

Providing World Class Products for customers to stay young and healthy

We are  
“OK LIFECARE”  
and the  
stability starts  
from here...



## BUSINESS PLAN

### ABOUT OUR BUSINESS

“There are lots of reasons why people get into direct selling in general and OK LIFECARE in particular. Once people discover our opportunities, they see the possibilities. It challenges their imagination.”



MISSION



VISION



WELLNESS



# OK LIFE CARE

Best of the nature...



Management includes the activities of setting the strategy of an organization and coordinating the efforts of its employees or volunteers to accomplish its objectives through the application of available resources, such as financial, natural, technological and human resources.

## LEARN TO SUCCEED

Will to walk is the first step of a journey. Knowing the path precedes the WILLINGNESS TO WALK, because knowledge eases the walk. Knowledge is the difference between “Possible and Impossible”. So, we expect our distributors to know and understand fully the road and goals ahead by carefully reading and grasping our plan.

A successful Ok lifecare distributor should follow:

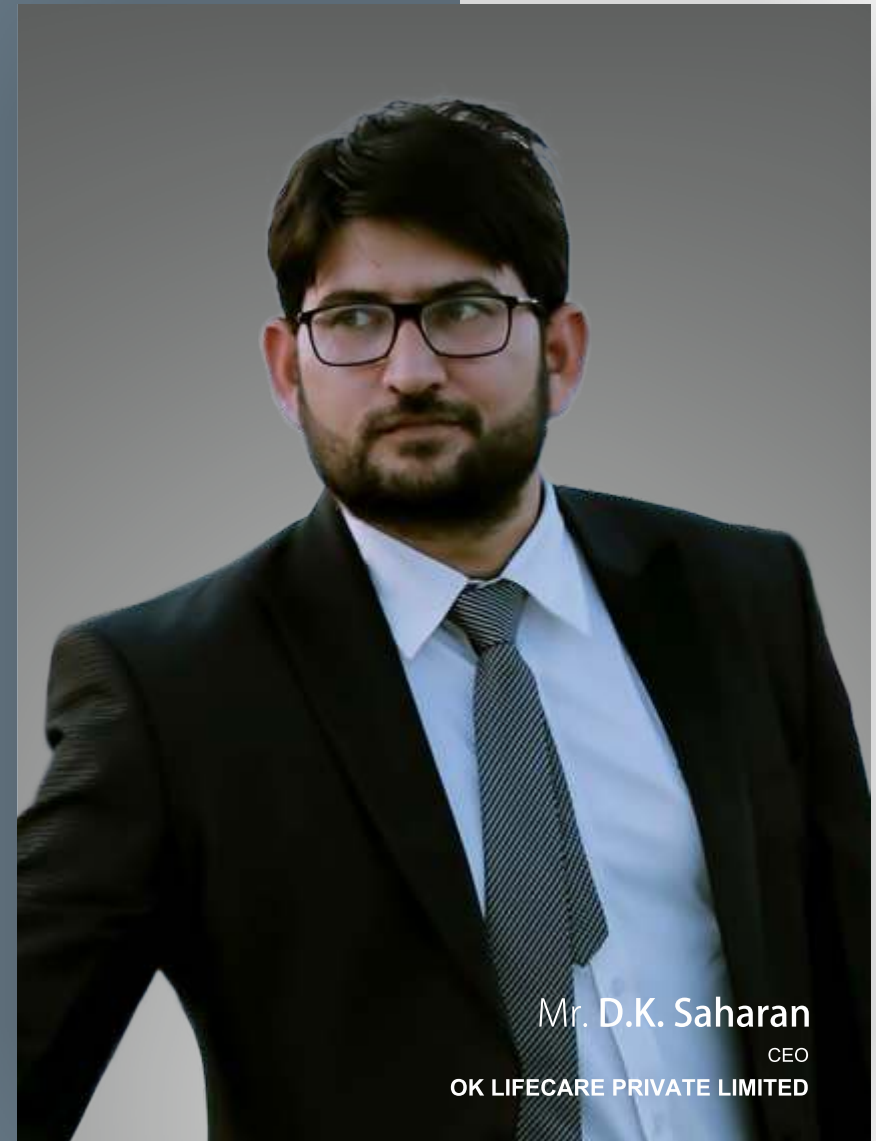
- A regular consumer of the company products
- Earn by distributing company products
- Spread the business & wealth to others
- Be a part of successful business & enterprise

Best wishes

*D.K. Saharan*

CEO

OK LIFECARE PRIVATE LIMITED



Mr. D.K. Saharan

CEO

OK LIFECARE PRIVATE LIMITED



# BUSINESS PLAN



At **OK LIFECARE**, Our Business Distributors are most Delighted Asset. A Proven time tested Business plan gives an Experience, Greater Retention, Teamwork and Financial Freedom.

**OK Lifecare Business Rewards System** is a modern entrepreneurship program providing a great earning opportunity to all its customers. To become a part of OK Lifecare Private Limited, one has to register himself / herself as a Preferred Customer with the company free of cost by filling a simple registration form available on the website: [www.oklifecare.com](http://www.oklifecare.com). A preferred customer of OK Lifecare can purchase OK Lifecare products on Distributor Price for personal use for lifetime.

Products available on the website of the company are sold only through registered Preferred Customers and / or Independent Distributors. If any consumer wants to buy products from OK Lifecare website he/she must use a referral ID of an existing Preferred Customer / Independent Distributor.

Once a Preferred Customer is satisfied with the quality of OK Lifecare products, he / she may refer the OK Lifecare products to their friends, relatives, contacts, etc. and earn Business benefits in the form of incomes and bonuses. To earn these incomes and bonuses, preferred customer has to become an Independent Distributor / Consumer of OK Lifecare by providing KYC details.

### 09 Advantages Of Business Plan

01. Seamless Global Plan
02. Excellent Growth Opportunity
03. Multiple Income Streams
04. Teamwork Incentives
05. Leverage Income
06. Exponential Growth
07. Fair Business Incentives
08. Online Support System
09. Free Training Programmes



# 7 Ways of Life Long Income

1. Retail Profit
2. Active Bonus
3. Consistency Bonus
4. Super Active Bonus
5. Car Fund
6. House Fund
7. Flagship Bonus

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## 1. RETAIL PROFIT - UPTO 30%

Selling OK Lifecare products directly to the customers is the first step to success and building a solid foundation for your business. Retail selling is the surest method of earning immediate income, as you build a long term business of satisfied customers. Retail profit is the margin between the price at which the preferred customers / Independent Distributors purchase the products (Distributor Price / DP\*) and the price at which these products are sold (Maximum Retail Price / MRP\*\*). Preferred Customers / Independent Distributors in Ok Lifecare can earn retail profit of upto 30% on MRP of the products.

### **For Example:**

OK Shilajit Kesar, at present, has an MRP of Rs.199/-. Preferred customer of OK Lifecare can purchase the same product on DP which is Rs. 159/- and may resell the same on MRP and may earn Rs. 40/- (i.e 20% profit) by reselling the product.

### **NOTE :-**

- \*DP is referred as Distributor Price
- \*\*MRP is referred as Maximum Retail Price
- Retail Profit is not calculated and paid by OK Lifecare Private Limited
- Ok Lifecare reserves its rights to give further discount (s) on products below DP



## 2. ACTIVE BONUS

Active Bonus is another pillar of OK Lifecare Business Rewards System that encourages its Distributors to promote more and more retail sales of OK Lifecare products.

OK Lifecare Business Rewards System compensates its Independent Distributors with Active Bonus on the basis of number of Active Bonus Points earned by the Distributor in a particular month. An Active Bonus Point is earned when the Independent Distributor is able to do a Business of 5000 BV equally divided in his / her Highest Business Team & 2nd Highest Business Team enrolled under his / her personal enrolled Team. If a distributor is able to do a Business of 20000 BV equally divided in his / her Highest Business Team & 2nd Highest Business Team, he / she earn 4 Active Bonus Points.

To give away this Active Bonus, company allocates fund of 30% of total Business Volume turnover of the company generated in a month. Active Bonus is calculated as per below mentioned formula:

### For Example:

A Distributor has referred 2 Teams: Team A & Team B. The Business Volume generated in both teams is as follows:

Team A = 12500                      Team B = 10300

So, on matching of 10300 BV, distributor has earned 4 Active Bonus Points.

### SAY :

Total Business Volume Turnover of Company = 247000 BV

Total Active Bonus Points collected = 325 ABP

Active Bonus =  $30 / 100 \times 247000 = 74100$


Active Bonus Point Value =  $74100 / 325 = 228$

Active Bonus of Distributor =  $228 \times 4 = \text{Rs.}912/-$

### NOTE :-

- Active Bonus is calculated and paid to the Independent Distributors on monthly basis.
- 1 Active Bonus Point = 2500 BV: 2500 BV
- Active Bonus Points are calculated in multiples of business of 5000 BV equally divided in 2 teams or multiple thereof.
- Business Volume over and above 2500 BV is not taken into account for calculating Active Bonus Point.
- Closing period = Active Bonus is calculated on sales done between 1st and last day of every month.
- Payout period = 10th day of every month.
- Maximum Threshold Limit for Active Bonus for a Distributor is Rs. 1,20,000/-.
- Company reserves the right to change / amend the Active Bonus from time to time.
- Active Bonus is calculated after all cancellations and refunds deducted from the current payout period.

### 3. CONSISTENCY BONUS



“There are no secrets to success. It is the result of preparation, smart work and learning from failure.”

“Success doesn’t come from what we do occasionally; it comes from what we do consistently”. Similarly, OK Lifecare Business Rewards System compensates its Independent Distributors with Consistency Bonus, who consistently maintain minimum 1(one) Active Bonus Point for 3(three) consecutive calendar months. OK Lifecare Business Rewards System thereafter compensates its Independent Distributors with Consistency Bonus on the basis of number of Consistency Bonus Points earned by the Distributor in a particular month. A Consistency Bonus Point is equal to 1(one) Active Bonus Point. If an Independent Distributor has earned 4(four) Active Bonus Points in a month, therefore he has earned 4(four) Consistency Bonus Points in a calendar month.

To give away this Consistency Bonus, company allocates fund of 10% of total Business Volume turnover of the company generated in a calendar month. Consistency Bonus is calculated as per below mentioned formula:

Consistency Bonus = Your Consistency Bonus Points X CBP Value

Consistency Bonus Point (CBP) Value = 10% of Company's Total BV Turnover / Total CB Points collected in a calendar month.

#### For Example:

An Independent Distributor has earned 4(four) Active Bonus Points, therefore he has earned 4 Consistency Bonus Points.

Total Business Volume Turnover of Company = 247000 BV

Total Consistency Bonus Points collected = 247CBP

Consistency Bonus =  $10 / 100 \times 247000 = 24700$

Consistency Bonus Point Value =  $24700 / 247 = 100$

Consistency Bonus of Distributor =  $100 \times 4 = \text{Rs. } 400/-$

#### NOTE :-

- Consistency Bonus is Calculated and paid to the Independent Distributors on monthly basis.
- 1 Consistency Bonus Point = 1(one) Active Bonus Point
- Closing period = Consistency Bonus is calculated on sales done between 1st and last day of every month.
- Consistency Bonus is paid from 4th month, after the independent distributor has maintained 1(one) ABP for 3(three) consecutive months.
- Payout period = 10th day of every month.
- Maximum Threshold Limit for Consistency Bonus for an Independent Distributor is Rs. 80,000/-.
- Company reserves the right to change / amend the Consistency Bonus from time to time.
- Consistency Bonus is calculated after all cancellations and refunds deducted from the current payout period.



Along with your monthly products, get the latest and greatest communications from the **OK LIFECARE** corporate office.

## 4. SUPER ACTIVE BONUS

In OK Lifecare Business Plan, when a Distributor is able to earn 20(twenty) Active Bonus Points in a calendar month, company rewards that Distributor with 1 Super Active Bonus Point. Thus, Super Active Bonus is paid on the basis of number of Super Active Bonus Points earned by the Distributor in a particular month.

To give away this Super Active Bonus, company allocates fund of 15% of total Business Volume turnover of the company. Super Active Bonus is calculated as per below mentioned formula:

Super Active Bonus = Super Active Bonus Points (SABP) x SABP Value

Super Active Bonus Point (SABP) Value = 15% of Company's Total BV Turnover / Total SABP collected in a calendar month.

<b>20 ABP = 1 SAB Point (Super Active Bonus Point)</b>
<b>SABP Value = (15% of Total BV of Company) / (Total collected Super Active Bonus points)</b>
<b>Qualifiers' Super Active Bonus (SAB) points X Super Active Bonus point value = Super Active Bonus (SAB)</b>

### NOTE :-

- Super Active Bonus is calculated and paid to the Independent Distributors on monthly basis.
- 1(one) Super Active Bonus Point (SABP) = 20 Active Bonus Points
- Closing period = Super Active Bonus is calculated on sales done between 1st and last day of every month.
- Payout period = 10th day of every month.
- Company reserves the right to change / amend the Super Active Bonus from time to time.
- Super Active Bonus is calculated after all cancellations and refunds deducted from the current payout period.



## 5. CAR FUND

OK Lifecare not only provides Business freedom to its Distributors, it also helps them in fulfilling their Dream of purchasing their Dream Car. When an Independent Distributor is able to maintain minimum 1(one) Super Active Bonus Point for 3(three) consecutive months, OK Lifecare Business Rewards System compensates its Independent Distributors with Car Fund. OK Lifecare Business Rewards System compensates its Independent Distributors with Car Fund on the basis of number of Car Fund Points earned by the Distributor in a particular month. A Car Fund Point is equal to 1(one) Super Active Bonus Point. If an Independent Distributor has earned 4(four) Super Active Bonus Points in a month, therefore he has earned 4(four) Car Fund Points in a month.

To give away this Car Fund, company allocates the fund of 7.5% of Total Business Volume Turnover of the company. Car Fund is calculated as per below mentioned formula:

Car Fund = Car Fund Points (CFP) awarded x CFP Value

Car Fund Point (CFP) Value = 7.5% of Company's Total BV Turnover / Total CFP collected in a month.

### NOTE :-

- Car Fund is Calculated and paid to the Independent Distributors on monthly basis.
- 1 Car Fund Point (CFP) = 1(one) Super Active Bonus Point.
- Closing period = Car Fund is calculated on sales done between 1st and last day of every month.
- Payout period = 10th day of every month.
- Car Fund is paid from the 4th month, after the Independent Distributor has maintained minimum 1(one) Super Active Bonus Point for 3(three) Consecutive Months.
- Company reserves the right to change / amend the Car Fund from time to time.
- Car Fund is calculated after all cancellations and refunds deducted from the current payout period.

**1 CF Point = 1 SAB Point**

**CF Point Value = (7.5% of company's monthly total BVs) / (Total collected Car fund points)**

**Qualifiers Car fund (CF) points X Car fund points value = Car fund (CF)**



## 6. HOUSE FUND

OK Lifecare not only helps its distributors in achieving their dream car, it also makes them eligible to buy their Dream House. When an Independent Distributor is able to maintain minimum 1(one) Super Active Bonus Point for 6(six) consecutive months, OK Lifecare Business Rewards System compensates its Independent Distributors with House Fund. OK Lifecare Business Rewards System compensates its Independent Distributors with House Fund on the basis of number of House Fund Points earned by the Distributor in a particular month. A House Fund Point is equal to 1(one) Super Active Bonus Point. If an Independent Distributor has earned 4(four) Super Active Bonus Points in a month, therefore he has earned 4(four) House Fund Points in a month.

To give away this House Fund, company allocates the fund of 5% of Total Business Volume Turnover of the company. House Fund is calculated as per below mentioned formula:

House Fund = House Fund Points (HFP) x HFP Value

House Fund Point (HFP) Value = 5% of Company's Total BV Turnover / Total HF Points collected in a calendar month.

### NOTE :-

- House Fund is Calculated and paid to the Independent Distributors on monthly basis.
- 1(one) House Fund Point (HFP) = 1(one) Super Active Bonus Point.
- Closing period = House Fund is calculated on sales done between 1st and last day of every month.
- Payout period = 10th day of every month.
- House Fund is paid from the 7th month, after the Independent Distributor has maintained minimum 1(one) Super Active Bonus Point for 6(six) Consecutive Months.
- To remain Active, distributors have to achieve the qualifying criteria of House Fund every month.
- Company reserves the right to change / amend the House Fund from time to time.
- House Fund is calculated after all cancellations and refunds deducted from the current payout period.

**1 HF Point = 1 SAB Point**

**HF Point Value =  
(5% of company's monthly total BVs) / (Total collected House fund points)**

**Qualifiers House fund (HF) points X House fund points value = House fund (HF)**



## 7. FLAGSHIP BONUS

Flagship Bonus is a kind of a reward to encourage achievers and further reward the Independent Distributors for their sales and their down line team organizational sales, OK Lifecare Business Rewards System rewards its Independent Distributors with 10% of all the Bonuses and Funds excluding Flagship Bonus paid to your directly enrolled Independent Distributors.

### **NOTE :-**

- Flagship Bonus is Calculated and paid to the Independent Distributors on monthly basis.
- Closing period = Flagship Bonus is calculated on sales done between 1st and last day of every month.
- Payout period = 10th day of every month.
- Company reserves the right to change / amend the Flagship Bonus from time to time.
- Flagship Bonus is calculated after all cancellations and refunds deducted from the current payout period.

WISH YOU SUCCESSFUL  
**OK LIFE**



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THANK YOU