



# BUSINESS PLAN

October, 2020

# "SAFALTA Ki UDAAN"





# DIRECTOR'S MESSAGE

**Dear Distributors,  
Welcome to the World of Altos.**

Altos begins with one man and an ambitious dreamer. Altos started its journey with a business idea that would bring together to biggest goals: Better Health & Financial freedom.

Altos gives you an opportunity to explore the market & formulate effective business strategy through a variety of high quality products at economical price, which includes Herbal Medicines, Aroma Care, Skin Treatment, Hair Care, Personal Care, Dietary Supplements FMCG & Agriculture Aid.

Our marketing system is designed in such a way that you can earn high incentive while working in your daily routine. It's a life changing opportunity to fulfill your long cherished desires and dreams. The aim of the company is to help people to achieve Happier & Healthier life. Altos is India's leading Direct Selling Company with 250 products in the basket.

These daily use products can help you to achieve higher incentives. We believe that **“Thinking together is a beginning, Staying together is a Progress and Working together is a Success”** We emphasis on role of awareness and information about the product and the marketing system through catalogues for best presentation. Our thirty years experience in Pharma has designed the work culture & business environment will lead you to remarkable growth.

Our R&D department is continuously working for betterment of our product quality & launching new high quality products every year. In the past years Altos has scaled dynamic growth in all horizons of India as well as Overseas.

Your desire, commitment and positive attitude blended with our experience & business principles will definitely take us together to the height of success and growth for our secured future.

*I Wish you all the Best for your Career as  
“Your Success is our Aim” .....*



## COMPANY

Altos Enterprises Limited incorporated under companies act 1956 Govt. of India. Altos was started in April 2000 with just 7 products and now we have a range of around 250 Product with us. Today our product categories includes Health Care, Personal Care, Hair Care, FMCG, Agriculture Aid, Home Care, Dietary Supplements, Aroma Natural Beauty and skin treatment. Majority of the high quality products are manufactured by Abhisheik Pharmaceuticals (our sister concern company )

- 20 years of working experience in direct selling.
- Proud member of Indian Direct Selling Association(IDSA)
- Range of around 250 and above high quality products.
- 90% Products are manufactured by our own manufacturing unit.
- Abhisheik pharmaceuticals, has been awarded with many dignified certificates.
- High quality products are available to distributors at a very reasonable and affordable price.
- Simple and effective direct selling system.
- A great business opportunity which has changed life of many people.
- Professional, Dedicated and Experienced distributors.
- Altos management is wise and helpful to provide 100% service to its distributors.
- Quality education system.
- Altos products comes with 100% satisfaction and product return policy.







## **OUR MISSION**

- \*To Make Each Family Healthy & Wealthy



## **OUR VISION**

- \* To be the leading company in direct selling industry.
- \* To make consumption of Altos Products in every house of India.
- \* To supply high quality products at affordable prices in India.



## Areas of Income

- \* Earn Retail Profit
- \* Buy 1 Get 1 Free offer
- \* Personal Purchase Incentive
- \* Assign Income
- \* Leader Carry Forward Incentive
- \* Growline Achievement Income
- \* Referral Income
- \* Leadership Incentive
- \* Royal Crown Accumulation
- \* Royal Crown Annual Bonus
- \* Royalty Match Income
- \* P.v point Carry Forward Income
- \* National & International Travel Fund
- \* Life Time Incentive

## OPPORTUNITY



### EARN RETAIL PROFIT

If you purchase products of 1000 business volume (B.V) on Distributor price (D.P) for personal use, you will get retail benefit up to Rs.500

B.V	Retail Benefit	Total Benefit
1000	Approx 500	1500

#### Example

If you do purchase of **Tulsi Power**, then you will get Retail benefit of ₹95

MRP	DP	BV	Profit
265	170	103	$265-170=95$

Kindly download latest order form with MRP, DP & BV from our website or call us @ our Toll Free number 1800-137-5210.

### BUY 1 GET 1 FREE OFFER

Altos gives many products on Buy one get one free offer which helps you to earn extra retail profit.

**Example** if you purchase Hair oil worth rs 199, then you will get Hair oil worth rs 199 absolutely free.

Your Purchase	MRP	DP	BV	Total Benefit
Hair Oil (1 + 1 = 2)	398	199	100	$398-199=199$ (upto 100%)

Range of Products in one plus one offer are as follow



To Brain Capsule  
Beauty Face Pack  
Face Pack Neem & Aloe vera  
Body Deo Mist (black)  
Deo Mist (Floral)  
Deo Mist (Power)  
Body Deo Mist (White)  
Deo (F051)  
Hand Wash Haldi & Chandan  
Hand Wash Tulsi & Aloe vera  
Shaving Cream  
Zordan Strawberry Body Wash  
Anti Dandruff Shampoo  
Hair Conditioner  
Hair Oil

\* Long Hair Shampoo  
\* Shampoo Prevent Amla Plus Hair Fall  
\* Fruit Cream  
\* Honey And Saffron Body Lotion  
\* Moisturising Cream (80gm)  
\* Moisturising Lotion (100ml)  
\* Rose Musk Hand & Body Lotion  
\* Sun Block Cream Spf-40  
\* Sunscreen Lotion Spf-20  
\* Sunscreen Lotion Spf30  
\* Anti Acne Gel  
\* Anti Blemishing Cream  
\* Gold Facial Kit (55gm)  
\* Papaya Facial Kit (55gm)  
\* Facial Kit Charcoal (52gm)

\* Diamond Facial Kit (114gm)  
\* Fairness Facial Kit (114gm)  
\* Glo Fruit Facial Kit (114gm)  
\* Gold Facial Kit (114gm)  
\* Papaya Facial Kit (114gm)  
\* Diamond Facial Kit (33gm)  
\* Gold Facial Kit (33gm)  
\* Fruit Facial Kit (33gm)  
\* Charcoal Facial Kit (33gm)  
\* Wine Facial Kit (33gm)  
\* Papaya Facial Kit (33gm)  
\* Skin Whitening Facial Kit (35gm)  
\* Diamond Facial Kit (55gm)  
\* Glo Fruit Facial Kit (55gm)



#### PERSONAL PURCHASE INCENTIVE

when distributor make personal purchase on his own ID, then he will get benefit according to given below percentage:

PERSONAL PURCHASE	INCENTIVE
100	5% of purchase value
500	10% of purchase value
1000 BV & above	15% of purchase value

#### ASSIGN INCOME

Assign income means income on registration of new person by you in your group.

To get Assign income, your ID number should be posted as refer ID at time of registration of new person. You can place him anywhere in your group by entering sponsor id of the person under whom you want to place new registration.



PERSONAL PURCHASE	INCENTIVE
100	5% of purchase value
500	10% of purchase value
1000 BV & above	15% of purchase value

**Example** When new registration makes purchase till 1500 BV accumulation, you will get assign income as follow

#### Example 1

If new Registration makes purchase of 1500 BV, then Income will be as follow

Assign Income to refer ID =  $1000 \times 15\% = 150$

Personal Incentive to new Registration =  $1500 - 1000$   
=  $500 \times 15\% = 75$

#### Example 2

New Registration makes purchase of 1000 BV, then Income will be as follow

Assign Income to refer ID =  $1000 \times 15\% = 150$

Personal Incentive to new Registration will be given on his next purchase

**Note - \*** Assign income will be given till 1000 BV accumulation respectively.

**\* To get Assign Income, Referral ID must do purchase of 100 B.V**

#### LEADER CARRY FORWARD INCENTIVE

You can start your business by opening one or more legs & groups. Your maximum B.V in one leg will be considered as your power group & remaining BV in other legs including Personal purchase will be calculated in weaker group.

**If your two active groups reach a level according to table, then you will get incentive as per level.**

Level	Personal Purchase (B.V)	BUSINESS VOLUME		Incentive
		Total B.V in one Leg	Total B.V in other Legs	
Supervisor	25	500	500	10% of 500 BV or 1% company's turnover
Champion	100	5,000	5,000	15% of 5000 BV or 3% company's turnover
Manager	150	10,000	10,000	15% of 10,000 BV or 3% company's turnover
Executive	250	25,000	25,000	10% of 25,000 BV or 4% company's turnover
Chief Executive	500	50,000	50,000	10% of 50,000 BV or 5% company's turnover





Personal Purchase is compulsory to get incentive.  
Your extra Business will be carried forward from Champion level.  
Personal Purchase will be counted to your weaker group from Champion & above level.  
500 B.V is compulsory in your weaker group to get benefit of Personal Purchase for your level .

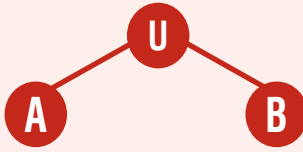
#### HOW CARRY FORWARD WORKS ?

Carry forward B.V means that BV which is left after adjusting BV from Current month.

#### FOR CHAMPION LEVEL

To get Royalty of Champion level, your current month business volume must be 5000 each in two groups. If you generate extra BV in any group, then it will be Carry Forward for future use.

#### Example 1

		
<b>Current Month</b>	<b>6000 B.V</b>	<b>6000 B.V</b>
Adjusted as per Level	<u>5000 B.V</u>	<u>5000 B.V</u>
Carry forward B.V	<b>1000 B.V</b>	<b>1000 B.V</b>

*Your extra Business will be Carry Forward from champion level exclusively*

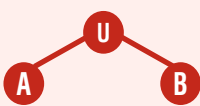
**Note** - Personal purchase will be calculated in weaker group & will not be used for Carry Forward purpose.

#### FOR MANAGER LEVEL

To get Royalty of Manager level, your current month business volume must be 10,000 each in two groups.  
If you generate extra BV in any group, then it will be Carry Forward for future use.



### Example 1

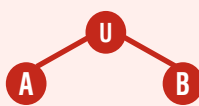


<b>First Month</b>	<b>12,000 B.V</b>	<b>12,000 B.V</b>
Adjusted as per Level	<u>10,000 B.V</u>	<u>10,000 B.V</u>
Carry forward B.V	<b>2000 B.V</b>	<b>2,000 B.V</b>

*Your extra Business will be Carry Forward from champion level exclusively*

**Note** - Personal purchase will be calculated in weaker group & will not be used for carry forward purpose

**Your carry forward Business will only be adjusted in Manager Level if your current month business is equivalent or more than champion level (5000 in both groups)**



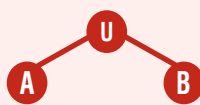
<b>Second Month</b>	<b>8000 B.V</b>	<b>8000 B.V</b>
B/F BV as per Condition	<u>2000 B.V</u>	<u>2000 B.V</u>
Total B.V	<b>10, 000 B.V</b>	<b>10, 000 B.V</b>
Adjusted as per Level	<u>10, 000 B.V</u>	<u>10, 000 B.V</u>
	<b>NIL</b>	<b>NIL</b>

*If there is any extra B.V then it must have been Carry Forward for future use.*

### FOR EXECUTIVE LEVEL

To get Royalty of Executive level, your current month business volume must be 25,000 each in two groups. If you generate extra B.V in any group, then it will be carried forward for future use.

### Example 1

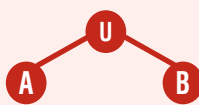


<b>First Month</b>	<b>30,000 B.V</b>	<b>30,000 B.V</b>
Adjusted as per Level	<u>25,000 B.V</u>	<u>25,000 B.V</u>
Carry forward B.V	<b>5,000 B.V</b>	<b>5,000 B.V</b>

*Your extra Business will be Carry forward from champion level exclusively*

**Note** - Personal purchase will be calculated in weaker group & will not be used for carry forward purpose.

**Your carry forward Business will only be adjusted in Executive level if your current month business is equivalent or more than Manager level (10,000 B.V in both groups)**




<b>Second Month</b>	<b>20,000 B.V</b>	<b>20,000 B.V</b>
B/F BV as per Condition	<u>5,000 B.V</u>	<u>5,000 B.V</u>
Total B.V	<b>25,000 B.V</b>	<b>25,000 B.V</b>
	<u>25, 000 B.V</u>	<u>25,000 B.V</u>
	<b>NIL</b>	<b>NIL</b>

*If there is any extra B.V then it must have been Carry Forward for future use.*

### FOR CHIEF EXECUTIVE LEVEL

To get Royalty of Chief Executive level, your current month business volume must be 50,000 B.V each in two groups. If you generate extra B.V in any group, then it will be carried forward for future use.


#### Example 1



<b>First Month</b>	<b>60,000 B.V</b>	<b>60,000 B.V</b>
Adjusted as per Level	<u><b>50,000 B.V</b></u>	<u><b>50,000 B.V</b></u>
Carry forward B.V	<b>10,000 B.V</b>	<b>10,000 B.V</b>



*Your carry forward Business will only be adjusted in Chief Executive level if your current month business is equivalent or more than executive level (250000 in both groups)*



<b>Second Month</b>	<b>40,000 B.V</b>	<b>40,000 B.V</b>
B/F BV as per Condition	<u><b>10,000 B.V</b></u>	<u><b>10,000 B.V</b></u>
Total B.V	<b>50,000 B.V</b>	<b>50,000 B.V</b>
	<u><b>10,000 B.V</b></u>	<u><b>10,000 B.V</b></u>
	<b>NIL</b>	<b>NIL</b>

**Note** - Personal purchase will be calculated in weaker group & will not be used for carry forward purpose.

*If there is any extra BV then it must have been Carry Forward for future use.*

**Note** - Your Carry Forward business from Power group will be adjusted to your power group & carry forward business from weaker group will be adjusted in weaker group

### 6 GROWLINE ACHIEVEMENT INCOME

Get reward on creation of manager or executive in your both groups.

**If your level is Executive,**

You have one manager in your stronger group & one manager in your weaker group, then you will get Rs. 2500 as reward on achievement of your growline.

**If your level is Chief Executive,**

You have one executive in your stronger group & one executive in your weaker group, then you will get Rs. 5000 as reward on achievement of your growline.

Your Level in Current month	Achievers in your group as per ratio 1:1	Royalty	Growline Achievement income	Total
Executive	Manager	2500	2500	5,000
Chief Executive	Executive	5,000	5000	10,000

Kindly note that Referral id is not compulsory to get growline achievement reward





## Z REFERRAL INCOME

Referral income depends on the achievement of your Growline. When your grow line achieves a level, then you will get referral points according to that table. These points will get converted into income. Company collects 2% of total B.V on a monthly basis, calculates point value and divides it equally among achievers. To get referral income, your ID number must be updated in the referral ID of your growline.

NEW NAME	REFER POINTS
Champion	2.5
Manager	5
Executive	10
Chief Executive	20
Diamond	120
Blue Diamond	200
Royal Diamond	280
Royal Black Diamond	380
Royal Crown & above	500

**Note** - Referral income will be given to those distributors who have updated growline level in any group.

- \* To get referral income, your ID number must be updated in the referral ID of your growline.
- \* To get referral income, your ID must be higher with the level of your Growline.
- \* To get referral income, your minimum point should be in Ratio 1:5.
- \* Achieved points will be shown in real time in your Login panel.
- \* Personal purchase is mandatory



## CONCLUSION

Level	Business Volume		LEADERSHIP ROYALTY	PERSONAL INCENTIVE	ASSIGN INCOME	Referral Income	Growline income
	Stronger	Weaker					
Champion	5,000	5,000	750	upto 15%	Unlimited	—	—
Manager	10,000	10,000	1,500	upto 15%	Unlimited	As per achievers in your group	—
Executive	25,000	25,000	2,500	upto 15%	Unlimited	As per achievers in your group	2,500
Chief Executive	50,000	50,000	5,000	upto 15%	Unlimited	As per achievers in your group	5,000

## 8 LEADERSHIP INCENTIVE

To get leadership royalty, you have to achieve points in your both groups in current month business.

**1 lakh Business Volume = 1 point**

Achieve points as per your level and get leadership royalty as given below:

Level	Personal Purchase (B.V)	Current Month Business Volume		Incentive (Company Turn Over)	Total Incentive
		Total B.V in one Leg	Total B.V in other Legs		
Diamond	1500	1	1	5+5=10% or Company's minimum guarantee Rs.20,000	Business Marketing Fund (BMF)+Diamond
Blue Diamond	2500	2 <del>-4</del>	2	4% or Company's minimum guarantee Rs.35,000	BMF+Diamond+B.Diamond
Royal Diamond	3000	5 <del>-10</del>	5	3% or Company's minimum guarantee Rs.75,000	BMF+Diamond+B.Diamond+R.Diamond
Royal Black Diamond	3500	10 <del>-20</del>	10	2% or Company's minimum guarantee Rs.1,25,000	BMF+Diamond+B.Diamond+R.Diamond+R.B.Diamond
Royal Crown	4000	15 <del>-30</del>	15	1.5% or Company's minimum guarantee Rs.1,75,000	BMF+Diamond+B.Diamond+R.Diamond+R.B. Diamond+R.Crown
Super Royal Crown	4000	20	20	Company's minimum guarantee Rs.2,25,000	BMF+Diamond+B.Diamond+R.Diamond+R.B. Diamond+R.Crown+S.Royal Crown

**Note - \*** Company's minimum guarantee means the minimum amount assured by the company if royalty of respective level gets lower. Moreover it will be higher if value as per calculation is higher as well

- \* There is no product coupon for Diamond & above level.
- \* Business marketing Fund of Rs.5000 from company will be given to Diamond & above level for marketing of Products.
- \* Accumulated BV will help to achieve Double Royal Crown & above levels

## 9 ROYAL CROWN ACCUMULATION

- To get benefit of accumulation, you have to reach level of Double Royal Crown in current month
- Accumulated BV helps to achieve Royalty of Double Royal Crown level & above.
- Accumulated Business will be counted for next 12 months from the day you have achieved Double Royal Crown level.
- Your complete business will be accumulated for achieving a level of Double Royal crown.

Level	Personal Purchase (B.V)	Business Volume		Accumulated Volume		Incentive (Company Turn Over)	Total Incentive
		Power	Weaker	Power	Weaker		
Double Royal Crown	4000	25 <del>50</del>	25	25 <del>100</del>	25 <del>50</del>	1.3% or Company's minimum guarantee (₹2,70,000+₹5,000=₹2,75,000)	All Leadership Royalty + D.R.C
Triple Royal Crown	4000	25 <del>50</del>	25	100	100	1% or Company's minimum guarantee (₹3,45,000+₹5,000=₹3,50,000)	All Leadership Royalty + D.R.C+TRC



## 1 lakh Business Volume = 1 point

Level	Personal Purchase	Business Volume		Accumulated B.V		Incentive (Company's Turn Over)	Total Incentive
		Power	Weaker	Power	Weaker		
Crown Ambassador	4000	50	25	400	200	1%	All royalties on Leadership Incentive+DRC+TRC+CA
Double Crown Ambassador	4000	50	25	1000	500	0.75%	All royalties on Leadership Incentive+DRC+TRC+CA+DCA
Tripple Crown Ambassador	4000	50	25	2000	1000	0.75%	All royalties on Leadership Incentive+DRC+TRC+CA+DCA+TCA
Royal Crown Ambassador	4000	50	25	3000	1500	0.75%	All royalties on Leadership Incentive+DRC+TRC+CA+DCA+TCA+RCA
Universal Crown Ambassador	4000	50	25	5000	2500	0.75%	All royalties on Leadership Incentive+DRC+TRC+CA+DCA+TCA+RCA+UCA
Double Universal Crown Ambassador	4000	50	25	10000	5000	0.75%	All royalties on Leadership Incentive+DRC+TRC+CA+DCA+TCA+RCA+UCA+DUCA

### 10 ROYAL CROWN ANNUAL BONUS

Altos provides RCA bonus to Double Royal Crown & above level. Company will collect 1% of total annual BV for Bonus. Leaders have to maintain minimum Double Royal Crown level for 8 months at least from financial year 1 April-31st March.

Level	Points
Double Royal Crown	1
Tripple Royal Crown	2
Crown Ambassador	4
Double Crown Ambassador	10
Tripple Crown Ambassador	20
Royal Crown Ambassador	30
Universal Crown Ambassador	50

### 11 ROYALTY MATCH INCOME

If any Leader achieves leadership royalty (Champion & above) from company, then his/her referral ID will **Get 10%** of royalty as cheque match company.

Valid for Crown Ambassador & above Leaders exclusively





## 12 PV POINT CARRY FORWARD BUSINESS

In Altos, almost every product has BV for earning extra incentive the same like that few products have PV as well to generate extra income.

Level	PV Points		New Points	P.V
	Total B.V in one Leg	Total B.V in other Legs		
1	100	100	100	8%
2	500	500	500	8%
3	1000	1000	1000	4%
4	2500	2500	2500	4%
5	5000	5000	5000	4%
6	10,000	10,000	10,000	4%
7	20,000	20,000	20,000	4%
8	50,000	50,000	50,000	4%
9	1,00,000	1,00,000	1,00,000	4%
10	2,00,000	2,00,000	2,00,000	4%



**Note** - \* P.V will only be carried forward from second level.

- \* P.V points from the weaker side will be Carry Forward exclusively.
- \* Carry forward B.V will be adjusted in weaker groups only.

### Example 1



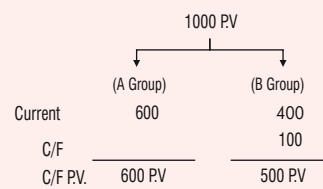
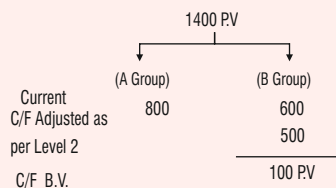
#### FIRST MONTH

Lets assume that you have achieve Level 2 in First month. Now you will get incentive as per Level 2 but your Weaker P.V. will be C/F.

#### SECOND MONTH

Lets assume that you have achieve Level 1 in Second month. Now you will earn incentive as per your C/F P.V.

**Now you will get income as per Level 2 on your current month P.V**



### 13 NATIONAL & INTERNATIONAL TRAVEL FUND

Altos provides Travel fund to Diamond & above level leaders. Company will collect 1.5% of the total company's BV. Leaders have to collect 50 points for National Tour & 100 points for International Tour simultaneously with in financial year i.e April 1 to March 31.

**Note:-**

- \* Travel fund will be used after tour announcement by the company.
- \* Travel fund will be given exclusively to Couple.
- \* Tour will be announced after closing of financial year.
- \* Last year tour achievers have to maintain higher level from their previous level for at least 3 months in next financial year.
- \* Points will be calculated according to accumulation system.

Level	New Points
Diamond	5
Blue Diamond	10
Royal Diamond & above	15



### 14 LIFE TIME INCENTIVE

Altos gives life time incentive to those leaders who have achieved Universal Crown Ambassador Level once in life time. Once you have achieved level of UCA, then you will get additional 1% of Company's turnover in Future. This income will be distributed equally among all distributors.



# ALTOS



*Health is Life*

## ALTOS ENTERPRISES LTD.

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