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ANNEXURE – A

Performance Benchmarks & Payout Structure — Business Development Manager (BDM_BL)

Date: 02.11.2026

BDM Name	BDM ID
_____	_____

This Annexure sets out how a Business Development Manager ("BDM") earns a monthly payout with Valeda Herbal Pvt Ltd ("VHPL"). A payout in any given calendar month requires both criteria to be met simultaneously: (1) revenue generation, and (2) the stipulated number of verified visits.

New Visits refers to fresh prospects/buyers visited for the first time in the month. Total Visits includes both new and repeat/follow-up visits. 1 K = ₹1,000. All figures are illustrative unless otherwise stated.

1. Monthly Performance Benchmarks

The Target Agreed is the standard revenue and visit benchmark for the role.

Target Agreed

Month	New Visits	Total Visits	Revenue Target (₹)
1st Month	125	300	450K
2nd Month	125	300	450K
3rd Month	125	300	450K
4th Month	125	300	450K
5th Month	50	300	450K
6th Month	50	300	450K
7th Month	50	300	450K
8th Month	50	300	450K
9th Month	50	300	450K
10th Month	50	300	450K

The Minimum Benchmark is the entry-level threshold at which a first payout of ₹60,000 becomes achievable, rising progressively over the engagement period.

Minimum Benchmark

Month	New Visits	Total Visits	Revenue Threshold (₹)
1st Month	50	100	60K
2nd Month	50	100	90K
3rd Month	50	100	120K
4th Month	50	100	135K
5th Month	50	100	141K
6th Month	50	100	155K
7th Month	50	100	179K
8th Month	50	100	224K
9th Month	50	100	302K
10th Month	50	100	450K

2. Payout Illustrations

The following illustrations show how Gross Payout and Net Payout (after TDS) are computed against different levels of revenue achievement, assuming the visit benchmark is also met each month.

Illustration 1 — At Minimum Benchmark

Month	Revenue Achieved (₹)	Gross Payout (₹)	Net Payout (₹)
1st Month	60K	60K	**58.8K**
2nd Month	90K	60K	**58.8K**
3rd Month	120K	60K	**58.8K**
4th Month	135K	60K	**58.8K**
5th Month	141K	60K	**58.8K**
6th Month	155K	60K	**58.8K**
7th Month	179K	60K	**58.8K**
8th Month	224K	60K	**58.8K**
9th Month	302K	60K	**58.8K**
10th Month	450K	60K	**58.8K**

Illustration 2 — Above Minimum Benchmark

Month	Revenue Achieved (₹)	Gross Payout (₹)	Net Payout (₹)
1st Month	67.5K	60K	**58.8K**
2nd Month	135K	60K	**58.8K**
3rd Month	202K	60K	**58.8K**
4th Month	202K	60K	**58.8K**
5th Month	212K	60K	**58.8K**
6th Month	233K	60K	**58.8K**
7th Month	268K	60K	**58.8K**
8th Month	336K	60K	**58.8K**
9th Month	453K	60K	**58.8K**
10th Month	675K	60K	**58.8K**

Illustration 3 — Below Minimum Benchmark

Month	Revenue Achieved (₹)	Gross Payout (₹)	Net Payout (₹)
1st Month	15K	15K	**14.7K**
2nd Month	45K	15K	**14.7K**
3rd Month	45K	15K	**14.7K**
4th Month	45K	15K	**14.7K**
5th Month	47K	15K	**14.7K**
6th Month	51K	15K	**14.7K**
7th Month	59K	15K	**14.7K**
8th Month	74K	15K	**14.7K**
9th Month	100K	15K	**14.7K**
10th Month	150K	15K	**14.7K**

Note: Net Payout above is Gross Payout less TDS @2% (or such rate as applicable on the date of disbursement — see Term (f)). Gross Payout in any month cannot exceed the revenue achieved for that month; where revenue achieved is lower than the benchmark, the Gross Payout is scaled down accordingly, as shown in Illustration 3.

3. Consolation Payout — Months 1 to 3 Only

During the first three (3) months of engagement only, if the Revenue Achieved under Section 2 in a given month is Nil or less than ₹10,000, the BDM may additionally qualify for a Consolation Payout, calculated as follows:

- Rate: ₹200 per verified new customer added to the Valeda BDM CRM
- Eligible count: new customers only — repeat/follow-up visits are not counted
- Monthly ceiling on new-customer count: 50 verified new customers
- **Combined ceiling: the Regular Payout and the Consolation Payout together shall never exceed ₹10,000 in any month in which this provision applies**

Illustrative calculation

Regular Payout (₹)	Verified New Customers	Consolation Calculated (₹)	Total Payable — capped ₹10,000 (₹)
6,000	20	4,000	**10,000**
6,000	30	6,000	**10,000 (capped)**
6,000	10	2,000	**8,000**
0	50	10,000	**10,000**
0	15	3,000	**3,000**

This provision does not apply from the 4th month onward, and does not apply in any month where the Regular Payout already equals or exceeds ₹10,000.

4. Terms & Conditions

a. Payouts under the Regular Payout Structure and the Consolation Payout are consolidated, performance-linked payouts inclusive of commission and operating expenses.

b. No additional payment shall be made by VHPL for any claim — expenses, working, travel, food, stationery or otherwise — beyond what is stated in this Annexure.

c. The designation of Business Development Manager is honorary and creates no employment rights. The individual becomes eligible for consideration as a regular employee from the month in which the Target Agreed (revenue benchmark) is achieved along with the verified visit benchmark. The Minimum Benchmark and the Consolation Payout are motivational/support arrangements only, and are not to be confused with the Target Agreed.

d. This Annexure A is to be read as part and parcel of the offer letter.

e. For payout generation in any given calendar month under the Regular Payout Structure, the BDM must fulfil both the revenue criterion and the verified-visit criterion simultaneously, as per Section 1 and the Verification Protocol at Term (m).

f. TDS @2% (or such rate as applicable under the Income Tax Act, 1961 on the date of disbursement) shall be deducted from the payout under both the Regular Payout Structure and the Consolation Payout.

g. Net payout, treated as commission for all purposes, shall be paid after applicable TDS and statutory deductions.

h. Revenue shall be counted only as the amount credited to the VHPL bank account, net of applicable GST (currently 18% on cosmetics). Example: revenue collection ₹10,000 → GST payable ₹1,500 → target consideration ₹8,500.

i. The target amount is considered only on that revenue which is actually credited to the VHPL bank account for a particular sale.

j. The total credit facility extended to buyers in a BDM's network shall never exceed ₹1,00,000 in aggregate.

k. Credit extended to any individual buyer shall not exceed ₹5,000 at a given time, always against a Post-Dated Cheque (PDC) of 21 days.

l. All credit deliveries shall be made directly from VHPL to the buyer's address; delivery charges shall be borne by VHPL.

m. Verification Protocol — applies to all visits counted toward the benchmarks in Section 1, and to all customers claimed under the Consolation Payout in Section 3. All four elements below are mandatory and cumulative:

i. Telephonic confirmation by the VHPL Head Office Support Manager with the customer/prospect, confirming genuine interest and genuine awareness of Valeda specifically through the BDM's visit;

ii. Photograph of the business premises clearly showing the display board/signage;

iii. Photograph of the visiting card showing the business address and phone number;

iv. Photograph of the owner/principal person of the business together with the BDM at the premises.

Submission of address details or a visiting-card image alone, without HO telephonic confirmation and the accompanying photographs, shall not render a visit or a customer eligible for credit under Section 1 or Section 3. The HO Support Manager retains discretion to reject any entry found to be a formality/unverified ("postman") call rather than a genuine business-development visit.

Accepted & Agreed

Signature: _____

Name: _____

Date: _____

Latest version of this Annexure valedadoctor.com/en/bdm/annexure-a	**All BDM documents** valedadoctor.com/en/bdm