



Abhhyam Marketing Advisor (AMA) Agency Plan

Abhhyam Marketing Advisor (AMA) referral income plan
“The Mission: Pension to all: on routine shopping and services”

**Abhhyam Marketing Advisor
(AMA)**

New way of unlimited sales and marketing
working and earning
Referral Marketing
www.AbhhyamIndia.com

This is the first offer in the world, where every citizen can earn income and pension bond, within a limited time of 65 months on his routine shopping. Therefore, this is the most suitable welfare offer for society “The Mission: Pension to all”. Now, to get it implemented for the entire society through various possible means and channels and as well as through the experienced sales and marketing team, AMA referral income plan designed and offered as under:

2. Abhhyam Marketing Advisor (AMA): Role and responsibility

Registered as Abhhyam Marketing Advisor (AMA) and refer further AMA and get huge referral income opportunities on each sale of AMA business. The Abhhyam dot com offers income and pension bond on routine shopping through project “Mission: Pension to all”. Therefore, create a provision of Vendor registration of all variety of business opportunities to achieve the mission statement. Therefore, adding all category of Market Variety Stores (MVS) as vendor will make this possible. Therefore, offering opportunities to all deserving marketing leaders to start as AMA and achieve the highest regular income and post through AMA referral income plan. However, following will be the role and responsibility of each AMA.

- Identify existing business challenges and resolve them Head Office guidance
- Support and guide the existing business partners.
- Identify the new business partners for the Ardh Sainik Mall, ASC, ACS, and New Market Variety Stores (MVS) Vendors for Abhhyam.com in the area of responsibility.
- 1st official visit in any store will be **Authorized Allocated Store (AAS)** for the concern AMA and will be eligible for regular referral incentive as proposed in the scheme.
- Be accountable and Responsible for the communication for each store performance.
- Be a Coach and mentor for the new business partners to build the business

- g) Share the MIS through Abhhyam Marketing Mob Application on daily basis.
- h) Minimum Business in terms of turnover and introduction of new business partners would be as under:
 - a. Minimum sales turnover of the Authorized Allocated Stores (AAS) Rs.10 Lakhs.
 - b. Minimum 1 Business Partner in each category in AAS. Any of 3 category must introduce.
- i) If the proposed target is not achieved continue for 3 months the AMA agreement will be terminated.

3. AMA referral Income and incentives:

The AMA will be entitled for the following types of income and incentives.

S. No.	Task and working	Entitled incentives
1.	Abhhyam Sales Incentives	0.5% of turnover as per Referral income plan
2.	Discounted POS Sales of Stores of ASC and ACS only	0.01% of retails sales of the Stores.
3.	MVS reg incentives	10% on each reg fees of MVS for AMA
4.	Abhhyam Pension Card	Rs.10/- on each new Member in the AAS.
5.	ASC Mall – Permanent monthly release	Rs.8000/- per month fixed, if the DDC Mall is available. Will report to DDC Mall every day and assist to him for regular visit and sales of stores.
6.	New store Stock advance	1% incentives of Total stock advance of new stores/mall, if introduced by the AMA.

Note: Item no 1 and 2 will be released through referral income process.

4. AMA Referral incentive distribution:

In view of Abhhyam Marketing Advisor referral income plan, the AMA referral will entitle for the following AMA Referral incentives up to 5th Generation. The visit of the AMA will allocate the same store to AMA and will be entitled for referral incentive as under. Referral for each AMA will increase monthly regular income:

AMA referral Incentive Distribution of 0.50% of turnover	
Generation	Incentive %
Self	0.25
Generation-1	0.10
Generation -2	0.06
Generation -3	0.04
Generation -4	0.03
Generation -5	0.02
Total	0.50

5. Promotion with additional income:

On the basis of performance and dedication of the Abhhyam Marketing Advisors, AMA can achieve next promotion level and increase his income and standard of profession.

- a) ZMA (Zone Marketing Advisor): To get the promotion of Zone Marketing Advisor, need to introduce only 5 AMA anywhere in India. On achieving promotion of ZMA will be entitled for proportionate incentive of 0.10% of the total turnover of the company in addition to the AMA monthly incentives as under:

ZMA 0.1% of the company turnover tentative calculation sheet							
Gen	Appx. Distt Sale Turnovers	Referral Team	Total Turnover	ZMA Incentive %	Incentive amount	Number of ZMA	Total Incentive of ZMA
A	B	C	D (B*C)	E	F (D*E%)	F	G (Note)
Self	₹ 1,00,00,000	1	₹ 1,00,00,000	0.10%	₹ 10,000	0	105 ZMA will get Rs.50000/- additional income along with AMA team income
Gen-1	₹ 1,00,00,000	5	₹ 5,00,00,000	0.10%	₹ 50,000	1	
Gen-2	₹ 1,00,00,000	15	₹ 15,00,00,000	0.10%	₹ 1,50,000	3	
Gen-3	₹ 1,00,00,000	45	₹ 45,00,00,000	0.10%	₹ 4,50,000	9	
Gen-4	₹ 1,00,00,000	115	₹ 1,15,00,00,000	0.10%	₹ 11,50,000	23	
Gen-5	₹ 1,00,00,000	345	₹ 3,45,00,00,000	0.10%	₹ 34,50,000	69	
Total	₹ 6,00,00,000	526	₹ 5,26,00,00,000		₹ 52,60,000	105	₹ 50,000
Note:	Total ZMA incentive will be distributed among the all ZMA proportionate to the turnover of their respective zone.						

- b) SMA (State Marketing Advisor): State Marketing Advisor (SMA) will be promoted as and when 3 ZMA promoted under your team. On achieving promotion of SMA will be entitled for proportionate incentive of 0.10% of the total turnover of the company in addition to the AMA monthly incentives as under, however, ZMA incentive is not entitled to SMA:

State Marketing Advisor (SMA) 0.1% of company turnover tentative income calculation sheet								
Gen	Distt Sale Turnovers	Referral Team	Total Turnover	SMA Incentive	Incentive amount	Number of ZMA	Number of SMA	Total Incentive of SMA
A	B	C	D (B*C)	E	F (D*E%)	F	G	H (Note)
Self	₹ 1,00,00,000	1	₹ 1,00,00,000	0.10%	₹ 10,000	0	0	35 SMA will get appx. Rs.1.5 lakhs additional income along with AMA income
Gen-1	₹ 1,00,00,000	5	₹ 5,00,00,000	0.10%	₹ 50,000	1	0	
Gen-2	₹ 1,00,00,000	15	₹ 15,00,00,000	0.10%	₹ 1,50,000	3	1	
Gen-3	₹ 1,00,00,000	45	₹ 45,00,00,000	0.10%	₹ 4,50,000	9	3	
Gen-4	₹ 1,00,00,000	115	₹ 1,15,00,00,000	0.10%	₹ 11,50,000	23	8	
Gen-5	₹ 1,00,00,000	345	₹ 3,45,00,00,000	0.10%	₹ 34,50,000	69	23	
Total	₹ 6,00,00,000	526	₹ 5,26,00,00,000		₹ 52,60,000	105	35	₹ 1,49,810
Note:	Total SMA incentive will be distributed among the all SMA proportionate to the turnover of their respective zone. While promoted as SMA, income of ZMA is not entitled.							

6. Fees and Benefits of AMA:

One time referral registration fee of AMA is Rs.30,000/- and this referral registration fee will be entitled for the AMA referral as under.

Reg Distribution	Reg fee	Team size	Referral Income of Reg fee	AMA Reg Income Possibilities
New AMA	30000	1	₹ 10,000.00	₹ 0.00
Gen-1		5	₹ 6,000.00	₹ 30,000.00
Gen-2		15	₹ 5,000.00	₹ 1,25,000.00
Gen-3		45	₹ 3,000.00	₹ 3,75,000.00
Gen-4		115	₹ 3,000.00	₹ 18,75,000.00
Gen-5		345	₹ 3,000.00	₹ 93,75,000.00
	Total		₹ 20,000.00	₹ 1,17,80,000.00