



Sales And Marketing Plan

 <https://naturewellnessindia.com>



Welcome To Nature Wellness

Rooted in Ayurveda, Inspired by Nature.

Nature Wellness India brings ancient Ayurveda into today's fast paced world, offering natural, side-effect-free solutions for immunity, detox, and holistic health. In times of rising lifestyle diseases, Nature Wellness India empowers families with trusted herbal care, free consultations, and wellness programs – making preventive healthcare accessible, affordable, and essential for society.



<https://naturewellnessindia.com>

Since 2012

Free Wellness Consultation

At Nature Wellness India, We believe Healthy Life is a right for every human being. That's Why we organise free health camp at all our centre, Specially designed for our loyal Customers. These camp are part of our commitment to preventive healthcare – helping families detect and manage lifestyle related issues like stress, fatigue, obesity , high BP , and Poor immunity before they become Serious.

Our camp Include

- Free health consultation by certified Doctors.
- Basic Vitals checks(BP,BMI,PULSE).
- Personal wellness advice and lifestyle guidance.
- Info about how to use Nature wellness Products effectively.
- Free gift vouchers, rewards and loyalty benefits.

The camp are free for nature wellness customers and new visitors also join with basic registration or product purchase. Whether Healthy or unwell, Young or old ,everyone deserve regular check-up.



COMPANY PROFILE

- REGISTERD UNDER THE COMPANY ACT 2013
- AN ISO 9001 : 2015 CERTIFIED COMPANY.
- FSSAI CERTIFIED COMPANY.
- GMP, WHO , AYUSH CERTIFIED PRODUCT RANGE.
- MSME AND STARTUP CERTIFIED COMPANY.
- QUALITY ASSURANCE CERTIFICATE.



About Us

Nature Wellness India is the wellness and lifestyle brand of Parivartan Mega Mart Pvt. Ltd., a company built on a strong foundation of trust, quality, innovation, and customer satisfaction since its incorporation on 17 January 2012.

For more than a decade, Parivartan Mega Mart Pvt. Ltd. has successfully served customers through Business-to-Business (B2B) and Business-to-Consumer (B2C) business models. Throughout this journey, the company has gained extensive expertise in product distribution, customer service, business development, and market expansion across multiple sectors.

Building on this strong foundation, Nature Wellness India has entered the Direct Selling industry with a clear vision of empowering individuals through entrepreneurship while promoting healthier lifestyles. By combining premium Ayurvedic and herbal wellness products with ethical business practices, the company creates sustainable income opportunities for people across India.

Our commitment extends beyond offering quality products-we strive to inspire a healthier living, financial independence, and long-term success for every Independent Wellness Associate.



"I warmly welcome you to the Nature Wellness family and invite you to become a part of our mission to spread wellness, create opportunities, and build a brighter future for generations to come."

Our Vision

"To become India's most trusted wellness and direct selling company by empowering millions of families with natural healthcare products, ethical business opportunities, and sustainable prosperity."



Our Mission

- Deliver Premium Ayurvedic & Herbal Products
- Promote Healthy Living
- Empower Entrepreneurs Across India
- Maintain Transparency & Ethics
- Build Long-Term Customer Relationships
- Create Sustainable Income Opportunities

Our Products *Range*



Essential Oils



Health Care



Home Care



Oral Care



Perfumes & Attar



Personal Care

How to Get Started

01

REGISTER FOR FREE

Become an Independent Wellness Associate (IWA) by completing the simple Enrolments form at no cost and after that complete your KYC verification.



02

EXPLORE THE PRODUCTS

After completion of registration and KYC, purchase Health Care products M.R.P of ₹1,000 /-, ₹5,000 /- and ₹15,000 /- for personal use and experience their benefits.



03

SHARE & RECOMMEND

Introduce products and wellness Centres to others.



04

GROW YOUR NETWORK

Build teams and expand your customer base.



05

EARN INCENTIVES

Get rewarded based on product sales and team performance.



REGISTER



EXPERIENCE



SHARE



BUILD



EARN



START SMALL • GROW SMART • LEAD SUCCESSFULLY



Types of Income

01



TEAM PERFORMANCE INCENTIVE

Earn attractive incentives on the basis of the performance of your active teams.
Minimum 2 active teams required.



02



NEW BUSINESS PERFORMANCE BONUS

Earn extra bonus on fresh business generated from at least two different teams.
Higher fresh business, higher extra bonus



03



RETAIL PERFORMANCE BONUS

Earn additional bonus on retail sales when your downline associates achieve higher ranks.
Up to 1% extra bonus on retail sales



04



LEADERSHIP SUPPORT INCENTIVE

Get leadership incentive on your organizational business when you achieve the rank of Bronze Associate and above.



05



LIFE STYLE REWARD PROGRAMME

Achieve milestones and unlock exciting lifestyle rewards like gadgets, vehicles, trips and more.
Rewards given as vouchers / reimbursements



1 Team Performance Incentive



Minimum 2
active teams
required

MAX EARNING (PER DAY)

₹ 3,000 ₹ 12,000 ₹ 40,000



RECOGNITION LEVELS

An Independent Wellness Associate (IWA) can rise through our marketing plan by increasing the level on the basis of certain business in his/her team. Below mentions is the qualification criteria of leadership levels-

ACHIEVEMENT			TITLE	
1	15,000 PV	→		Associate
2	Associate	→		Senior Associate
3	Senior Associate	→		Bronze Associate
4	Bronze Associate	→		Silver Director
5	Silver Director	→		Gold Director
6	Gold Director	→		Platinum Director
7	Platinum Director	→		Crown Ambassador



2 New Business Performance Bonus

When an IWA is able to get new business from his/her sales through an IWA (non-ranked IWA) from his/her different team (at least two teams) in a day he/she is eligible to get additional bonus from the company.

- ✓ Based on new Associate sales
- ✓ Earn:



FRESH BUSINESS FROM EACH TEAM	EXTRA BONUS	APPLICABLE
 +  15,000 PV 15,000 PV	2% AS EXTRA BONUS	15,000 PV And Above 
 +  15,000 PV 15,000 PV	3% AS EXTRA BONUS	45,000 PV And Above 
 +  15,000 PV 15,000 PV	4% AS EXTRA BONUS	150,000 PV And Above 



IMPORTANT NOTES:

- ✓ Both teams must generate minimum 15,000 PV of fresh business on the same day.
- ✓ The bonus is paid on the total fresh business generated as per the above slabs.
- ✓ This incentive is over and above other applicable earnings.



3 Retail Performance Bonus

Once an IWA becomes Senior Associate and his/her 3rd direct IWA also becomes Senior Associate, he/she is eligible to earn an extra 1% of the PV business of the first two referred of 3rd onwards referred Senior Associate as Retail Performance Bonus.

- ✓ Up to 1% bonus on retail sales
- ✓ Based on real product movement

HOW IT WORKS



You will earn **up to 1%** Retail Performance Bonus on the PV business generated by the first two referrals of every 3rd onwards Senior Associate.

EXAMPLE OF RETAIL PERFORMANCE BONUS

3rd Direct becomes Senior Associate



(Milestone Achieved)

From 3rd onwards Senior Associate
(First two referrals eligible for 1% bonus)



EARN UP TO
1%

ON PV BUSINESS
OF THE FIRST TWO
REFERRALS



IMPORTANT NOTES:

- ✓ This bonus is applicable only after you become Senior Associate and your 3rd direct referral also becomes Senior Associate.
- ✓ Bonus is paid only on real product sales PV.
- ✓ Up to 1% retail performance bonus is calculated on qualified PV.
- ✓ Minimum purchase of 500 PV is compulsory on every month on individual bases



4 Leadership Support Incentive



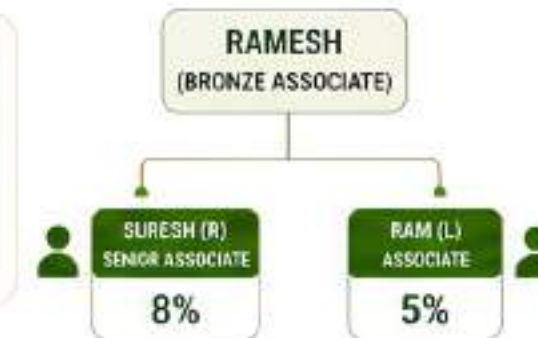
To encourage our associates, the company further rewards IWAs who achieve the recognition rank of BRONZE and above. They will earn an additional incentive of 4.60% of the qualified business (Team Business Incentive) generated by their downline organizational sales

REWARDS FOR TEAM LEADERS

LEVEL	INCENTIVE	DAILY LIMIT
BRONZE	Up to 2%	₹ 10,000
DIRECTOR	Up to 1%	₹ 15,000
GOLD	Up to 0.75%	₹ 20,000
PLATINUM	Up to 0.5%	₹ 25,000
CROWN	Up to 0.25%	₹ 30,000
AMBASSADOR	Up to 0.1%	₹ 35,000

RETAIL BUSINESS INCOME	
RECOGNITION LEVEL	RETAIL INCOME
ASSOCIATE	5%
SENIOR ASSOCIATE	8%
BRONZE ASSOCIATE	12%
DIRECTOR	15%
GOLD DIRECTOR	18%
PLATINUM DIRECTOR	21%
CROWN AMBASSADOR	25%

EXAMPLE: RAMESH (BRONZE ASSOCIATE)



PBV = Personal Business Volume
TABV = Team Achieved Business Volume (Downline Business)
R = Right Team
L = Left Team

SOURCE	LEVEL	PERCENTAGE	BUSINESS VOLUME	CALCULATION	INCOME (₹)
RAMESH (Self) Personal Business	BRONZE ASSOCIATE	12%	PBV = 1,000	1,000 × 12%	120/-
SURESH (R) Team Business	SENIOR ASSOCIATE	8%	TABV = 5,000	5,000 × 8%	200/-
RAM (L) Team Business	ASSOCIATE	5%	TABV = 4,000	4,000 × 5%	280/-

TOTAL RAMESH INCOME OF CURRENT MONTH

₹ 600/-



RECOGNIZE
LEADERSHIP



REWARD
PERFORMANCE



GROW
TOGETHER



EARN
MORE



IMPORTANT NOTE

This incentive is applicable only for ranks Bronze and above and is calculated on qualified Team Business Incentive (4.35%). Subject to company policies and terms.



5 Life Style Reward Programme



Our company appreciates the hard work of our associates in promoting sales and growth of their business. The company recognises their effort and is happy to support them in the form of lifestyle rewards.



ACHIEVE MILESTONES AND UNLOCK EXCITING REWARDS



REWARDS GIVEN AS
VOUCHERS / REIMBURSEMENTS



SUBJECT TO
COMPANY POLICIES



TERMS, CONDITIONS
& ELIGIBILITY APPLY



EXAMPLE

If an Associate achieves 15,00,000 PV in total, he/she will be eligible for the Two-Wheeler reward worth ₹60,000.



1,50,000 PV



5,00,000 PV



15,00,000 PV

ACHIEVED



50,00,000 PV



1,00,00,000 PV



CUMULATIVE BUSINESS ACHIEVEMENT PV	LIFESTYLE REWARD	REWARD IMAGE	MAXIMUM REWARD VALUE (VOUCHER / REIMBURSEMENT)
1,50,000 PV	Smartphone		₹ 5,000
5,00,000 PV	Laptop / Smart T.V.		₹ 20,000
15,00,000 PV	Two Wheeler / Foreign Tour		₹ 60,000
50,00,000 PV	Car		₹ 2,00,000
1,00,00,000 PV	Luxury Car		₹ 5,00,000
5,00,00,000 PV	BMW		₹ 25,00,000
20,00,00,000 PV	Bungalow		₹ 50,00,000
75,00,00,000 PV	VILLA		₹ 1,00,00,000 (₹1 CRORE)



IMPORTANT NOTES

- ✓ Rewards are based on cumulative qualified Product Volume(PV) as per the company plan.
- ✓ All rewards are subject to company policies, terms and conditions.

- ✓ The company reserves the right to modify or replace any reward at its sole discretion.
- ✓ Taxes, documentation and other statutory charges (if any) will be as per applicable laws and company policy.
- ✓ This Reward Program is subject to the Terms & Conditions.

Your Success Starts Here



Associate with Nature Wellness today and build a business that rewards your effort, supports your growth, and promotes a healthier lifestyle.



ACHIEVE MILESTONES AND UNLOCK EXCITING REWARDS



FIRST PURCHASE OFFER



Shop for ₹1,000 & Get

10 × ₹100
DISCOUNT COUPONS



Shop for ₹5,000 & Get

25 × ₹200
DISCOUNT COUPONS



Shop for ₹15,000 & Get

150 × ₹100
DISCOUNT COUPONS

Start Saving on Your Next Orders!



BV (BUSINESS VOLUME)



1,000 = 1 BV = 2000 PV



5,000 = 5 BV = 5000 PV



15,000 = 10 BV = 5000 PV

.....

1 BV = ₹150/- Rs



PV (PRODUCT VOLUME)

PV is calculated from product sales:



Health Range Upto
25% Of DP



Essentials Upto
10% Of DP



PV (PRODUCT VOLUME)



1 PV = 1



KYC is mandatory before making any payments.



REAL PRODUCT SALES

Income is based on real product sales, not recruitment.



RECOGNIZE YOUR EFFORT

Every step of your journey is recognized and rewarded.



ATTRACTIVE INCOME OPPORTUNITIES

Multiple income streams designed to help you grow steadily.



SUPPORT FOR YOUR GROWTH

Training, support & guidance at every step.



HEALTHY YOU, WEALTHY YOU

Build a business that brings wellness to you & others.



Start Small. Dream Big. Grow Strong.



<https://naturewellnessindia.com>



Nature Wellness

Franchise Opportunity

Build Your Business. Serve Your Community. Grow With Nature.

1 NATURE WELLNESS POINT



- 🏠 Ideal For Small Towns / Kasbas
- 👤 Space Required - Nil
- 👤 Suitable For First Time Entrepreneurs

INVESTMENT
₹1,50,000

BUSINESS SUPPORT*
Up to
₹7,500 /Month

2 NATURE WELLNESS CENTRE



- 🏠 Ideal For Growing Cities
- 👤 Space Required 300 – 600 sq. ft.
- 👤 Best For Expanding Entrepreneurs

INVESTMENT
₹3,50,000

BUSINESS SUPPORT*
Up to
₹18,000 /Month

3 NATURE WELLNESS STORE



- 🏠 Ideal For Metro Cities / Big Cities
- 👤 Space Required 600 – 1500 sq. ft.
- 👤 Best For Serious Business Builders

INVESTMENT
₹10,00,000

BUSINESS SUPPORT*
Up to
₹60,000 /Month

WHY PARTNER WITH NATURE WELLNESS?

- 🌿 100% Ayurvedic & Natural Products
- 🛡️ Trusted Brand & Strong Support
- 📈 High Margin Business
- 👥 Health Camp & Consultation Support
- 📢 Marketing & Promotional Support
- 🚚 Timely Supply & Logistics Support

OUR PROMISE



Pure & Effective



Researched Formulations



Quality Assured



Care for Wellness



Better Health, Better World

BUSINESS SUPPORT
UP TO
₹60,000
PER MONTH*

IMPORTANT NOTE

Business Support is provided only to eligible franchisees as per company policy, terms & conditions and performance criteria.

*Terms & Conditions Apply.

This is not a guaranteed return on investment.



SCAN TO KNOW MORE

🔍 <https://naturewellnessindia.com>

Thank You

For your attention!

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 SCAN TO CONNECT



Scan to:

- ✓ Visit our Official Website
- ✓ Explore Products
- ✓ Become an Independent Wellness Associate (IWA)
- ✓ Contact Customer Support

 <https://naturewellnessindia.com>

