



### **DIRECT SELLING**

Direct Selling, in simple terms, is the marketing and Selling of products directly to consumers, away from a fixed retail location (Eg: A shop).

DIRECT SELLING IS A WAY BETTER THAN THE CONVENTIONAL METHODS OF SELLING AND IS IMMENSELY BENEFICIAL TO ALL INVOIVED.

#### IT MAKES SENCE TO BECOME A DIRECT SELLING ASSOCIATE (DSA) BECAUSE:

- Direct Selling is a booming industry which is slated to touch Rs.64,000 Crore in 2025.
- The market for Direct Selling has grown to become a key channel for the distribution of goods and services in India.
- Consistent growth in Direct Selling has resulted in more and more people becoming Direct Selling Associates.
- Direct Selling has spread a ripple of self-employment in India with the involvement of over 6.2 million people, 60% of them being women.

# **News Paper**

# Booming direct selling industry to grow to Rs64,000 crore by 2025

dna correspondenta a automobile

Gandhinagar: For direct selling companies such as Arraway and Tupperware, the coming decade in India could mark a period of phenomenal growth. If experts are to be believed, direct selling industry in India is expected to grow by more than nine there in next 10 years.

Direct selling has been present in India for ages, but experts say the industry is still in a nascent stage. In 2015, also of direct selling industry was estimated at Rs7,200 crove, burely a fraction of the total retail industry size of a staggering Rs30 lakh crure Direct selling industry has been growing at 10% in India, but it is expected to grow at a scorching mace over the next few years.

"The direct selling industry will ase fast growth in India in the next in years. If it matches the numbers of comparable economies, we expect the to grow to Ra64000 crores by 200," Rajandeep Singh, manager, strategy & operations, management consulting, KPMG, said at a FICCI grandtable on direct selling industry.

According to Singh, a burgeoning middle class in India and growing working age population in the coming years, would boost direct selling industry. He said the number of direct sellers in the country would go up from 6 million at present to 18 mil-



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lion by MER. Organised players such as Amway Tupperware. Oriflams, Herbalife and others, dominate the industry with a market share of nearly 90%. Experts see huge potential for growth for these companies in particular in the coming years.

Rajat Banerji, co-chair of FICCI's

#### PHENOMENAL GROWTH

- In 2013, the size of direct selling industry was estimated at \$ 180 billion globally. Asia accounts for 40% of the pie, followed by North and South America with 20% each, and Europe with 15%.
- US, Japan and China are the biggest direct selling markets. Even countries like Mexicio and Brazt, which have a much smaller population than India, the size of the industry is several times more.
- In 2013, the size of direct selling industry in India was estimated at Rs7,200 crore, which is projected to grow to Rs64,000 crore by 2025
- Wellness & personal care products and cosmetics dominate the direct selling industry in India and globally
- Organised players such as Armway, Oriffame, Tupperware, Herbalde, Hindustan Unilever Network, and others account for 90% of the direct selling industry in India.

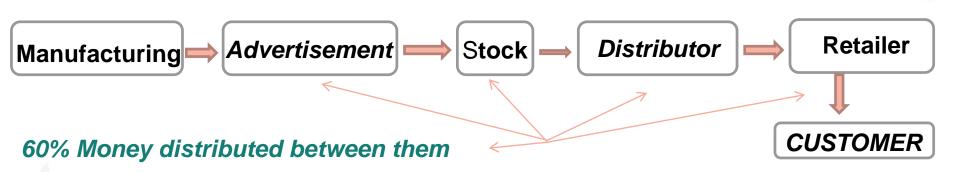
direct selling committee, said that in terms of numbers, the direct selling industry in India has a huge growth potential. "The penetration of direct selling industry in India is very low. It is more or less limited to cities. There is a huge market waiting to be tapped, which is where the potential is." Hanerii said.

However, direct selling companies are wary of regulatory issues, which they say arise because the authorities are unable to distinguish them from chit fund companies. The arrest of Amway India CEO William Pinckney over charges of financial irregularities earlier is a case in point.

There's a lack of clarity. We do not take any money from members. The business is based entirely on commissions. This is why we are working with the government for an amendment to The Price Chits and Money Circulation Schemes (Banning) Act., Banerii said.

Klaborating on the contentions issue, Bejon Misra, a member of the PICCI taskforce, said "You invite entrepreneurs to invest in India. When they do and grow, they realise that laws are not on their side. You give them a license to do business but then you tell them that it's not ethical."

#### Difference b/w traditional marketing and direct selling



#### TRADITIONAL MARKETING

Manufacturing Direct Seller Customer/You

60% Money distributed between you

**DIRECT SELLING** 



#### About Us...

New World Creations

- New World Creations is a fastest growing pharmaceutical company with ext ensive proficiency in the field of developing, manufacturing and commerciali zing Ayurvedic Medicines, Cosmetics, Nutraceuticals & Food products with an absolute focus on product quality and customer satisfaction.
- We, at New World Creations company, offer a range of services not only ma nufacturing and Marketing of Pharmaceutical products but also covering the licensing and regulatory hurdles involved in registering products for the Market.
- The world is full of opportunities, anywhere & anytime one can find a new o
  pportunity. But those opportunities, which we should call it as "Its Amazing
  Opportunity", are very rare and hard to recognize.
- Our team of expert regularly moniters the market and propose which attract s you very much. We also gives right trading ideas to our customers for their bright future and get lifetime income. We have well experienced team, who are very kind and maintains a smooth customer relationship.

### **Vision**

To help people live a life of economic independence on their own terms.

### **Mission**

To grow to a global scale and become the benchmark in direct selling.

- With the vision of becoming open wallet (bank) and to provide lots of services in financial and ecommerce business in near future.
- Through our b2b module we increase the independent earner through out India and in future abroad also.
- To provide all necessary transactions in one platform



# Why Choose Us...

New World Creations

Easy to Operate

100% Assurance



**Fast Transactions** 

Security









AND QUALIFIED FOR 7 TYPES OF INCOME

### **Types Of Income**

**New World Creations** 

1. Shopping Income

2. Advertisement Income

3. Binary Income

4. Re- Purchase Income

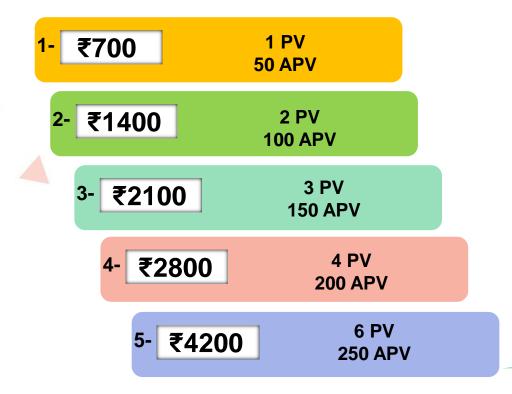
5. Autopool Income

6. Royalty Income

7. Award & Rewards

### Our Package

**New World Creations** 



### Re-Purchase Topup Condition

**New World Creations** 

 Once a user earns 5 times their package value as income, they must repurchase a package to continue earning.

#### **Conditions:**

- •The new package must be of the same value or higher.
- Packages of lower value will not be accepted.

#### For Example:-

- 1- RPV (Retail Point Value):
- •₹700 × 10% = **70 RPV**
- •Just like ₹100 gives 10 RPV, ₹700 gives 70 RPV.

#### 2- RBPV (Repurchase Business Point Value):

- •₹700 × 2% = **14 RBPV**
- •RBPV is awarded on every repurchase.

#### You have two choices:

- •Take a 10% repurchase discount, OR
- •Convert that 10% into ARPV (Adervertisment Repurchase PV), valid for 30 times.

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### Re-Purchase Topup Condition

**New World Creations** 

- The following are not included in the 5-times income cap:
  - 1- Discount Coupons
  - 2- 10% Repurchase Discount
  - 3- Award Rewards
- The following incomes will be counted until the 5x cap is reached:
  - 1- APV (Advertisement Point Value)
  - 2- Binary Income
  - 3- ARPV Income
  - 4- RBPV Income
  - 5- Autopool Income
  - 6- Company's Monthly Turnover Benefit

### **Shopping Coupon**

**New World Creations** 

1 to 5

30% Discount On off ₹700 Shopping on any Grocery

₹210 x 5 = ₹1050

6 to 20 COUPONS

25% Discount On off ₹700 Shopping on any Grocery

₹175 x 15 = ₹2625

21 to 50 COUPONS

20% Discount On off ₹700 Shopping on any Grocery

₹140 x 30 = ₹4200

51 to 100 COUPONS

15% Discount On off ₹700 Shopping on any Grocery

₹105 x 50 = ₹5250

Total Discount	
Coupon	Discount
1 - 5	₹1050
6 – 20	₹2625
21 - 50	₹4200
51 – 100	₹5250
100 Coupons	₹13125

### Advertisement Income

**New World Creations** 

#### **50 APV**

**Add Point value** 

1 APV = ₹1

2% daily on 50 APV Till 100 Time

50 x 100 = ₹5000

#### **USES**

**50% Amount Use for FMCG Product** 

50% Amount Use for Ayurvadic Product

### Binary Income

**New World Creations** 

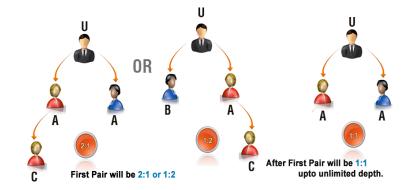
#### **Matching**

1 Pv = ₹120

Binary 1:2 or 2:1

Matching capping 15 Pair
Daily 2 Cutoff every 12 hours

Income use for:- Activation Withdrawal Or shopping



### Advertisement Re-Purchase Income

**New World Creations** 

#### **100 ARPV**

Re- purchase Point value

1 RPV = ₹1

Shopping ₹100 = 10% RPV

1% daily on 10 ARPV Till 30 Time

10 x 30 = ₹300

**USES** 

50% Amount Use for FMCG Product

50% Amount Use for Ayurvadic Product

\*NOTE:- Advertisement Re-purchase income And Discount On Repurchase income After Purchasing 100 Time With Coupons 101 onwards Will Be Counted In Repurchase Either You Can Take 10% Discount At The Same Time On Purchase Amount Or You Can Take ARPV 10% That Will Be 30 Time 10\*30= 300 Time And 100\*0.020 RBPV= 2 RBPV

# Re-Purchase Binary P.V. Income

**New World Creations** 

#### **RBPV**

Re- purchase Binary Point value

**₹1 MRP** = 0.02 RBPV

₹100 x 0.02 RBPV

₹100 MRP = 2 RBPV

Left Right 200 RBPV : 200 RBPV

**Binary** = 60%

**New World Creations** 

Pool 1 - <b>₹25</b>		
Team	Pool Amount	Total Income
2	₹5	₹10
4	₹5	₹20
8	₹5	₹40
16	₹5	₹80
32	₹5	₹160
Total	₹25	₹310
For N	lext Upgrade	₹110
N	let Profit	₹200

Pool 2 - ₹50		
Team	Pool Amount	Total Income
2	₹10	₹20
4	₹10	₹40
8	₹10	₹80
16	₹10	₹160
32	₹10	₹320
Total	₹50	₹620
For N	lext Upgrade	₹220
N	Net Profit	₹400

**New World Creations** 

Pool 3 - <b>₹150</b>		
Team	Pool Amount	Total Income
2	₹30	₹60
4	₹30	₹120
8	₹30	₹240
16	₹30	₹480
32	₹30	₹960
Total	₹150	₹1860
For N	lext Upgrade	₹860
N	let Profit	₹1000

Pool 4 - ₹600		
Team	Pool Amount	Total Income
2	₹120	₹240
4	₹120	₹480
8	₹120	₹960
16	₹120	₹1920
32	₹120	₹3840
Total	₹600	₹7440
For N	lext Upgrade	₹2440
١	Net Profit	₹5000

**New World Creations** 

Pool 5 - <b>₹2000</b>		
Team	Pool Amount	Total Income
2	₹400	₹800
4	₹400	₹1600
8	₹400	₹3200
16	₹400	₹6400
32	₹400	₹12800
Total	₹2000	₹24800
For N	lext Upgrade	₹9800
N	let Profit	₹15000

Pool 6 - ₹9000		
Team	Pool Amount	Total Income
2	₹1800	₹3600
4	₹1800	₹7200
8	₹1800	₹14400
16	₹1800	₹28800
32	₹1800	₹57600
Total	₹9000	₹111600
For N	lext Upgrade	₹61600
N	Net Profit	₹50000

**New World Creations** 

Pool 7 - ₹50000		
Team	Pool Amount	Total Income
2	₹10000	₹20000
4	₹10000	₹40000
8	₹10000	₹80000
16	₹10000	₹160000
32	₹10000	₹320000
Total	₹50000	₹620000
For N	lext Upgrade	₹320000
N	let Profit	₹300000

Pool 8 - ₹300000		
Team	Pool Amount	Total Income
2	₹60000	₹120000
4	₹60000	₹240000
8	₹60000	₹480000
16	₹60000	₹960000
32	₹60000	₹1920000
Total	₹300000	₹3720000
For N	lext Upgrade	₹2720000
N	Net Profit	₹1000000

**New World Creations** 

Pool 9 - <b>₹25 Lack</b>		
Team	Pool Amount	Total Income
2	₹5 lack	₹10 lack
4	₹5 lack	₹20 lack
8	₹5 lack	₹40 lack
16	₹5 lack	₹80 lack
32	₹5 lack	₹160 lack
Total	₹25 lack	₹3.10 Cr
For N	lext Upgrade	₹2.10 Cr
N	Net Profit	₹1 Cr

Pool 10 - <b>₹2 Cr</b>		
Team	Pool Amount	Total Income
2	₹40 lack	₹80 Lack
4	₹40 lack	₹1.60 Cr
8	₹40 lack	₹3.20 Cr
16	₹40 lack	₹6.40 Cr
32	₹40 lack	₹12.80 Cr
Total	₹2 Cr	₹24.80 Cr
For N	lext Upgrade	₹15.80 Cr
N	let Profit	₹9 Cr

**New World Creations** 

	Pool 11 - <b>₹15 Cr</b>		
Team	Pool Amount	Total Income	
2	₹3 Cr	₹6 Cr	
4	₹3 Cr	₹12 Cr	
8	₹3 Cr	₹24 Cr	
16	₹3 Cr	₹48 Cr	
32	₹3 Cr	₹96 Cr	
Total	₹15 Cr	₹186 Cr	
Previ	ous Autopool	₹86 Cr	
1	Net Profit	₹100 Cr	

- 86 Cr Will Br Divided According
   To ₹500 = 1 Autopool
- All 86 CR Will We Fill In Previous Joining Autopool System
- I.E. 1720000 Id Will Be Filled After
   11<sup>th</sup> Autopool.

# Royalty Income

**New World Creations** 

Joining ₹700 Or Other Package
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Johning (700 Or Other Fackage							
Sr. No.	<u>Rank</u>	<u>Condition</u>	<u>Income</u>				
1	One Star	10 Direct From any package	1% Royalty, Total Company Monthly Turnover (TCTO)				
2	Two Star	10 One Star & 140 Team Total 150 Team	2% Royalty, Total Company Monthly Turnover (TCTO)				
3	Three Star	10 Two Star & 2000 Team Total 2010 Team	3% Royalty, Total Company Monthly Turnover (TCTO)				
4	Four Star	10 Three Star & No Team Size Matter	5% Royalty, Total Company Monthly Turnover (TCTO)				
5	Five Star	10 Four Star & Any Team Size	7% Royalty, Total Company Monthly Turnover (TCTO)				
6	Six Star	10 Five Star & Any Team Size	10% Royalty, Total Company Monthly Turnover (TCTO)				
7	Seven Star	10 Six Star	15% Royalty, Total Company Monthly Turnover (TCTO)				
	Total R	43%					

### Award & Rewards For Limited Time

**New World Creations** 

Sr. No.	PV Required	<u>Days</u>	<u>Condition</u>	
1	2:2 (PV)	2 Days	1 Pen With Company Name	
2	Next 10: 10 (PV)	10 Days	1 Company Dairy Fro Plan Presentation	
3	Next 50 : 50 (PV)	30 Days	6 Month Recharge Free With 1 GB Internet	
4	Next 100 : 100 (PV)	60 Days	12 Month Recharge Free With 1 GB Internet	
5	Next 200 : 200 (PV)	90 Days	24 Month Recharge Free With 1 GB Internet	
6	Next 500 : 500 (PV)	120 Days	Life Time Recharge Free With 1.5 GB Internet	
7	Next 1000 : 1000 (PV)	150 Days	You + 1 family Member Recharge Free Life Time	
8	Next 3000 : 3000 (PV)	180 Days	Residential Light Bill for 6 Month upto 2500 Free	
9	Next 5000 : 5000 (PV)	210 Days	Residential Light Bill for 12 Month upto 5000 Free	
10	Next 10000 : 10000 (PV)	240 Days	Residential Light Bill for 24 Month upto 5000 Free	
11	Next 30000 : 30000 (PV)	270 Days	Residential Light Bill for Life Time upto 5000 Free	
12	Next 50000 : 50000 (PV)	310 Days	Freeze + Washing machine + TV + Sofa Bed + All Kitchine Item	
13	Next 100000 : 100000 (PV)	340 Days	Foreign trip For Husband Wife + 2 Children in every 6 Month	
14	Next 300000 : 300000 (PV)	370 Days	1 Bike + Laptop + 10000/- Monthly Life Time for Petrol	
15	Next 1M: 1M (PV)	400 Days	1 Car + 30000/- Monthly Life Time for Petrol	

\*NOTE:- All Above Pv Matching Award And Reward will next each 1 to 15 next Means 15 Reward Will Be Limited Time Period & 10 Award Reward Will Be Life Time

# Life Time Award & Rewards

**New World Creations** 

	Sr. No.	PV Required	<u>Condition</u>	
	16	Next 5M : 5M (PV)	1 Luxury Car + 50000/- Monthly Petrol for 24 Month	
4	17	Next 10M : 10M (PV)	1 lack Monthly Team development Hotel expenses for 24 Month	
	18	Next 30M : 30M (PV)	2 lack Monthly Team development Hotel expenses for 24 Month	
	19	Next 50M : 50M (PV)	5 lack Monthly Team development Hotel expenses for 24 Month	
	20	Next 100M : 100M (PV)	10 lack Monthly Team development Hotel expenses for 24 Month	
	21	Next 500M : 500M (PV)	30 lack Monthly Team development on Monthly Basis for 24 Month	4
	22	Next 1B : 1B (PV)	1 Luxury Banglow	3
	23	Next 3B : 3B (PV)	1 Luxury Banglow in Dubai	
	24	Next 5B : 5B (PV)	Every Corner Tour Free in every 3 Months According to achiever	
	25	Next 10B: 10B (PV)	50 lack monthly for helping the Indian poor people for 24 Month	

\*NOTE:- All these 10 also will be next next each level qualify after one another

