

**Abhhyam**<sup>®</sup>  
shop-share-support-grow .com

**ASC Marketing Plan**

# ‘आत्मनिर्भर भारत’ के लिए एक कदम

विश्व में पहली बार, भारत से शुरुआत-डायरेक्ट, रिटेल और ई-मार्किटिंग एक साथ

खरीदारी पर पेंशन के लिए कतार में रहें  
"Be in a Que for Pension on Shopping"



दैनिक खरीदारी के साथ, अपने सपने पेंशन सहित साकार करें  
Achieve Your Dreams & Pension, with Routine Shopping



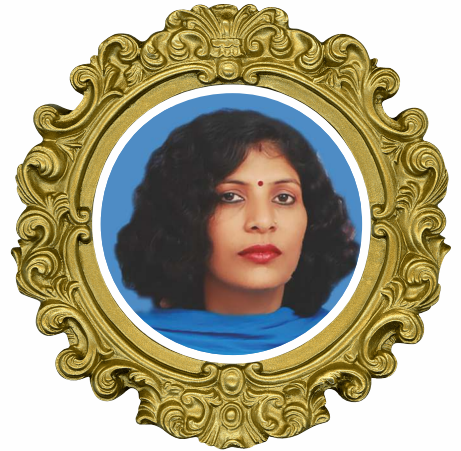
By the  
**SOLDIER**  
for the **NATION**

- 100% authentic brand



## जय हिन्द

अभयम् डॉट कॉम आपके जीवन को उन्नत बनाने का एक उचित निर्णय है साथ ही जवानों के कल्याण एवं आत्मनिर्भर भारत हेतु राष्ट्रहित में एक कदम है। मैं अभयम् डॉट कॉम में आपका स्वागत करती हूँ। वर्ष 2010 से पूर्व, हाउस वाईफ थी। घर में रहते हुए कई छोटी बड़ी नेटवर्क मार्केटिंग कम्पनियों का एवं अन्य व्यवसाय का अनुभव लिया। परन्तु सन्तुष्टि नहीं मिली। डायरेक्ट मार्केटिंग प्लान सीधे ग्राहक को मुनाफा देने में सक्षम है इसलिए इसके द्वारा जन कल्याण चाहती थी। परन्तु कहीं प्रोडक्ट चैलेंज तो कही प्राइज़ अधिक है। दैनिक खरीदारी के साथ, यदि इन्कम मिले तो प्रत्येक गृहणी और परिवार का जीवन परिवर्तन होगा, यह सोच लगातार कुछ नया करने को प्रेरित कर रही थी अब यह अभयम् डॉट कॉम के द्वारा संभव हो गया है। क्योंकि इस प्लान में शॉपिंग करेंगे, शेयर करेंगे और सपोर्ट करते हुए एक साथ ग्रो करेंगे। दैनिक खरीदारी नियमित दामों पर अर्द्ध सैनिक कैन्टीन से या अभयम् डॉटकॉम से ऑनलाईन करते हुए, आप इन्कम प्राप्त करेंगे और अपने सपने पैशन सहित साकार करेंगे। सभी नागरिक विशेष कर प्रत्येक गृहणी अब शॉपिंग का आनंद लेते हुए अधिक से अधिक कमाई के साथ पैशन भी प्राप्त कर सकती है।



**USHA ARYA**  
Founder and  
Managing Director

वर्तमान समय में रोजगार देश के लिए बड़ी जरूरत और चुनौती है। जागरूकता की कमी के कारण नया व्यवसाय शुरू करना चुनौतीपूर्ण होता है। इसलिए अर्द्ध सैनिक वेलफेयर ट्रस्ट (पंजीकृत) के तत्वाधान में यह एक कल्याणकारी व्यवसायिक पहल है। आपको प्रतिमाह आपकी आवश्यकता अनुसार खरीदारी करनी है और सभी को इसका अवसर देना है ताकि इसका लाभ अधिक से अधिक परिवारों को मिल सके। हमारा उद्देश्य एक सार्थक रोजगार योजना को विकसित करना है, जहां पर सभी खरीदारी करें शेयर करें सहयोग करें और एक साथ मिलकर आगे बढ़ें।

धन्यवाद  
रुषा आर्य

# ASC Marketing Plan

**Let's be in a Que for a monthly Income and Pension on Shopping.**  
*by the Soldier for the Nation*

## 1. Ardh Sainik Canteen (ASC): Aam Janta Ke Liye:

Ardh Sainik Canteen – Aam Janta Ke Liye is a rehabilitation program for the Soldier's Community under the aegis of Ardh Sainik Welfare Trust (Regd.). It is a digital retail store chain growing day by day by the Soldiers up to Tier II and Tier III cities. The aim of the ASC Marketing plan is the welfare of the Soldiers and Society.

## 2. "Abhhyam" Distribution Centre (ADC): Ardh Sainik Canteen (ASC)

Abhhyam members can purchase from the nearest Ardh Sainik Canteen as ASC Store is also authorized Abhhyam Distributor Centre.

## 3. Abhhyam.com - ASC Marketing Plan (Revised)

Abhhyam.com offers various kinds of discounts, incentives, bonuses, and pension funds released on monthly basis, along with an assured lifetime pension on accumulated pension funds on routine shopping. For the convenience of the citizens ASC network Marketing Plan is revised as per the actual need of the Society, following challenges of Network Marketing are removed from ASC Network Marketing Plan:

- Product Choice:** Members of Abhhyam.com can purchase all brands available in Ardh Sainik Canteen stores as well as shop online at [www.Abhhyam.com](http://www.Abhhyam.com).
- Controlled Price:** The price of products is the same for retail as well as for network marketing. You can choose one time discount on the purchase or opt for a monthly income with a pension fund for a lifetime pension.
- Easy Joining Process:** On purchase of the first package from Ardh Sainik Canteen or online at Abhhyam.com, you will receive a 4 Canteen Discount Card (CDC). One Green CDC is a member of the scheme and 3 yellow CDC for a further recommendation, if possible, otherwise, let's be in a Que and go for regular shopping only and the next member joining will be next to you.
- Saturation status:** There is no saturation level at Abhhyam.com, every top position will be retired from the scheme and will get a lifetime pension and downline will get one step seniority through Abhhyam Growth Tree Que, moreover retired Abhhyam members can join the Que again for monthly income and second pension.
- No Members joining offer:** In-Network marketing always, you need to introduce a few members for your network growth. But, at Abhhyam.com no members are required to be introduced. At the Abhhyam Growth Tree Que process, you have to join the tree and retain your Seniority ID by regular monthly shopping and you will get monthly income and pension.

राशन से पेंशन योजना

Abhhyam  
Ardh Sainik India .com

**ARDH SAINIK CANTEEN**  
आम जनता के लिए

**Heavy Discount on Canteen Brand Abhhyam**

Puran Chand Arya (Retd.- CRPF)  
Founder & Chairman

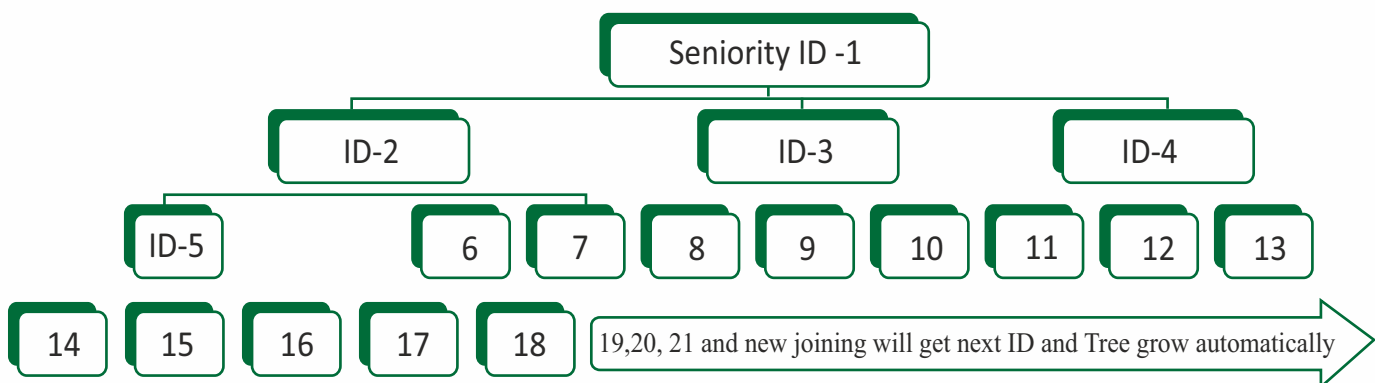
1% of the profit will be contributed towards the welfare of the soldiers widow

#### 4. **Abhhyam.com – Be in a Que of Abhhyam Growth Tree:**

ASC Marketing plan is upgraded to make it more convenient and acceptable to the Society. The additional facility for the society is “Abhhyam.com – Be in a Que of Abhhyam Growth Tree for monthly income and Pension on shopping”. In this scheme need to purchase a package and be in a Que of the Abhhyam Growth Tree Que and reserve a seniority ID for further promotion to the next level and finally at the top and to get a lifetime pension.

#### 5. **Abhhyam Growth Tree Que: Revised ASC Network Plan**

Based on one-year experience and feedback of Abhhyam members, every citizen is ready to join the Abhhyam.com, but further 3 members’ recommendation is not easy and acceptable, because of various similar offers available in the market. Therefore, Abhhyam Growth Tree Que is introduced, in which you have to join a Que of Abhhyam Growth Tree and will promote automatically to the top level as the next new member will join after you on a seniority basis at the available next ID. Revised ASC Network plan, a created facility that every new joining ID will be placed one by one on a seniority basis and the Abhhyam Growth Tree Que will provide 3 members to every Abhhyam member automatically.



**Abhhyam Growth Tree Que will provide 3 members to every member automatically on seniority basis**

#### 6. **Advantages of “Abhhyam Growth Tree Que”:**

- Abhhyam Growth Tree Que offers the first-come-first-take option. Hence, early joining early pension option is a Que on a seniority basis.
- Only personal minimum regular shopping is required on each CDC ID.
- Introduction of new members offers an additional incentive of 5% Leadership Guide Incentive (LGI) for all Guide only.
- Every member will Join the next available ID and maintain seniority till retirement.
- Go for regular own shopping to qualify the monthly entitled income including pension fund.
- Fixed Abhhyam Growth Tree Que structure with automatic promotion to the next level.
- Since in a Que all will join one by one, therefore, Abhhyam Growth Tree will grow automatically and every joining will get a level position and growth.
- Last month’s payout is entitled as retirement gratuity.
- Lifetime pension bonds are entitled if you complete 24 months as President Director or accumulate Rs.1 Crore as a pension fund, whichever is earlier.
- On the retirement of any ID from the upline, the downline seniority will increase as the vacancy creates.
- No restrictions on the number of joining, however, the pension will be granted to the person against all IDs.

**7. Earn PV on all brands:**

All popular brands are available in the ASCs and can purchase any branded products and services including canteen brand 'Abhhyam' and earn PV for your regular shopping to qualify for monthly income, however, 200 PV or Rs.3000/- pm shopping is required to earn income on team accumulated PV, else income is entitled only for own accrued PV only.

**8. Abhhyam E-com Vendor Panel facility:**

To provide all types of products and services for Abhhyam members network, an E-com vendor facility available for the open market. Through this facility, all other products and services will also be provided through this platform soon.

**9. Additional incentives for Leaders: 5% Leadership Guide Incentive (LGI)**

The leaders, who will recommend members are entitled to an additional 5% LGI proportionately.

**10. Abhhyam.com revised Discount Bonus Incentives and pension fund:**

Each member will grow automatically and achieve level by his seniority, hence, following Discount, Bonus, Incentive and Pension fund entitled on member shopping as well as Team (entire network) performance.



S.No.	Phase Stages	Incentives	Remarks
A)	I, II, III	30% ODB (Own Discount Bonus)	30% Own Discount Bonus always on your shopping.
B)	I, II, III	4% FWI (Family Welfare Incentive)	4% FWI on proportionate to the team performance basis during the month. However, entitled incentives will be released on the following terms and conditions: a) On request will be released for the family welfare need such as a house, education, health, travel, marriage, car, etc. b) Can withdraw 4 times during the financial year. c) Maximum of 60% of incentives will be allowed to release. d) At the time of retirement, 100% available balance FWI will be released. e) Distributors' expenses related to the business growth will be adjusted under this head. Phase wise every month Rs.25/- Rs.50/-, Rs.100/-Rs.200/-and Rs.500/- will be deducted from each member account.
C)	I, II, III	1% SWF (Social Welfare Fund)	1% SWF of the net payout by the company will be released for Soldiers and widow welfare only through Ardh Sainik Welfare Trust.
D)	I	8% TSI (Team Shop Incentive)	Active Distributor is entitled to 8% Team Shopping Incentives as per the scheme.
E)	I	8% TGB - (Team Growth Bonus)	8% Team Growth Bonus in direct marketing is a very important part.

S.No.	Phase Stages	Incentives	Remarks
F)	II	4% DSB (Directorship Bonus)	Achieving a director-level is a leadership quality. Therefore, 4% of the monthly PV value of the company is a Bonus among the Directors on a proportionate basis of the Team performance.
G)	II, III	4% LSI (Leadership Shopping Incentive)	4% LSI provision kept for leaders Distributors, as it is the responsibility of leaders to ensure their team must perform as per the policy. This incentive is entitled to all-star directors as per their team performance.
H)	II, III	4% LGB (Leadership Growth Bonus)	Leaders always take responsibility to lead achieve and perform, hence, kept 4% Bonus for leaders' Team Growth is based proportionately on Team Performance for all Star directors.
I)	III	4% MDB (Managing Director Bonus)	4% Star Managing Director Bonus is entitled to proportionate as per policy.
J)	III	4% PDB (President Director Bonus)	4% Bonus for President Directors Bonus on proportionate basis of team performance, however, maximum capping of Rs.1 crore per month is fixed for 24 months till he retired from the scheme with lifetime pension on his accumulated pension fund.
K)	III	Monthly Lifetime Retiring Pension	In Phase-III optional retiring pension offer is available based on the available accumulated Pension Fund. However, President Director will be retired after 24 months from the Date of Promotion as President Director moreover, if any member's pension fund accumulated up to Rs.1 crore at any level position will also be retired from the Scheme with a lifetime pension against his accumulated pension fund.
L)	III	Retiring Gratuity	In Phase III, Last month's payout will be awarded as Retiring Gratuity by the company for retiring Distributors one time only.
M)	I, II, III	Seniority Joining	Abhhyam Growth Tree Que allows the citizen to be in a Que to earn all entitled income and pension funds as every new joining will be allocated the next available ID in seniority of the tree.
N)	I, II, III	Pension Fund Accumulation	To keep the secure life of Abhhyam Members 10% of the earnings will be deducted as a pension fund and this fund balance will be shown in the individual login ID account all the time. However, the member can increase pension fund accumulation upto 50% of monthly income for early pension bond release.
O)	I, II, III	5% (LGI) Introducer Guide Incentives	LGI will be entitled proportionately to the Abhhyam Members who introduce at least one member.

## 11. Abhhyam.com – Free Registration

Go shopping at Ardh Sainik Canteen or online at [www.Abhhyam.com](http://www.Abhhyam.com) and shop for a package of Abhhyam brand of Rs.1000/- only and get free registration with Green Canteen Discount Card. Submit KYC (Aadhar Card, Pan Card) with Distributor Application Form (DAF) and after approval, start shopping and be in Que for your monthly income and pension.

## 12. Terms and conditions for Seniority Promotion and Termination:

Abhhyam Growth Tree Que (AGTQ) will keep seniority promotion from the date of joining (Paid) and termination of members will be maintained as under:

- Every new member ID joining will be placed at the last available Member ID of the AGTQ.
- In case of Top upline member ID is retired or terminated due to any reason, the downline will get one step up seniority in AGTQ.
- In case any member ID does not do shopping for 6 months continuously, that member ID will be terminated and his downline will get one step up seniority in AGTQ.
- This AGTQ Seniority will be maintained/calculated on a day-to-day basis.
- Level promotion will be achieved by the members automatically based on the Seniority of AGTQ.
- Monthly income will be released to all Abhhyam members however, the pension fund will be used only for the release of pension of members at the time of retirement.
- The aim is to keep the secure life of Abhhyam members therefore, retirement is mandatory either completion of 24 months as President Director or Rs.1 Crore pension fund accumulation, whatever is earlier.
- In any case Pension Fund withdrawal is not allowed and will be utilized only for the release of pension bonds for members. The second pension bond is also entitled if any 2nd ID also achieves the level.
- In case of termination due to non-shopping for 6 months, the 50% pension fund will be released to the members, and the rest 50% will be donated to the Ardh Sainik Welfare Trust.
- In case of termination due to misconduct pension fund will be forfeited.
- At the time of retirement Last month's pay-out will be paid as Retirement gratuity.
- In case of the death of any member, his NOKs will be entitled to all benefits.

## 13. Home Delivery Facility:

Home Delivery is available case to a case and area basis.






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**Achieve Your Dreams & Pension, with Routine Shopping**

**Abhhyam Ventures India Pvt. Ltd.**

 B-29, 1st Floor, Pushpanjali Enclave,  
 Pitampura Delhi- 110034.  
 (Flyover Pillar No-36)  
 (Nearest Metro Station – Pitampura)

 011-40196122, 8800001240/  
 8800001250/ 8800001260

 abhhyam@abhhyam.com

 www.Abhhyam.com  
 www.ArdhSainikCanteen.com

