



DR. NATURE BUSINESS PLAN



BELIEVE.. “YOU ARE BORN TO SUCCEED”



www.drnaturewellness.com

A VISIONARY WITH THE 'GREEN TOUCH' OF NATURE POWER

He is the man who has dedicated his life to the noble cause of providing health to the entire world through Ayurvedic system of medicine based on Indian traditions.

In the year 2020, when the covid pandemic was threatening the whole world and people were looking towards Vishwaguru "Bharat Varsh" in the hope of a safe medical system without side effects, Tara Prakash Tiwari, the Founder and Managing Director of India's leading company in manufacturing of Ayurveda medicine, juice and food supplements "Vritika Herbotech Pvt. Ltd" established Dr. Nature Wellness Private Limited, India's first pure Ayurvedic product based network marketing company, to create the enlightenment of Ayurveda in the world and to connect the countless citizens unemployed due to the Covid epidemic with self-employment.

Shri Tara Prakash Tiwari, a holder of postgraduate education in the field of agricultural science and a postgraduate diploma in naturopathy and yogic science, is determined to spread the glory of Ayurveda to the world with the ideology of "Local for Global" and to restore the Jagadguru image of India.

Mr. Tiwari says "Ayurveda is our ancient legacy, which mainly tells the principles of living a healthy and happy life". This is the ladder through which we can amazingly increase the income of the people of our farming community by establishing our sole power in the world market. The need is to formulate high quality Ayurveda based products as per the market demand and for this we have reflected our experience of more than 15 years as Dr. Nature Wellness Pvt. Ltd.

DR. TARA PRAKASH TIWARI

**MD - DR. NATURE WELLNESS PVT. LTD.
VRITIKA HERBOTECH PVT. LTD.**



Brief Introduction of the Company

- ✓ Dr. Nature Wellness Private Limited, which is the Network Marketing Division of Vritika Herbotech Private Limited, was established on 6th February 2021 and duly started its operations on 15th August 2021 in the Amrit Mahotsav year of Independence.
- ✓ Vritika Herbotech Private Limited is a leading manufacturer and exporter company in India since the year 2007 in the field of completely chemical free health and personal care Ayurvedic products.
- ✓ The raw materials for these products are derived from company's owned and leased hundreds of acre organic agricultural farms and formulated and manufactured at its Jaipur and Hyderabad manufacturing units.
- ✓ Vritika Herbotech is one of the largest Ayurvedic Juice Manufacturer and Exporter in India.
- ✓ Vritika Herbotech today manufactures and supplies products to more than 300 Ayurvedic pharmaceutical companies in India and the world, including more than 100 network marketing companies.
- ✓ The company's business is spread in more than 20 countries, mainly including Russia, Britain and Japan.
- ✓ Dr. Nature Wellness Private Limited is a Direct Selling Company registered under the Ministry of Consumer Affairs, Government of India.
- ✓ All the necessary registrations, licenses and certificates required in the direct selling sector, viz; WHO - GMP , AYUSH - GMP , FSSAI , APEDA , VEGAN, etc. have been obtained by Dr. Nature Wellness Private Limited.
- ✓ Since its inception in 2021, in a mere span of less than a year, Dr. Nature Wellness Pvt. Ltd. has been awarded many prestigious awards like “Fastest Growing Indian Company Excellence Award” from International Business Conclave, “Promising Enterprise in the Health Sector Award” from Indo-African Chamber of Commerce, “Global Business Achievement Award in Health and Wellness Sector” from Top Notch Foundation in the sponsorship of Ministry of Rural Development and Ministry of Social Justice and Empowerment, "Business Leader of the Year and Health Care Excellence Award" from Indian Economic Development Forum, "Outstanding Achievement Award for Atma Nirbhar Bharat" from India's Most Trusted Brand Award.



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VRITIKA HERBOTECH PVT. LTD.

has been recognized as

QUALITY BRAND INDIA AWARD, UDYOG RATAN AWARD ETC.





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Dr. Nature Wellness Pvt. Ltd.

AWARDS AND RECOGNITIONS





www.drnaturewellness.com

Mahatma Gandhi Sammaan Award

(at the House of Commons, London, United Kingdom)



DR. NATURE WELLNESS PVT. LTD.

REGISTRATIONS & CERTIFICATIONS



GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that DR. NATURE WELLNESS PRIVATE LIMITED is incorporated on this Sixth day of February Two thousand twenty-one under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U15400RJ2021PTC073325.

The Permanent Account Number (PAN) of the company is **AAICD2987N**

The Tax Deduction and Collection Account Number (TAN) of the company is **JPRD06421C**

Given under my hand at Manesar this Ninth day of February Two thousand twenty-one

Digital Signature Certificate

Mr Parvinder Singh

DEPUTY REGISTRAR OF COMPANIES

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:

DR. NATURE WELLNESS PRIVATE LIMITED

46 (BASEMENT), KATEWA NAGAR,, GUJAR KE THADI, NEW
SANGANER ROAD, JAIPUR, Jaipur, Rajasthan, India, 302019

* as issued by the Income Tax Department





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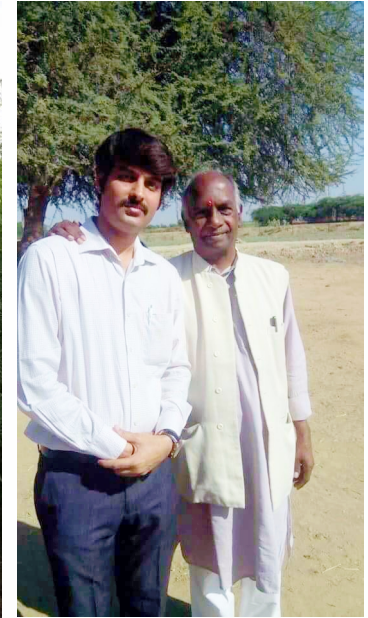
Advanced, Hygienic & Latest Technology Based Two Large Manufacturing Units at Jaipur





www.drnaturewellness.com

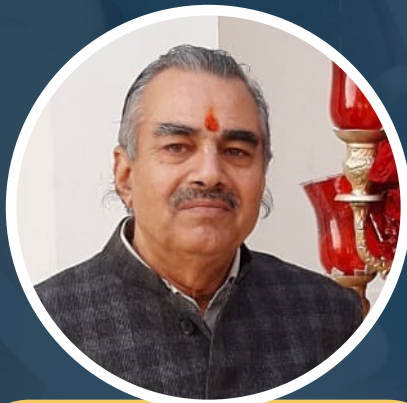
Own Organic Farming of Medicinal Plants





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OUR (R&D) & CONSULTATION TEAM



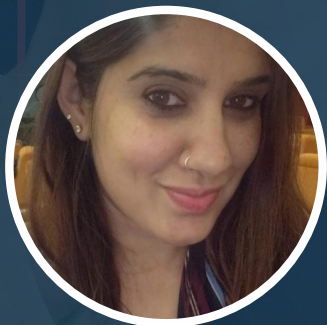
**Vaidya
Shri Ramcharan Tiwari**



Dr. Pankaj Singh



Dr. Reeta Agarwal



Dr. Akansha Sethi



Dr. Sandhya Singh



Dr. Monika Dhaka

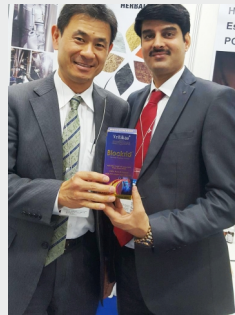


Dr. Natasha Yadav



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OUR INTERNATIONAL CLIENTS & EXHIBITIONS





HEALTH SUPPLEMENT | HERBAL PERSONAL CARE | FMCG |
HAIR CARE | SKIN CARE | ORAL CARE |
OTC | HOUSEHOLD





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TERMS USED IN DR. NATURE BUSINESS PLAN

BV (BUSINESS VALUE) – ALL PRODUCTS ARE ASSIGNED A VALUE CALLED BV WHICH IS MENTIONED IN PRICE LIST.

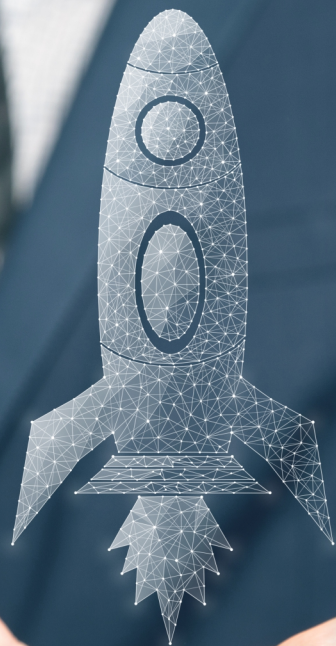
PBV (PERSONAL BUSINESS VALUE) – PBV IS BV ACHIEVED BY YOU IN THE CURRENT MONTH.

GBV (GROUP BUSINESS VALUE) – GBV IS SUM OF TOTAL PBV ACHIEVED BY YOURSELVES AND PBV ACHIEVED BY YOUR ENTIRE DOWNLINE IN THE CURRENT MONTH.

TGBV (TOTAL GROUP BUSINESS VALUE) – TGBV IS SUM OF ALL GBV ACHIEVED AS ON DATE SINCE YOUR JOINING MEANS YOUR CUMULATIVE GBV.

PGBV (PERSONAL GROUP BUSINESS VALUE) – PGBV IS SELF PBV PLUS GBV FROM NON-DIRECTOR'S LEG ACHIEVED BY YOU IN THE CURRENT MONTH INCLUDING NON-QUALIFY DIRECTOR'S LEG GBV.

LET'S START THE JOURNEY..





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DR. NATURE WELLNESS PROVIDES YOU 10 WAYS TO EARN INCOME

TOTAL DISTRIBUTION

100%

- ✓ RETAIL PROFIT (UPTO 35% ON MRP)
- ✓ LOYALTY OFFER
- ✓ ACCUMULATIVE PERFORMANCE BONUS - 23%
- ✓ TEAM BUILDING BONUS - 7%
- ✓ FUNDS - 23%
- ✓ LEADERSHIP BONUS - 21%
- ✓ BUSINESS BUILDING 2X BONUS - 8%
- ✓ BUSINESS BUILDING 3X BONUS - 8%
- ✓ BUSINESS BUILDING 4X BONUS - 5%
- ✓ ANNUAL ROYALTY - 5%



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RETAIL PROFIT UP TO 35%

Get Life time retail discount
up to 35% on every products.





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Dr. Nature Proudly Announce **LOYALTY OFFER**

HIGHLIGHTS :

- ✓ By 15th of every months, purchase choice products worth Rs. 1500/- or its multiple on Distributor price on your ID for consecutive 5 months.
- ✓ Get absolutely free choice products worth Rs. 1500/- or its multiple on Distributor price in 6th month.
- ✓ You can do your Loyalty in multiple bills.
- ✓ Total amount of Bulling of first purchase month will be counted in Loyalty Offer.

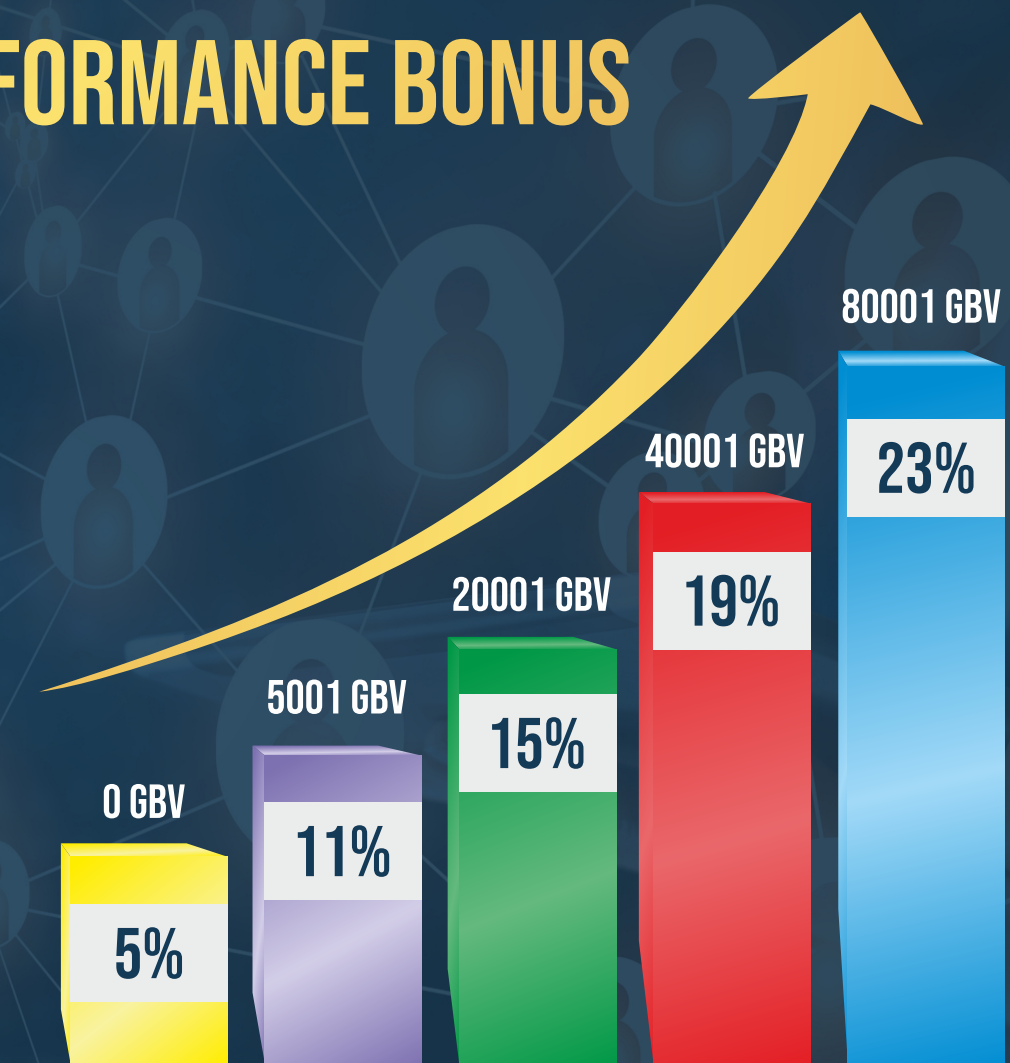
***No Limits of Loyalty Purchase.**





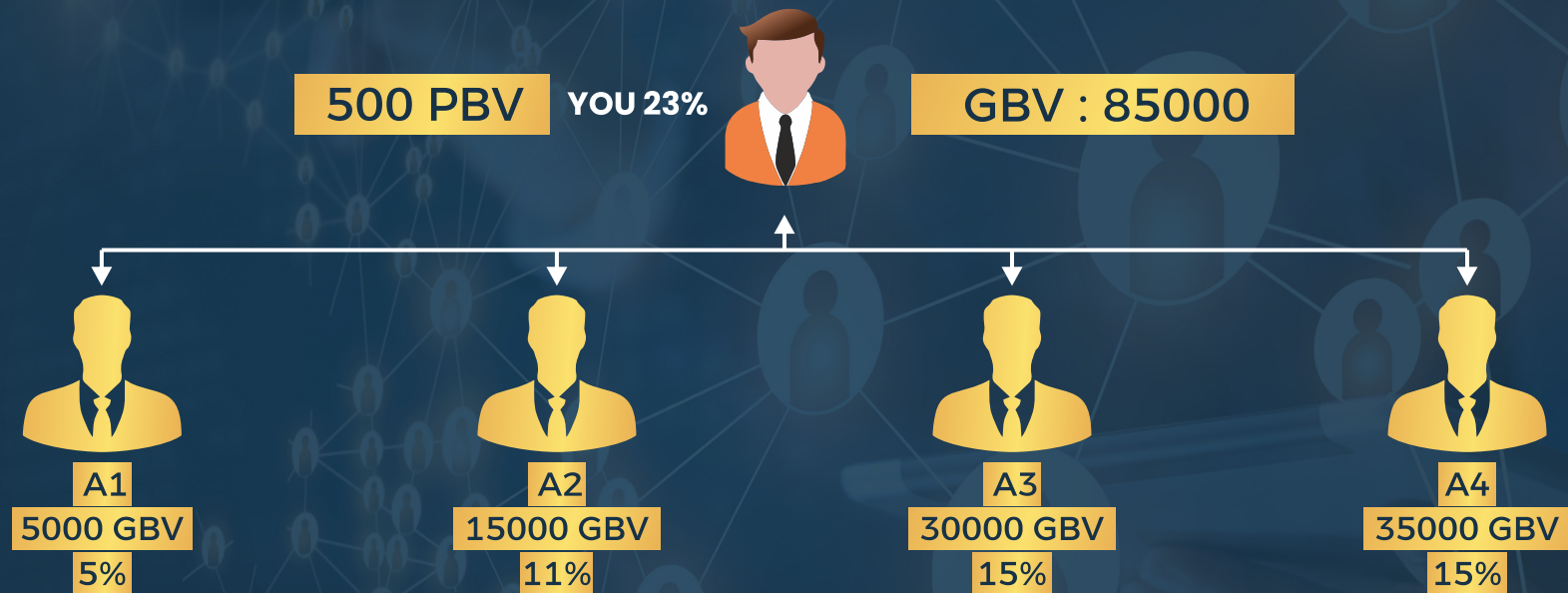
ACCUMULATIVE PERFORMANCE BONUS

WHEN YOUR TGBV REACHES AT	YOUR PERFORMANCE INCOME LEVEL
0 - 5000 GBV	5%
5001 - 20,000 GBV	11%
20,001 - 40,000 GBV	15%
40,001 - 80,000 GBV	19%
80,001 & ABOVE GBV	23%
FAST TRACK (40,000 GBV) IN A CLOSING MONTH	23%





EXAMPLE OF PERFORMANCE BONUS



YOU : $500 * 23\% = 115$ | Total Income : 8015

A1 : 5000*	A2 : 15000*	A3 : 30000*	A4 : 35000*
$(23-5=18\%) = 900$	$(23-11=12\%) = 1800$	$(23-15=8\%) = 2400$	$(23-15=8\%) = 2800$

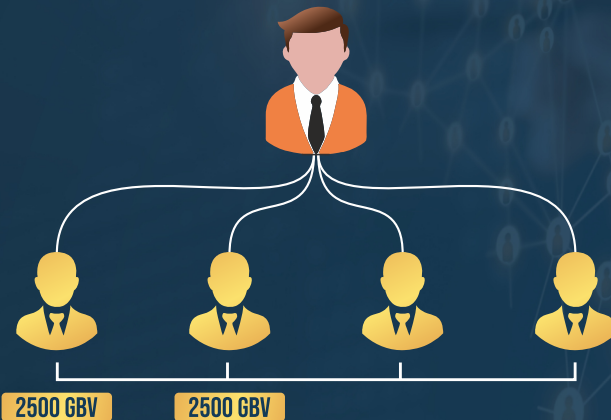


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TEAM BUILDING BONUS – 7%

(EXCLUSIVE FOR DIRECTORS & BELOW)

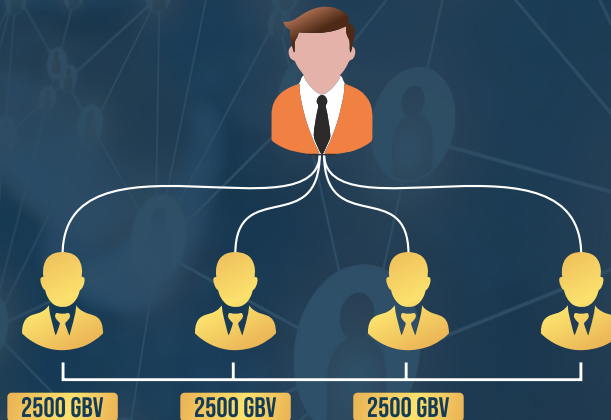
2X BONUS



T.B.B.
3%

Who had maintained
at least 2500 GBV from
minimum 2 different
legs*

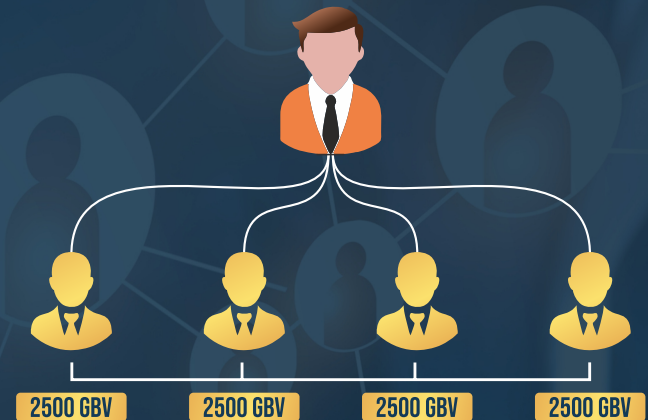
3X BONUS



T.B.B.
2%

Who had maintained
at least 2500 GBV from
minimum 3 different
legs*

4X BONUS



T.B.B.
2%

Who had maintained
at least 2500 GBV from
minimum 4 different
legs*

At the time of fund distribution maximum 25000 GBV/Leg will be counted.

Your GBV / Sum of GBV of all
qualifiers X 3% of Company turnover

Your GBV / Sum of GBV of all
qualifiers X 2% of Company turnover

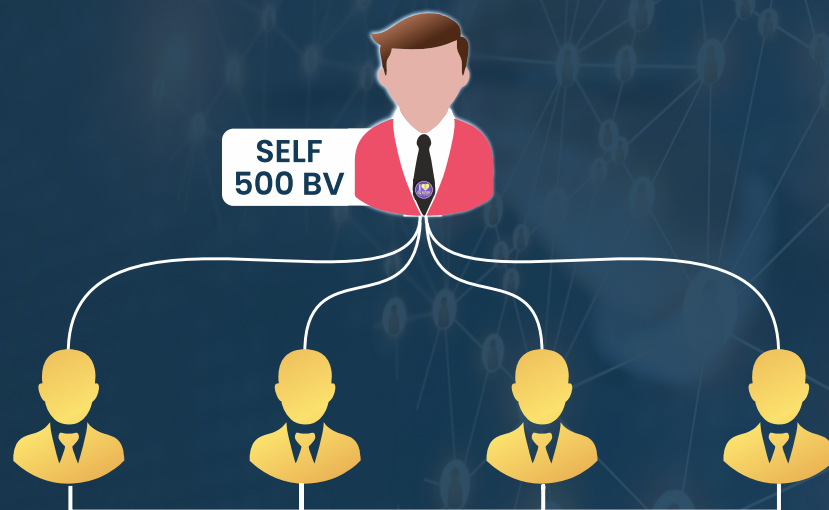
Your GBV / Sum of GBV of all
qualifiers X 2% of Company turnover

Cumulative Fund : 3% + 2% = 5%

Cumulative Fund : 3% + 2% + 2% = 7%



DIRECTOR



DIRECTOR QUALIFICATION:

You have to qualify 23% Level & maintain 25000 GBV in a closing month.

***Maximum 15000 GBV will be counted from any one Leg / self Purchase to achieve or maintain Director Level in a closing month.**

Maximum 50000 GBV will be considered from one leg at the time of fund distribution.

DIRECTOR FUND



Director Fund

4%

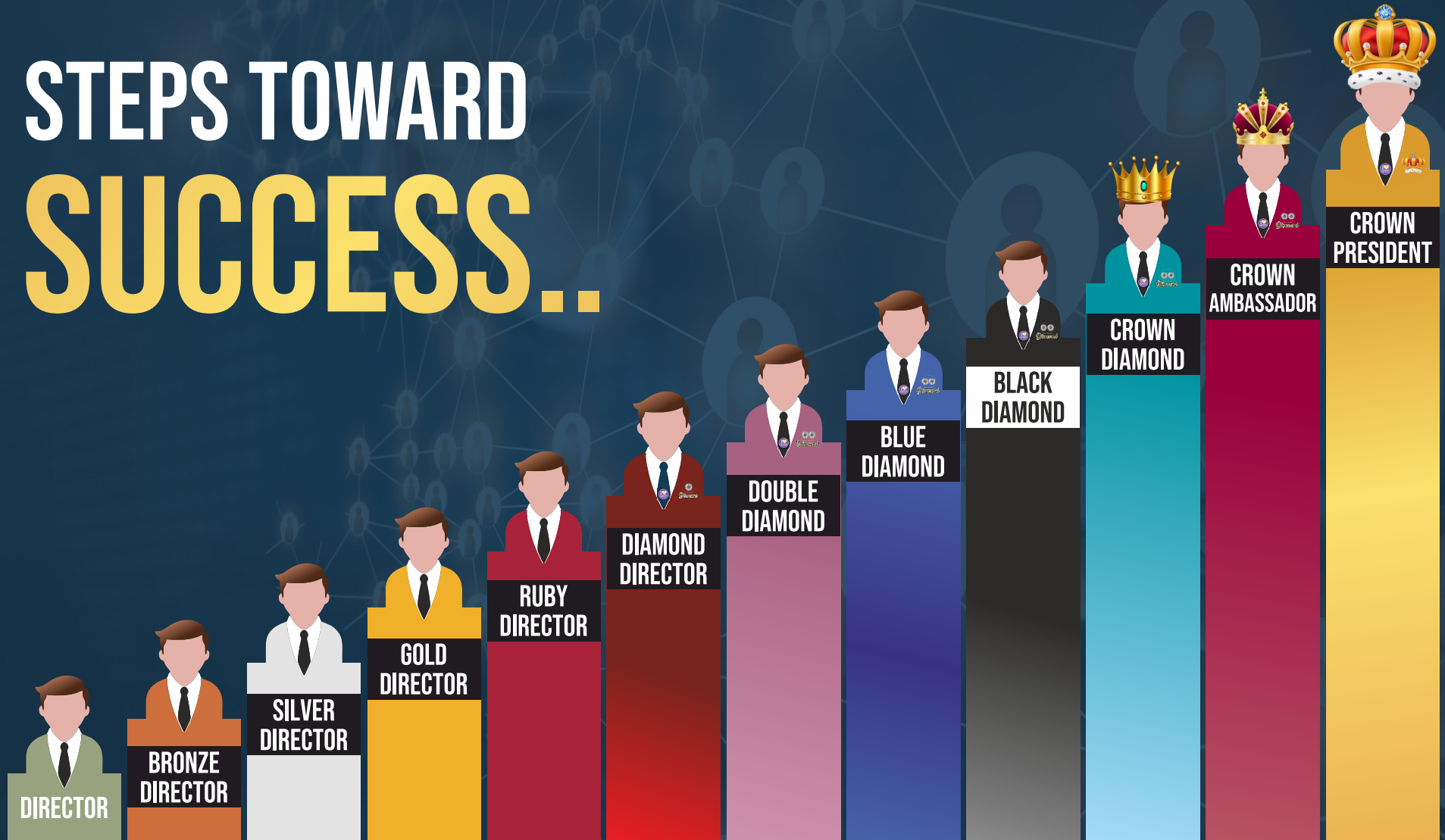
CUMULATIVE FUND : 4%

Your GBV / Sum of GBV of all qualifiers X 4% of Company turnover



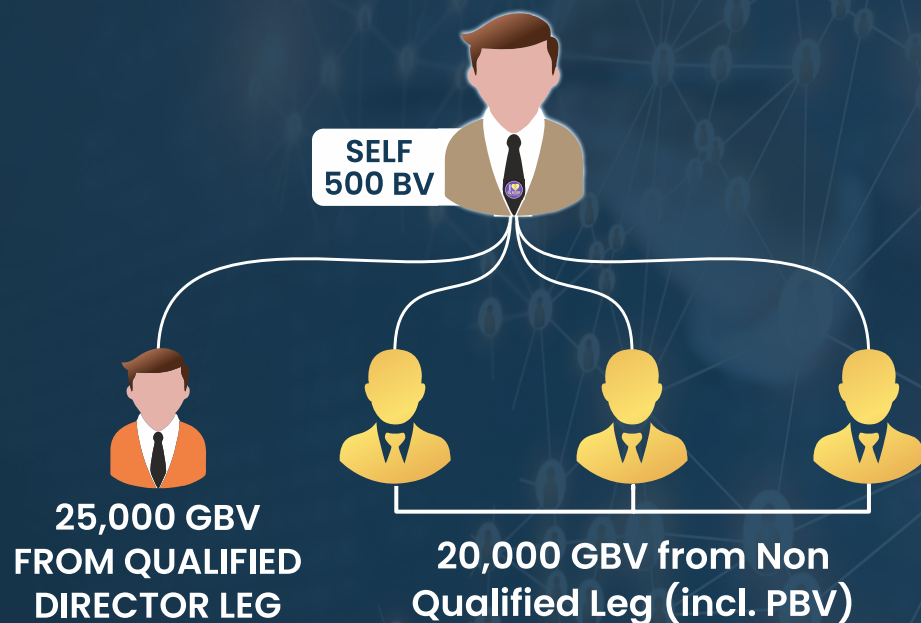
Distributor Pins Above Director Level

STEPS TOWARD SUCCESS..





BRONZE DIRECTOR



PGBV 20,000 & 25,000 GBV Required from 1 Director & above Leg.

TRAVEL FUND

Maximum Limit :

20,000/-



Travel Fund

2%

CUMULATIVE FUND : 6%

Your GBV / Sum of GBV of all qualifiers X 2% of Company turnover

LEADERSHIP BONUS

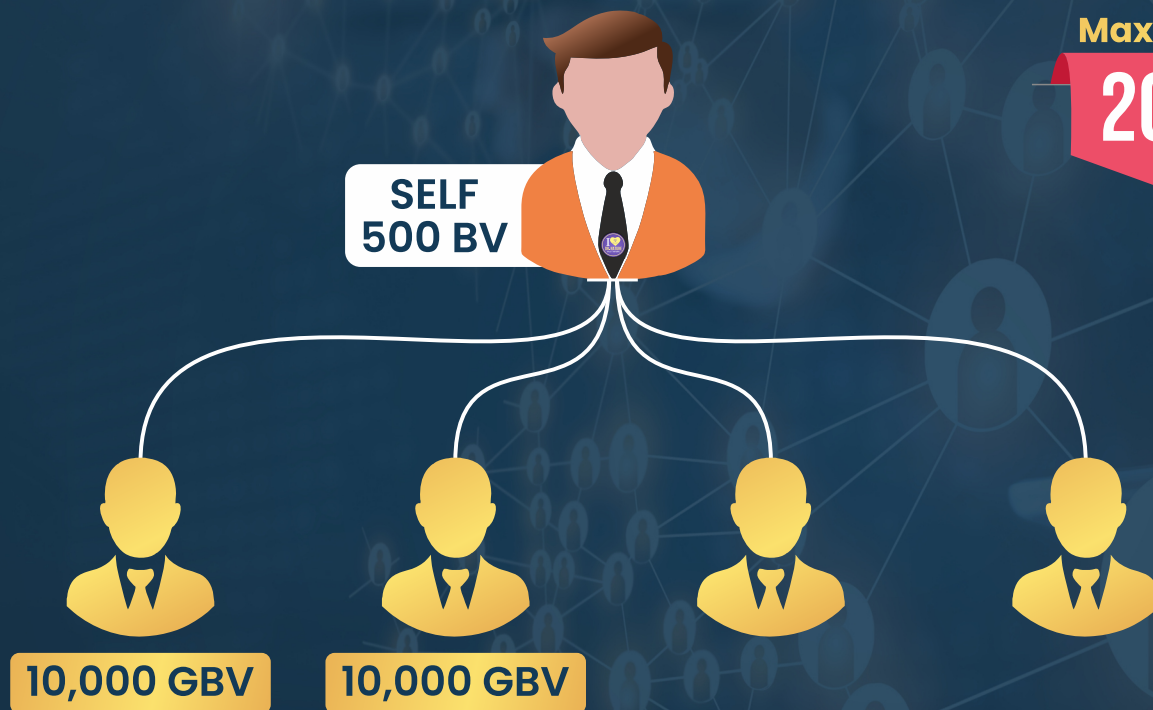
LEVEL	YOU	1	2								
BRONZE DIRECTOR	5%	5%	3%								



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BUSINESS BUILDING 2X BONUS - 8%

(EXCLUSIVE FOR BRONZE DIRECTORS & ABOVE)



Maximum Limit :

20,000/-

At BRONZE Director Level

ELIGIBLE FOR

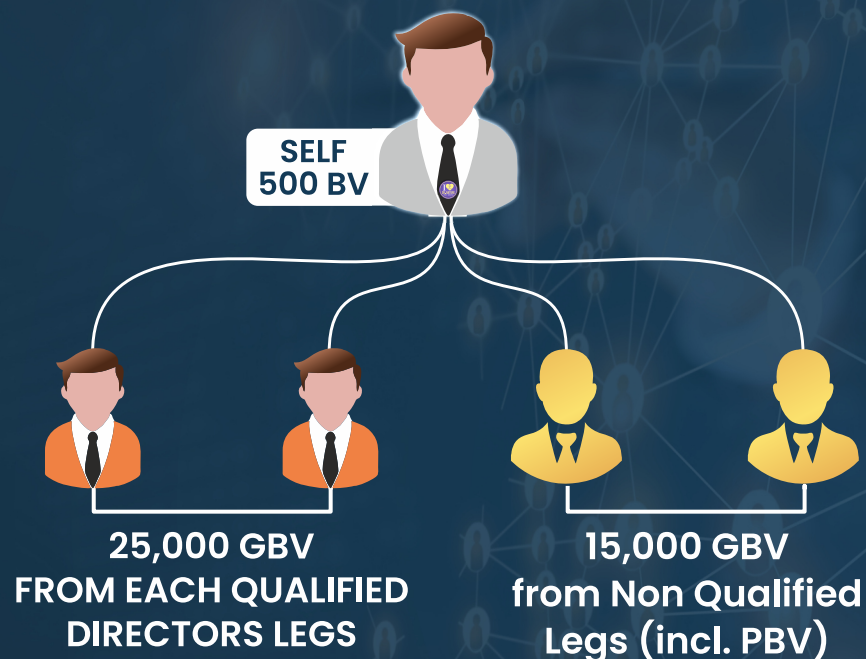
- ☒ PERFORMANCE BONUS - 23%
- ☒ DIRECTOR FUND - 4%
- ☒ TRAVEL FUND - 2%
- ☒ LEADERSHIP BONUS - 13%
- ☒ BUSINESS BUILDING 2X BONUS - 8%

MAINTAIN AT LEAST 10,000 GBV FROM
MINIMUM 2 DIFFERENT LEGS*

(YOUR GBV / SUM OF ALL QUALIFIERS GBV X 8% OF COMPANY TURNOVER)



SILVER DIRECTOR



**PGBV 15,000 & 25,000 GBV Required
From Each of 2 Directors & Above Legs.**

2 WHEELER FUND

Maximum Limit :

40,000/-



2 WHEELER FUND

2%

CUMULATIVE FUND : 8%

Your GBV / Sum of GBV
of all qualifiers X 2%
of Company turnover

LEADERSHIP BONUS

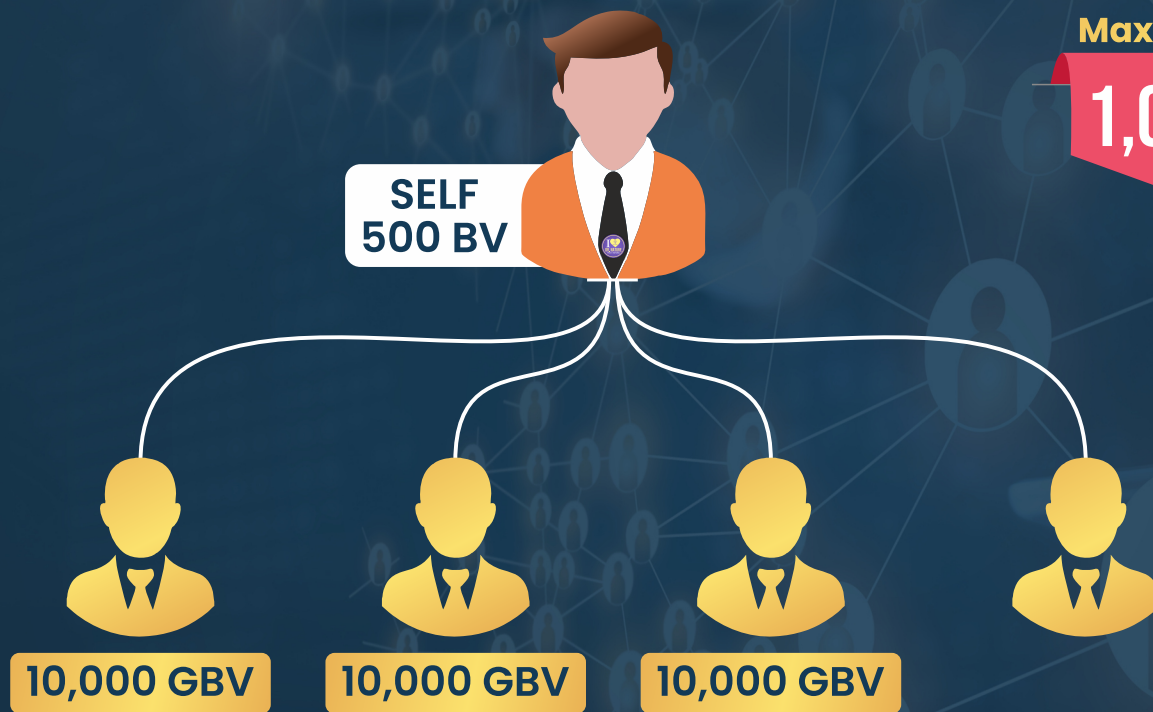
LEVEL	YOU	1	2	3						
SILVER DIRECTOR	5%	5%	3%	2%						



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BUSINESS BUILDING 3X BONUS - 8%

(EXCLUSIVE FOR SILVER DIRECTORS & ABOVE)



Maximum Limit :

1,00,000/-

At SILVER Director Level
ELIGIBLE FOR

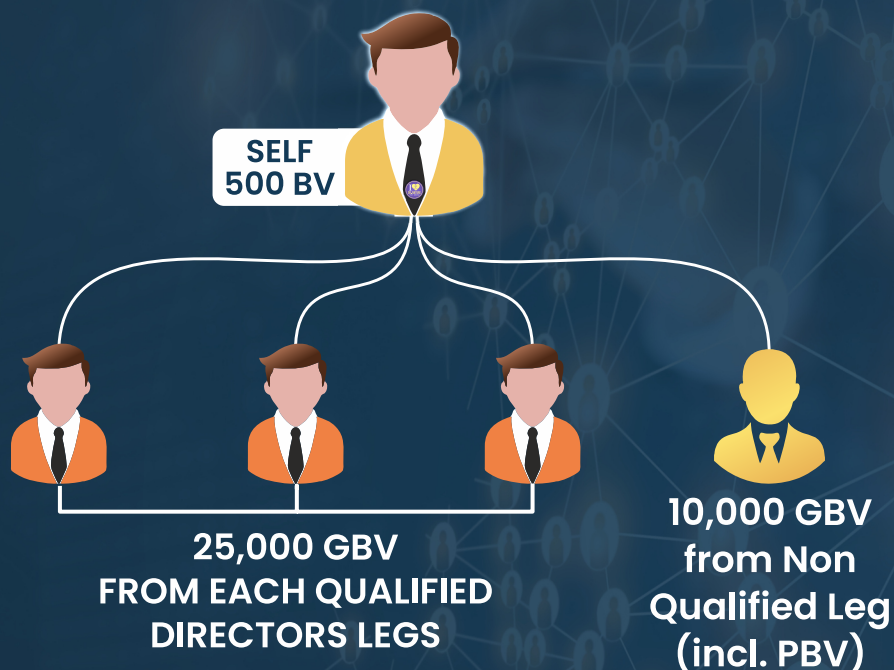
- ☒ PERFORMANCE BONUS - 23%
- ☒ DIRECTOR FUND - 4%
- ☒ TRAVEL FUND - 2%
- ☒ 2 WHEELER FUND - 2%
- ☒ LEADERSHIP BONUS - 15%
- ☒ BUSINESS BUILDING 2X BONUS - 8%
- ☒ BUSINESS BUILDING 3X BONUS - 8%

MAINTAIN AT LEAST 10,000 GBV FROM
MINIMUM 3 DIFFERENT LEGS*

(YOUR GBV / SUM OF ALL QUALIFIERS GBV X 8% OF COMPANY TURNOVER)



GOLD DIRECTOR



PGBV 10,000 & 25,000 GBV Required From Each of 3 Directors & Above Legs.

4 WHEELER FUND

Maximum Limit :

60,000/-



4 WHEELER FUND

2%

CUMULATIVE FUND : 10%

Your GBV / Sum of GBV of all qualifiers X 2% of Company turnover

LEADERSHIP BONUS

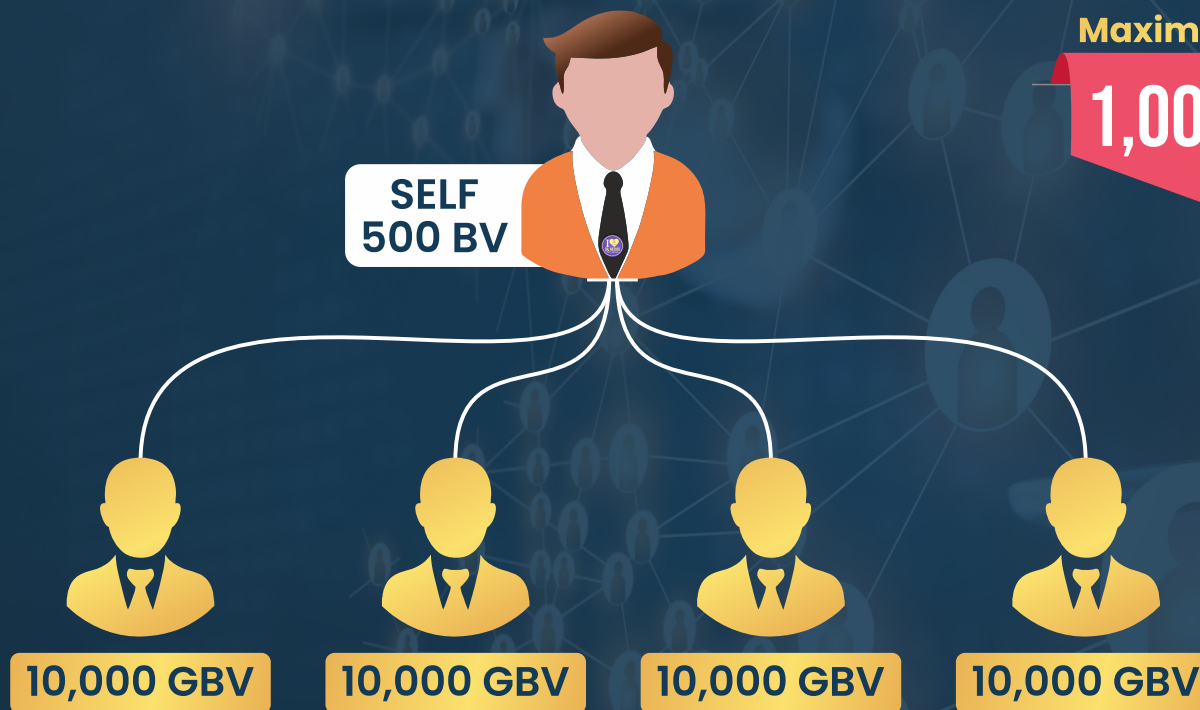
LEVEL	YOU	1	2	3	4						
GOLD DIRECTOR	5%	5%	3%	2%	2%						



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BUSINESS BUILDING 4X BONUS - 5%

(EXCLUSIVE FOR GOLD DIRECTORS & ABOVE)



Maximum Limit :

1,00,000/-

At GOLD Director Level
ELIGIBLE FOR

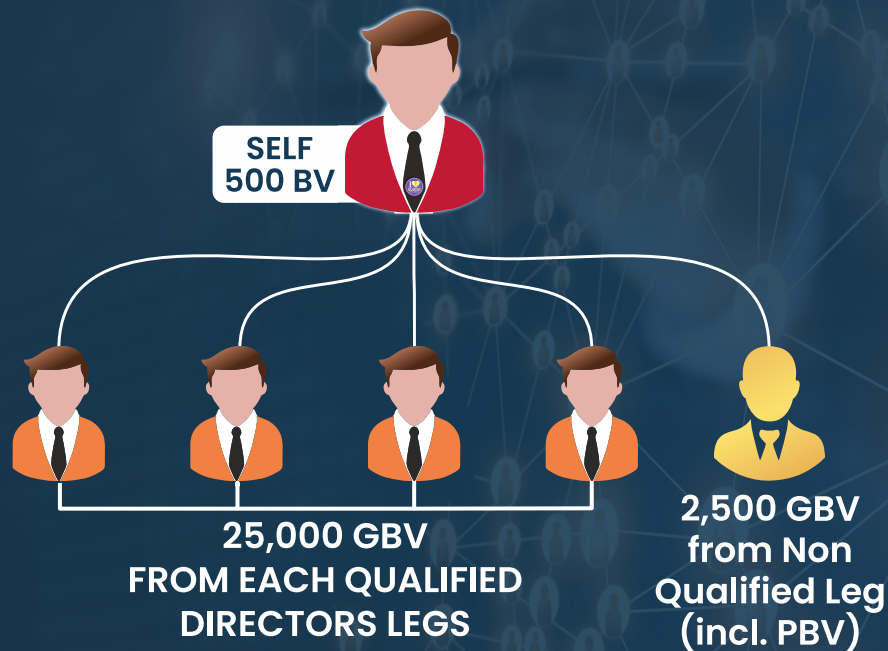
- ☒ PERFORMANCE BONUS - 23%
- ☒ TRAVEL FUND - 2%
- ☒ 2 WHEELER FUND - 2%
- ☒ 4 WHEELER FUND - 2%
- ☒ LEADERSHIP BONUS - 17%
- ☒ BUSINESS BUILDING 2X BONUS - 8%
- ☒ BUSINESS BUILDING 3X BONUS - 8%
- ☒ BUSINESS BUILDING 4X BONUS - 5%

MAINTAIN AT LEAST 10,000 GBV FROM
MINIMUM 4 DIFFERENT LEGS*

(YOUR GBV / SUM OF ALL QUALIFIERS GBV X 5% OF COMPANY TURNOVER)



RUBY DIRECTOR



**PGBV 2,500 & 25,000 GBV Required
From Each of 4 Directors & Above Legs.**

HOUSE FUND

Maximum Limit :

1,00,000/-



HOUSE FUND

2%

CUMULATIVE FUND : 12%

Your GBV / Sum of GBV
of all qualifiers X 2%
of Company turnover

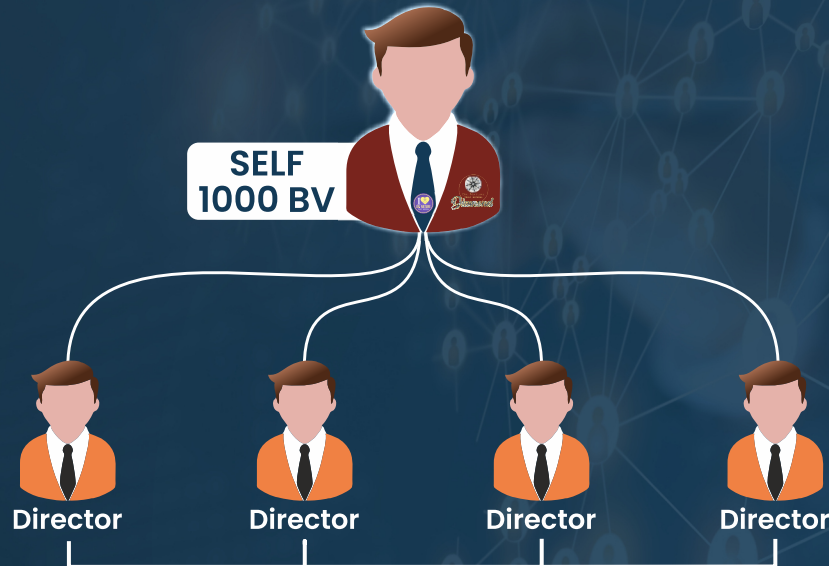
LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5					
RUBY DIRECTOR	5%	5%	3%	2%	2%	1%					



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Diamond



1,00,000 GBV

required from Each Director & above Legs
for Consecutive 3 months & PBV 1000

After Achieving Diamond Director Level
50,000 GBV Required From Each of 4 Directors &
Above legs & PBV 1000

LIFE STYLE FUND

NO LIMIT



LIFE STYLE FUND

4%

CUMULATIVE FUND : 16%

Your GBV / Sum of GBV
of all qualifiers X 4%
of Company turnover

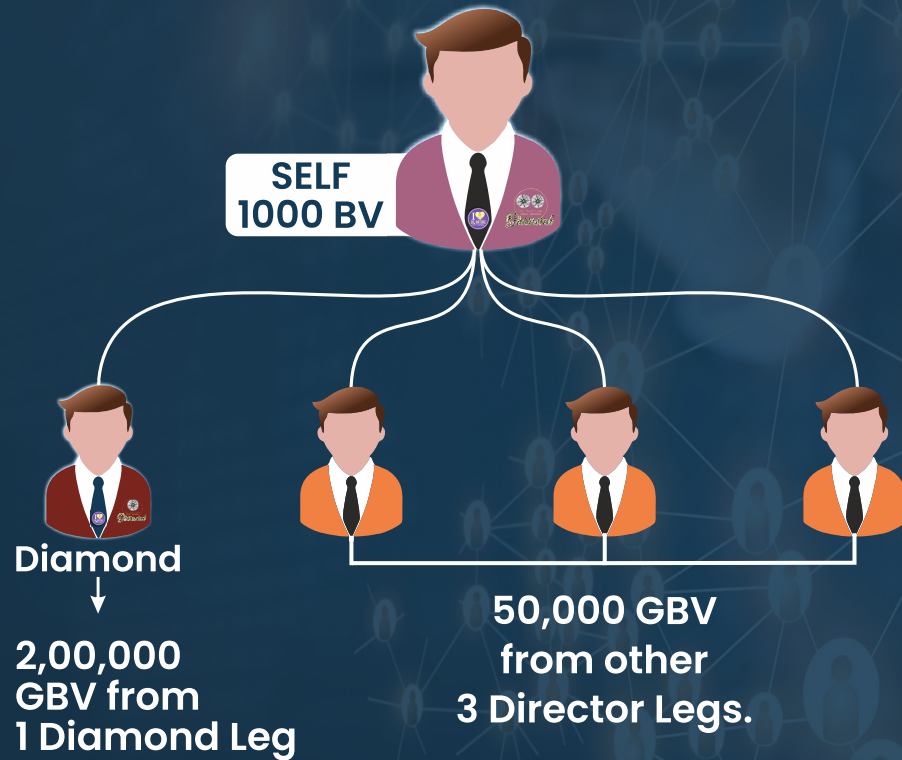
LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6				
DIAMOND	5%	5%	3%	2%	2%	1%	1%				



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DOUBLE Diamond



DOUBLE DIAMOND FUND

Double D. Fund

2%

QUALIFICATION CRITERIA

Minimum 2,00,000 GBV from
1 Diamond Legs & minimum
50,000 GBV required from
other Each of 3 Director
& above legs.

Cumulative Fund : 18%



ANNUAL
ROYALTY BONUS

Minimum 5 Lacs GBV required
from One Diamond leg.

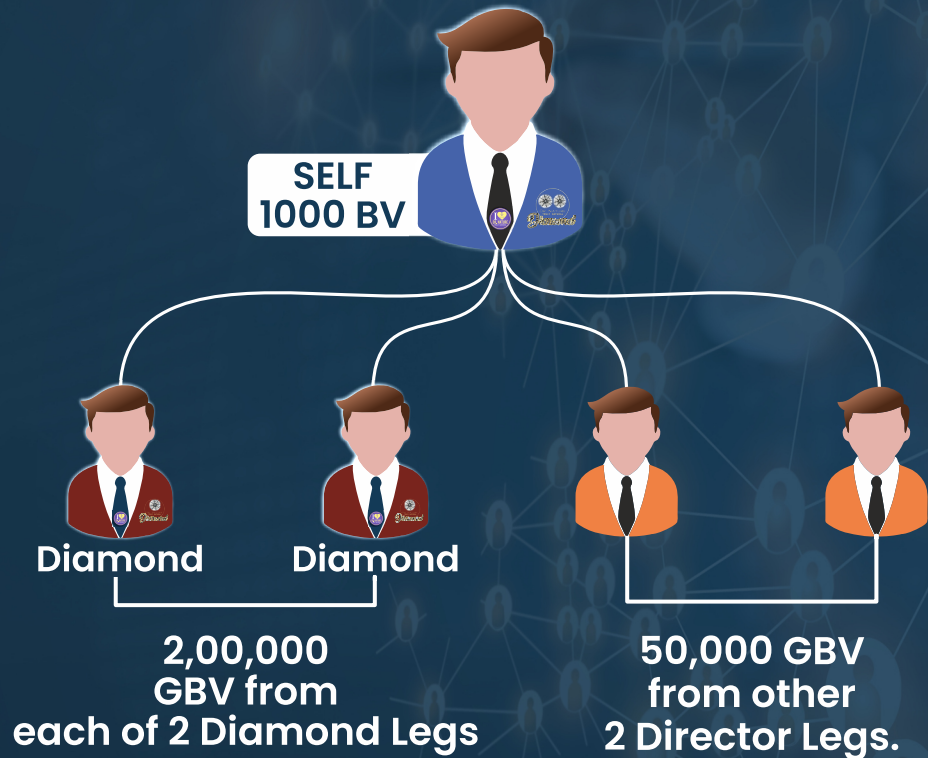
LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6	7			
DOUBLE DIAMOND	5%	5%	3%	2%	2%	1%	1%	0.5%			



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BLUE Diamond



BLUE DIAMOND FUND

Blue D. Fund

1%

QUALIFICATION CRITERIA

Minimum 2,00,000 GBV from Each of 2 Diamond Legs & min. 50,000 GBV required from other Each of 2 Director & above legs.

Cumulative Fund : 19%



ANNUAL ROYALTY BONUS

Cumulative Bonus : 2%

Minimum 5 Lacs GBV required from Each of 2 Diamond legs.

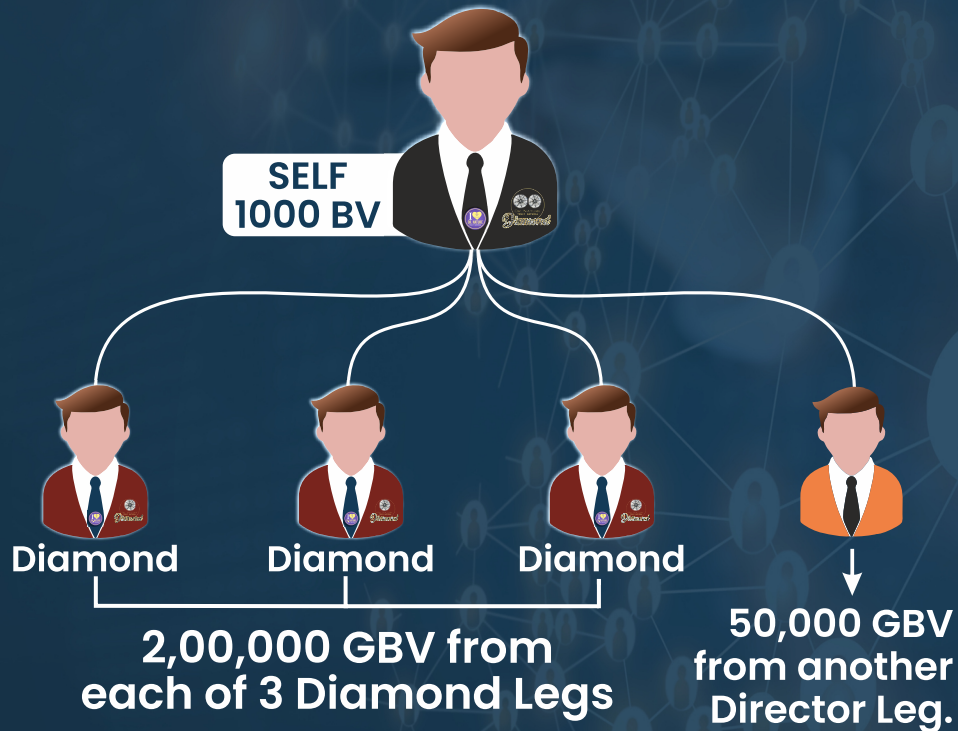
LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6	7	8		
BLUE DIAMOND	5%	5%	3%	2%	2%	1%	1%	0.5%	0.5%		



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BLACK Diamond



BLACK DIAMOND FUND

Black D. Fund

1%

QUALIFICATION CRITERIA

Minimum 2,00,000 GBV from Each of 3 Diamond Legs & min. 50,000 GBV required from another 1 Director & above leg.

Cumulative Fund : 20%



ANNUAL ROYALTY BONUS

Cumulative Bonus : 3%

Minimum 5 Lacs GBV required from Each of 3 Diamond legs.

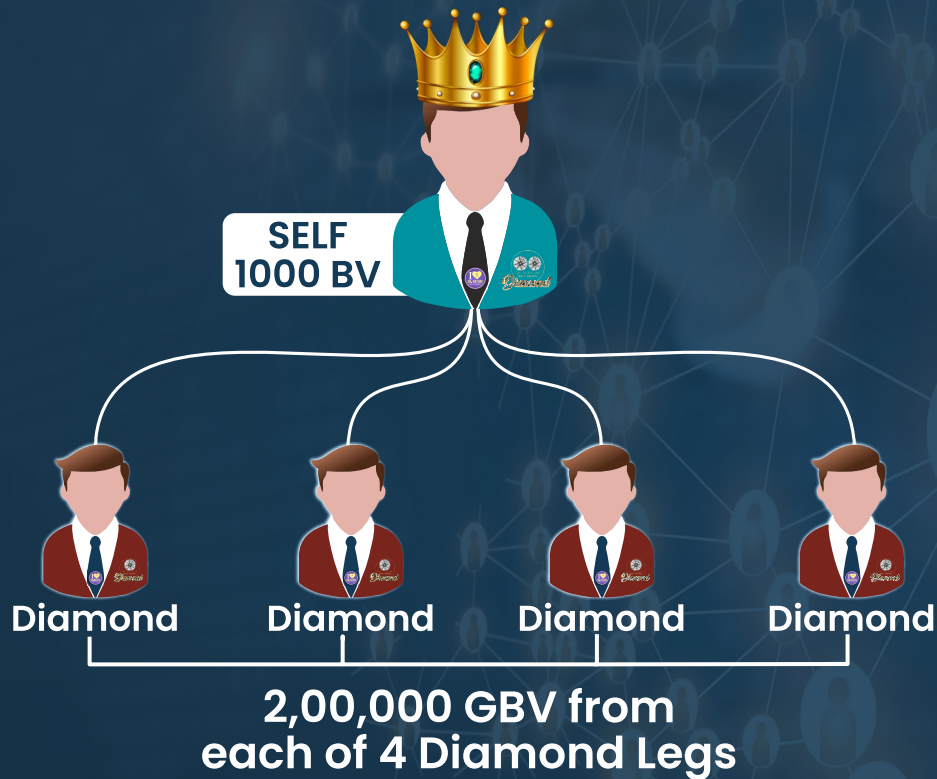
LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6	7	8	9	
BLACK DIAMOND	5%	5%	3%	2%	2%	1%	1%	0.5%	0.5%	0.5%	



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CROWN Diamond



CROWN DIAMOND FUND

Crown D. Fund

1%

QUALIFICATION CRITERIA

Minimum 2,00,000 GBV
from Each of 4 Diamond
& above legs.

Cumulative Fund : 21%



ANNUAL
ROYALTY BONUS

Cumulative Bonus : 4%

Minimum 5 Lacs GBV required
from Each of 4 Diamond legs.

LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6	7	8	9	10
CROWN DIAMOND	5%	5%	3%	2%	2%	1%	1%	0.5%	0.5%	0.5%	0.5%



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CROWN AMBASSADOR



CROWN AMBASSADOR FUND

Crown A. Fund

1%

QUALIFICATION CRITERIA

Minimum 8,00,000 GBV From Each of 2 Crown Diamond Leg & Minimum 2,00,000 GBV required from other Each of 2 Diamond & above legs.

Cumulative Fund : 22%



**ANNUAL
ROYALTY BONUS**

Cumulative Bonus : 4.5%

Minimum 20 Lacs GBV required from Each of 2 Crown Diamond legs.

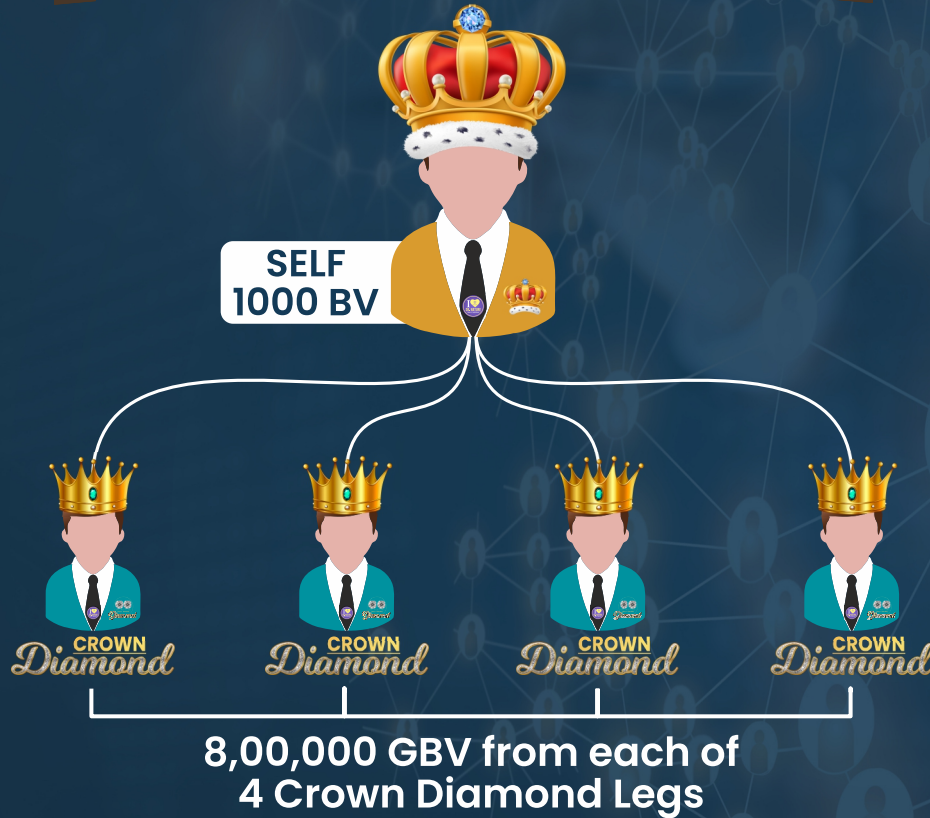
LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6	7	8	9	10
CROWN AMBASSADOR	5%	5%	3%	2%	2%	1%	1%	0.5%	0.5%	0.5%	0.5%



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CROWN PRESIDENT



CROWN PRESIDENT FUND

Crown P. Fund

1%

QUALIFICATION CRITERIA

Minimum 8,00,000 GBV
From Each of 4 Crown
Diamond Leg & above legs.

Cumulative Fund : 23%



ANNUAL
ROYALTY BONUS

Cumulative Bonus : 5%

Minimum 20 Lacs GBV required
from Each of 4 Crown Diamond legs.

LEADERSHIP BONUS

LEVEL	YOU	1	2	3	4	5	6	7	8	9	10
CROWN PRESIDENT	5%	5%	3%	2%	2%	1%	1%	0.5%	0.5%	0.5%	0.5%

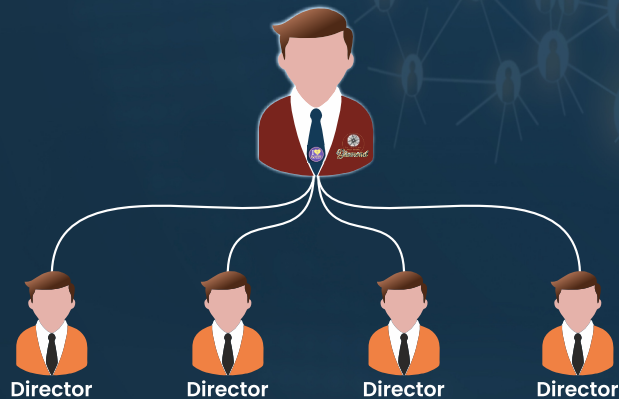


SUMMARY OF THE BUSINESS PLAN

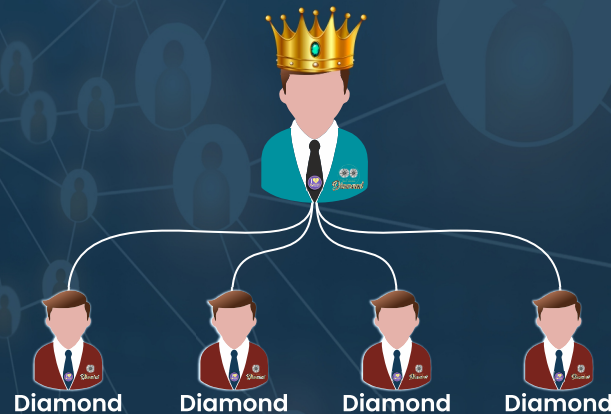


You have to qualify 23% Level & maintain 25000 GBV in a closing month.

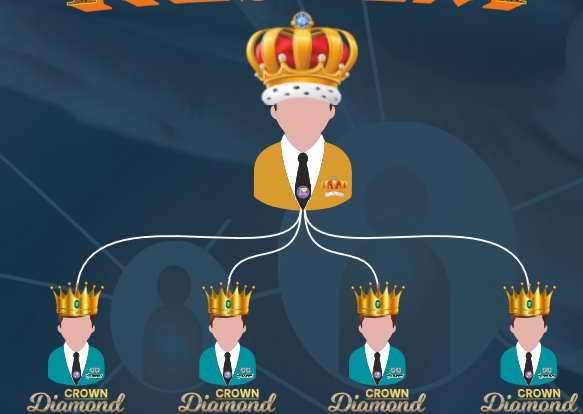
Diamond



CROWN
Diamond



CROWN
PRESIDENT





USP OF DR. NATURE'S BUSINESS PLAN



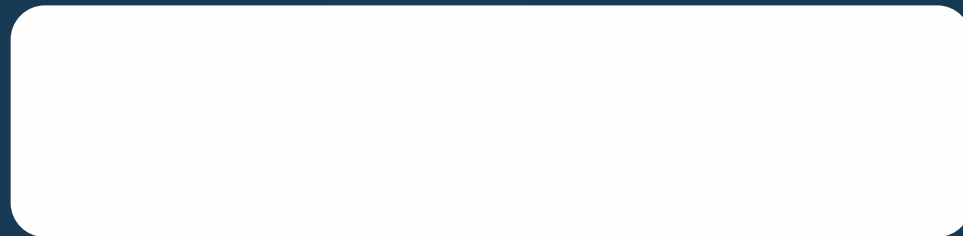
- ✓ ONLY 4 LEGS BASE GENERATION PLAN.
- ✓ 100% DISTRIBUTION ON BV.
- ✓ GET INCOME SHARE OF COMPANY'S TURNOVER FROM ZERO LEVEL.
- ✓ GET GOOD INCOME WITHOUT SIDE MAINTAIN.
- ✓ GET INCOME SHARE IN 74% OF THE TOTAL DISTRIBUTION AT JUST RUBY DIRECTOR'S (5TH LEVEL).
- ✓ GET HIGHEST LEADERSHIP BONUS-21% UPTO 10TH DEPTH INCLUDING SELF SIDE MAINTAIN BY DYNAMIC COMPRESSED METHOD.
- ✓ NOT ANY TYPE OF EXTRA DEDUCTIONS EXCEPT TDS (LIKE ADMIN CHARGES,



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