distributors who purchase product of Rs 20000 within 30 days from date of activation will achieve premium Designation and also get product coupons of 2000 rs.

- Bonus income coupons can be single time in a single invoice
- Distributors can order products of Rs Provided at coupons value and they will not get any BV point on coupons based purchase.
- On bulk purchase bonus income as a coupons may vary time to time depends on company policy.
- Billing of coupon based product will be at MRP.

## **TERMS & CONDITIONS**

- For business purpose minimum age should be 18 years.
- Minimum e-wallet balance for withdraw Rs. 500/-
- For MBI criteria mention in table no 2.
- TDS 3.75 % will be deducted in on every type of income that you are getting from Inway.
- PROB&ROB and fund income will be provide on monthly basis.
- When a designation holder complete his /her current condition,The ROB and total fund income will be provide but if condition is not fulfill then previous designation condition will applicable.
- Shipping charge on bulk purchase paid by consumer/distributor as mention on tax invoice at order time.

**Thank you**

**Inway Retails Pvt. Ltd.**  
**[www.inwaybiz.com](http://www.inwaybiz.com)**  
**email : [info@inwaybiz.ocm](mailto:info@inwaybiz.ocm)**  
**Add. : 1110-C, Rampuram,**  
**Shyam Nagar, Kanpur (UP)**  
**India-208013**  
**+91-8419-007-144**