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Brand Loyalty Recognition Plan

Valeda rewards the people who use and recommend its products

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4 plans	1st, 11th, 21st	₹1 Crore / Flat
Cash incentives and gifts, in one plan	Cash incentives credited to your e-wallet every month	Top reward on Plan 3

1. What the plan is

The Brand Loyalty Recognition Plan is Valeda's direct marketing plan for the people who actually use Valeda products. A buyer can join as a Valeda Wellness Consultant, use the products, recommend them to others and be rewarded for it.

The plan can be run independently by product buyers. Business Development Managers (BDMs) can run it too. Its purpose is to reward the real consumers of Valeda products.

2. The four plans at a glance

Plan	What it gives	How you receive it
Plan 1	Joining Incentive, on the joining purchase of people you bring in, up to 7 generations	Cash, credited to your e-wallet on the 1st, 11th and 21st of every month
Plan 2	Wellness Purchase / Re-purchase Incentive, on repeat purchases in your network, up to 7 generations	Cash, credited to your e-wallet on the 1st, 11th and 21st of every month
Plan 3	Wellness No-Time-Bound Rewards on your own purchases, from a surprise gift of Valeda products to ₹1 Crore / a flat	A gift or reward, once you reach the purchase value
Plan 4	Wellness Time-Bound Reward Attraction on selected products, for a short time	As announced on valedalife.in

3. Plans 1 and 2: Joining and Re-purchase Incentives

You earn an incentive on the purchases made by the Wellness Consultants in your network, up to seven generations. The 1st generation is the people you bring in yourself. The 2nd generation is the people they bring in, and so on.

Generation	Plan 1: Joining incentive	Plan 2: Re-purchase incentive	Total incentive
1st	30%	3%	**33%**
2nd	2%	3%	**5%**
3rd	2%	2%	**4%**
4th	2%	2%	**4%**
5th	2%	2%	**4%**
6th	2%	1%	**3%**
7th	2%	1%	**3%**

Please note

- Joining is presently on a purchase value of ₹3,000 at MRP.
- Re-purchase is at 20% discount on MRP (that is, a 20% mark-down). This price is called the Consultant's Price (CP).
- The depth is unlimited: a Wellness Consultant in your network can have their own network, and so on.

A simple example

The plan becomes active with a joining purchase of ₹3,000. That ₹3,000 is also a purchase, so it earns both the joining incentive and the purchase incentive.

Your 1st generation joins with ₹3,000: you receive 30% = ₹900, plus 3% = ₹90. Total ₹990 (33%). Your 2nd generation joins with ₹3,000: you receive 2% = ₹60, plus 3% = ₹90. Total ₹150 (5%). If one person joins at each of the seven generations, you receive ₹990 + ₹150 + ₹120 + ₹120 + ₹120 + ₹90 + ₹90 = ₹1,680.

Later re-purchases earn the Plan 2 percentage. If each of the seven makes a re-purchase of ₹7,000, you receive ₹210 + ₹210 + ₹140 + ₹140 + ₹140 + ₹70 + ₹70 = ₹980.

This example is only to explain how the incentive works. Actual earnings depend on the actual purchases made.

4. How your incentive reaches you

1	**Incentive is earned**	Your network's joining and re-purchase values are calculated under Plans 1 and 2.
2	**Credited to your e-wallet**	On the 1st, 11th and 21st of every calendar month, through your individual Consultant ID.
3	**Use it for products**	You can buy Valeda products from your e-wallet balance. This is the re-purchase.
4	**Or take it as cash**	If no re-purchase is made within 3 months from the date the incentive was generated, it is paid as cash to the bank account of the beneficiary.

Admin and service charges of 3.70% are deducted. TDS is deducted as applicable.

5. Plan 3: Wellness No-Time-Bound Rewards on individual purchase

Rewards are earned on your own purchases, up to 10 years from your date of joining. The latest reward list is below.

S.No.	Purchase value (self only) ₹	Reward
1	5,000	Surprise gift of Valeda products
2	11,000	Wall clock
3	25,000	Hand blender
4	35,000	Mobile phone
5	55,000	Camera
6	1,00,000	Laptop
7	2,00,000	Motor cycle / bike
8	5,00,000	Alto car
9	10,00,000	Wagon R car
10	50,00,000	Honda City car
11	1,00,00,000	Mercedes Benz car
12	5,00,00,000	₹1 Crore / flat

After you achieve a reward slab, you start again for the next slab. The purchase values are not cumulative.

6. Plan 4: Wellness Time-Bound Reward Attraction

Short-time reward schemes are offered on valedalife.in from time to time, on the purchase of individual products or of several products. Please visit valedalife.in to see the current schemes and to benefit from them.

7. For Business Development Managers

- A BDM can run the Brand Loyalty Recognition Plan along with the BDM programme. Both incomes are generated at the same time.
- They are not added together. Only the higher of the two is paid: either the BDM payout or the Brand Loyalty payout.
- As a BDM grows, more generations contribute to the Brand Loyalty wallet, so the Brand Loyalty income is usually the higher one. In the BDM model you work alone; in Brand Loyalty you are not alone.
- The details are in the BDM FAQ and Annexure A.

Who is this plan for?

The plan is for people who use Valeda products and share them with others. Incentives come only from actual purchases of Valeda products.

Joining alone, without using or promoting the products, is not what this plan is for. A person who joins and does not use or promote Valeda products does not keep earning, because the main rewards (Plan 3) are earned only through your own purchases as a user.

Plans 1 and 2 are introduction incentives. They are a small part of the revenue of the plan.

8. Please note

- This is a wellness Brand Loyalty Recognition Plan for the existing users of Valeda products and services.
- This is not an investment plan.
- TDS as applicable will be deducted.
- Admin and service charges of 3.70% will be deducted.
- Please read the “I agree” terms and conditions on valedalife.in carefully and follow them.
- Terms and conditions apply.

Contact

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Reward schemes and terms	valedalife.in

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