



KNOW YOUR

# BUSINESSES PLAN

BV BUSINESS PLAN



BE A PART OF  
INDIA'S  
FASTEST GROWING  
DIRECT SELLING  
COMPANY

**SAARVASRI HERBS PVT LTD.**

 [www.myshpl.com](http://www.myshpl.com)

# ABOUT SHPL

SAARVASRI HERBS PVT LTD (SHPL) was incorporated on 20 Sept 2013 with a vision of providing world-class health & wealth solutions to common people through traditional distribution network with its corporate office based in Kolkata. Highly encouraged by the resounding response for its finest quality products, SHPL expanded its reach pan-India and on 20 May 2018, it launched its direct selling business model. Today, with its registered office in Delhi, SHPL has emerged as one of the fastest-growing consumer networks of India offering over 300 products and services through direct selling.



## OUR STRENGTHS

- ✓ 5<sup>th</sup> glorious Year of Successful Operation
- ✓ Professional & Well Experienced Management
- ✓ Strong Network of Corporate and Regional Offices
- ✓ Over 300 Need-based and Value-for-Money Products
- ✓ Excellent Packing and Right Pricing with Amazing Benefits
- ✓ World-class Online & Offline Education and Support System

**COME, JOIN HANDS WITH THE MARKET LEADER.  
LET US CREATE A SUSTAINABLE NETWORK OF CONSUMER REVOLUTION.**

## MARCHING AHEAD

SHPL is deeply committed to continue providing innovative and value-for-money products and services on an ongoing basis and reach-out to every household in India. We are looking out for ethical, ambitious, hardworking and disciplined individuals to join hands with us and take forward our noble corporate mission. We assure you limitless personal fulfilment and professional accomplishments with time and financial freedom.

# SHPL VISION

**Our vision is to offer a wide range of world-class products and services to our esteemed customers at an affordable price and offer a legitimate entrepreneurship opportunity to awaken the giant within them and help them explore life to the fullest.**

## SALIENT FEATURES

- ✓ We Adhere to All Statutory Compliance
- ✓ Provide Ethical & Value-based Leadership
- ✓ Offer World-class Products and Services
- ✓ Present Legitimate Business Opportunity

# SHPL MISSION

**Our mission is to become one of the top 5 Direct Selling companies of India by FY 2025-26.**

Through exemplary leadership and relentless hard work, we are committed to offer world-class quality products and services by forging a meaningful partnership with our top leadership and a vibrant consumer network. We reckon, we have laid a strong foundation to create India's most vibrant consumer network and we are fully determined to walk the talk in the years to come.



# SHPL MANAGEMENT

## GOPAL KUNDU

Chairman & Managing Director (CMD)

Gopal Kundu is a highly self-motivated visionary and a young entrepreneur with rich combined experience of over 25 years in the real estate, wellness and direct selling industry. His management prowess including the leadership skills, ability to take risks, make quick business decisions and efficiently implement them, have made him a skillful entrepreneur and an adorable face of the company. He pays special attention towards offering quality products and services and looks-after the over-all operations of SHPL including business development and training. His high-voltage passionate training sessions profoundly inspire each and everyone. He supervises timely and efficient services to valued SHPL customers and Independent Business owners and creates a grand vision for them to achieve massive success.



## PRASANTA KUNDU

Chief Operating Officer (COO)



## SUBASH SAHU

Chief Financial Officer (CFO)



## STAN SERRAO

Business Coach

# COMMITTED TOP LEADERSHIP

SHPL is fortunate to have a dedicated army of committed, hardworking and fiercely loyal business owners who are passionately promoting its corporate vision and mission to make SHPL a household name pan India.

With their unshakable passion and able leadership, we've been able to organize a series of high-profile education programs and celebration events drawing huge crowds to join the force.



# SHPL PRODUCTS



SHPL offers a wide range of need-based and value for money products and services across multiple categories that includes Health & Wellness, Genetics (Genomax), Baby Care, Personal Care, Home Care, Kitchen Care, Alkaline Water, Agro Care, Animal Care etc. with world class packaging, affordable pricing and importantly amazing health results along with attractive offers from time to time.

## Health & Wellness

Curated from the Reservoir of Mother Nature



**ONE STEP**  
towards a  
**healthy life**

## Personal Care

Indulge in Grace and Gorgeous Glow



## Agro Care

For Fertile Crop with Golden Harvest



**Grow naturally live natural**

## Alkaline Water

Relax | Refresh | Renew



**Quality Water for Quality Life**

## Kitchen Care

Healthy Essentials at Your Fingertips



**feel the nature inside your home**



**Healthy Food Healthy everyday**

## Baby Care

Pamper Your Bundle of Joy with Care



**Motherly care for your Little ones**

## GENOMAX

GENE BASED WELLNESS PROGRAM



## Pet Care

Finest Solutions with a Human Touch



**Giving them a Happy Life**

# SHPL BUSINESS PLAN

Consuming world-class SHPL products and services offered to you at an attractive price will not only help you save substantial amount of money on a month-on-month basis, you can also opt for a no-obligation business opportunity that you may consider owning out of your own choice and willingness. SHPL invites you to associate with it in 2 different ways:

## 01



### SIGN UP AS A PREFERRED CUSTOMER (PC)

Any Indian citizen, irrespective of the age or KYC compliance, can become a Preferred Customer (PC) of SHPL for absolutely free without any registration fees whatsoever. Simply register online and buy finest quality SHPL products of your own choice with Special Offer. Kindly note, there is no fixed product package nor minimum amount of mandatory purchase.

## 02



### CHOOSE TO BECOME AN INDEPENDENT BUSINESS OWNER (IBO)

Once you personally use SHPL products and are satisfied with its quality and benefits, you may voluntarily choose to become an Independent Business Owner (IBO) of SHPL as per the terms and conditions of SHPL business plan. You must be an Indian citizen aged 18 plus with valid KYC documents and must fill up the SHPL IBO Application online.

PURCHASE PRODUCTS OF YOUR **OWN CHOICE**



PURCHASE PRODUCTS AT MRP **BUY 1 GET 1**



**NO** FIXED PRODUCT PACKAGE  
MIN. PURCHASE AMOUNT



# You may order products online or pick up from the nearest SHPL gallery. # Delivery Charges: Rs. 100 /- for orders below Rs. 2500 /- and Free for orders above Rs. 2500 /- # No delivery charges for pickup products from the gallery.

# TYPES OF INCOME

SHPL offers a lucrative comp-plan that can not only give you an exciting income both on a weekly and monthly basis but also an incredible opportunity to achieve prestigious SHPL Ranks with fully paid international tours.

**1 Personal Saving Benefit (PSB) :** Buy SHPL products at MRP and avail a tempting 'Buy 1 Get 1 Free' offer and make substantially savings.  
**Money saved is money earned. Isn't it?**

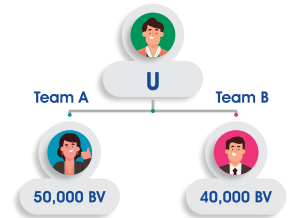


**2 Self-Repurchase Bonus (SRB) :** When you re-purchase, your Personal (Self) BV will be automatically counted in your lesser team to give you higher Team Matching Bonus (TMB).

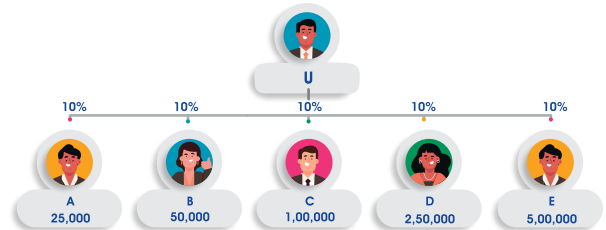
## CONSISTENCY OFFER (1<sup>st</sup>-15<sup>th</sup> of every month)

- Purchase min. 1000 BV before 15<sup>th</sup> of every month in single invoice.
- Purchase for 3 / 6 / 12 rolling months without any break.
- Get SHPL Products worth MRP Rs. 1500 / Rs. 5000 / Rs. 15000 FREE

**3 Team Matching Bonus (TMB) :** Earn 10% of your Matching BV, up to Rs.1.25 Lakhs per week. Unmatched BV is carried forward without any time limit.



**4 Team Building Bonus (TBB) :** Get 10% of the TMB of all your directly sponsored IBOs.



**5 Team Consultancy Bonus (TCB) :** Get 10% of the Company's total BV distributed proportionately amongst all IBOs who achieve 25,000 Matching BV (1 Unit) in a calendar month; You can earn up to 100 Units per month.

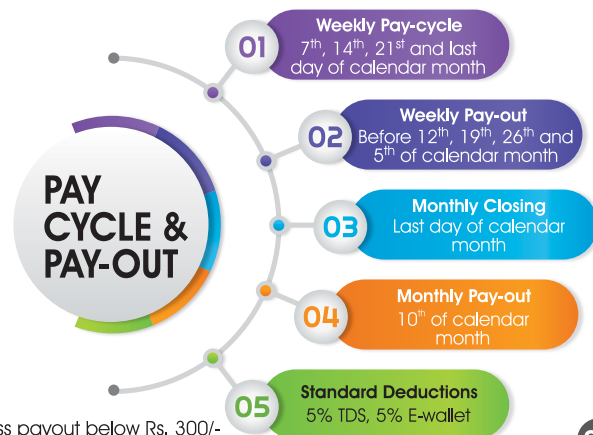
### Leadership Bonus (LSB) :

- 6**
- 30% of the Monthly Total Company BV will be allocated to distribute Leadership Bonus (LSB)
  - Leadership Bonus (LSB) is Distributed amongst Qualifying Diamonds up to Qualifying Crown Ambassadors

SHPL RANK	SELF BV	MATCHING TEAM BV	DIAMOND ACHIEVER 5%	EXECUTIVE DIAMOND 5%	ROYAL DIAMOND 8%	CROWN DIAMOND 11%	EXE. CROWN DIAMOND 14%	CROWN AMBASSADOR 17%
Team Mentoring Bonus (TMB)	300	15,000	5%	2%	2%	2%	2%	2%
Business D'ment Bonus (BDB)	500	30,000	-	3%	3%	3%	3%	3%
Child Education Bonus (CEC)	600	50,000	-	-	3%	3%	3%	3%
Family Travel Bonus (FTB)	700	75,000	-	-	-	3%	3%	3%
Luxury Car Bonus (LCB)	800	1,50,000	-	-	-	-	3%	3%
Dream House Bonus (DHB)	1000	2,50,000	-	-	-	-	-	3%

**7 Royalty Club Bonus (RCB) :** Get 3% of the Company's total BV turnover distributed proportionately amongst all Qualified Crown Ambassadors based on their Qualified Crown Ambassadors in the first 3 compressed levels.

**8 Super Performance Bonus (SPB) :** Get 2% of the Company's total BV turnover distributed proportionately amongst all IBOs who achieve 25 Lakhs Matching BV in a calendar month



# Gross payout below Rs. 300/- will be transferred to E-Wallet

# RANKS, REWARDS AND RECOGNITION (RRR)

Achieving prestigious SHPL Business ranks is not only a testimony of your commitment and hard work but also an occasion of truly being happy and proud. When you add fully-paid educational and fun-filled international tours to it, it will truly become an occasion of grand success and limitless joy. Here is how you can achieve SHPL Business Ranks.



## DOUBLE CROWN AMBASSADOR

5,00,000 MATCHING BV\*  
4N/5D THAILAND TOUR



## TRIPLE CROWN AMBASSADOR

10,00,000 MATCHING BV\*  
4N/5D DUBAI TOUR



## UNIVERSAL CROWN AMBASSADOR

25,00,000 MATCHING BV\*  
STAR CRUISER



## DOUBLE UNIVERSAL CROWN AMBASSADOR

50,00,000 MATCHING BV\*  
4N/5D SWITZERLAND TOUR



## PRESIDENTIAL CLUB DIRECTOR

1,00,00,000 MATCHING BV\*  
7N/8D EUROPE TOUR



## ROYAL PRESIDENTIAL CLUB DIRECTOR

2,50,00,000 MATCHING BV\*  
7N/8D USA / AUSTRALIA TOUR



## SHPL BRAND AMBASSADOR

5,00,00,000 MATCHING BV\*  
12N/13D WORLD TOUR



\* Requisite BV for each rank must be achieved in one calendar month



# MARCHING AHEAD TO BUILD A HEALTHY AND HAPPY NATION



SHPL CORPORATE OFFICE  
**DELHI**



**NORTH REGION**

SHPL CORPORATE OFFICE  
**KOLKATA**



**NORTH-EAST REGION**

SHPL CORPORATE OFFICE  
**GUWAHATI**



SHPL CORPORATE OFFICE  
**MUMBAI**



**SOUTH REGION**

SHPL CORPORATE OFFICE  
**BANGALORE**

**GHAR GHAR SHPL  
HAR GHAR SHPL  
MISSION 2025**

**CREATING A VIBRANT COMMUNITY OF INFORMED CONSUMERS**

# I ♥ SHPL

**INTRODUCTION TO  
SAARVASRI  
OPPORTUNITY (ISO)**

**BOP  
MASTERCLASS**

**NDO  
NEW DISTRIBUTOR ORIENTATION**

**LEADERS  
MEET**

**FULL-DAY  
WINNERS WORKSHOP  
STRATEGY - SYSTEM - INSPIRATION**

**RTP  
RESIDENTIAL TRAINING PROGRAM**

**LDP  
LEADERSHIP DEVELOPMENT PROGRAM**

**THE 4N / 5D 'GO UNIVERSAL'  
INTERNATIONAL TOUR**



**SAARVASRI HERBS PVT LTD.**  
(AN ISO 9001 : 2015 Certified Company)  
Plot No. A - 236, Pocket - 2, Sector - 17  
Dwarka, New Delhi 110078

**FOR MORE DETAILS CONTACT  
SHPL SUPPORT**

Toll Free No. : **1800 123 5911**  
Timing : 11:00 am - 7:00 pm (Monday to Saturday)

Customer Care: **033-25737372**

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