

Abhhyam Marketing Agency (District / Zone /Circle / State)

“The Mission: Pension to all: on routine shopping and services”



1. This is the first offer in the world, where every citizen can earn income and pension bond on routine shopping, within a limited time of 65 months. Therefore, this is the most suitable welfare offer for society to achieve our mission “The Mission: Pension to all”. Now, it is important, for us to need to get it implemented for the entire society through various possible means and channels. All proposed business channels are our business partners to achieve the target and need to focus on the proper marketing plan action. Hence, offering the District/ Zone/ Circle/ State Marketing Agency/Agent (DMA/ZMA/CMA/SMA) for sales and marketing of the following various business opportunities.



Sl. No.	Opportunity Business Partners (BP)	Brief	Proposed Distt Target
a)	Ardh Sainik Canteen (ASC) - (Franchise Partner):	Target to open 20 ASC by the Soldiers in each District https://ardhsainikcanteen.com/beneficiary-registration	20 ASC
b)	Abhhyam Canteen Store (ACS) – (Franchise Partner)	Abhhyam Canteen Stores for Abhhyam brand 50 https://ardhsainikcanteen.com/beneficiary-registration	50 ACS
c)	Market Variety Stores (MVS) as Vendors Partner at Abhhyam.com	To make available all variety for the Abhhyam Family members, 200+ Market Varieties Stores as Vendors at Abhhyam.com. https://abhhyam.com/vendor-register	200 MVS
e)	Abhiaya.com (AAC)– (Franchise Partner)	Abhiaya.com all Service technical franchise offer (Salon, Mechanic, Electrician, Carpenter, Plumber etc) for 300 Franchises https://abhiaya.com/franchise	300 AAC
f)	District Distributor Centre (DDC)	In each District One DDC needs to be introduced. https://ardhsainikcanteen.com/beneficiary-registration	1 DDC

2. Adding more variety of business opportunities soon, so that business continues to grow with new investments with existing businesses. Therefore, offering opportunities to all deserving marketing leaders/companies at the District/Zone/Circle/State Level as per the following terms and conditions:

3. Abhhyam Marketing Agency for District/Zone/Circle/State Marketing Agency (DMA/ZMA/CMA/SMA): Role and responsibility

- a) Identify existing business challenges and resolve them through Ardh Sainik Head Office guidance
- b) Support and guide the existing business partners.
- c) Identify the new business partners for the District as ASC, ACS, and New Market Variety Stores (MVS) Vendors for Abhhyam.com in the area of responsibility.
- d) Be accountable and Responsible for the communication for ASC and ACS Business
- e) Coach and mentor, the new business partners to build the business
- f) Share the MIS with Ardh Sainik HO through proper channel as per guidelines and plan.
- g) If the proposed target is not achieved continue for 3 months the Agency agreement will be terminated.
- h) Rs.1000/- referral incentive who introduced MVS with Rs.5000/- reg fee.
- i) 10% of Conversion fee of Rs.25000/- for MVS as Abhhyam Stores for introducer.

Type of Agency	Agency Fees	Incentives	Target	Area of responsibility
DMA	Rs.30,000/-	<ul style="list-style-type: none"> 0.50% of District Turnover DDC B2B sales incentive 0.02% 	Sales of Rs.10 Lakhs and 1 new BP in each category	District allotted as MOU
ZMA	Rs.50,000/-	<ul style="list-style-type: none"> 0.10% of Zone Turnover DDC B2B sales incentive 0.02% 	Sales of Rs.40 Lakhs and 4 new BP in each category	As authorized area in MOU
CMA	Rs.75,000/-	<ul style="list-style-type: none"> 0.05% of Zone Turnover\ DDC B2B sales incentive 0.02% 	Sales of Rs.60 Lakhs and 8 new BP in each category	As authorized area in MOU
SMA	Rs.1 Lakhs	<ul style="list-style-type: none"> 0.03% of State Turnover DDC B2B sales incentive 0.02% 	Sales of Rs.1 Crore and 10 new BP in each category	Entire State as MOU