



enroots
HORIZON

ENROOTS HORIZON
PRIVATE LIMITED

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ENROOTS HORIZON PRIVATE LIMITED

ABOUT US

Enroots Horizon Pvt. Ltd. is much more than a company It is a revolutionary idea that initiated its operations in 2022 and has swiftly ascended to the forefront of the direct selling industry, specializing in premium wellness products. The company consistently achieves remarkable growth rates annually, a testament to the excellence embedded in its products, strategic marketing approach, and effective management.

The perpetual expansion of Enroots Horizon's product portfolio showcases its commitment to unveiling cutting-edge offerings each year, all meticulously crafted in state-of-the-art manufacturing facilities. As an ISO 22000-2018 certified entity, Enroots Horizon is dedicated to providing world-class service to its clientele.

At the core of Enroots Horizon's philosophy is the empowerment of its members, offering them the chance to dictate the course of their lives. Operating under the mantra of "Develop the amalgamation of wealth and wellness"- the company consistently transforms the lives of its associates and those who place their trust in its products.

MISSION

Establish yourself as a foremost company in the realm of marketing excellence, engaging in thorough research and consultancy. Embrace innovative integration strategies to cultivate value-driven outcomes. Our mission is to empower individuals to lead a life of economic independence on their own terms.

VISION

Enroots Horizon Private Limited is committed to enhancing the quality of life within society by facilitating individuals in making informed choices for cost-effective products that contribute to a healthier and improved lifestyle. We leverage the potency of marketing to actively contribute to the transformative development of our nation. Our mission includes fostering intellectual capital with a clear vision and purpose, aiming to cultivate leaders who drive positive change. Our ultimate goal is to expand on a global scale, establishing ourselves as the epitome of excellence in the field of direct selling.

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ENROOTS HORIZON BUSINESS PLAN

Enroots is a modern entrepreneurship program providing a great earning opportunity to all its customers. To become a part of Enroots Horizon Private Limited, one has to register himself /herself as a Customer with the company by filling a simple registration form. A customer of Enroots can purchase Enroots products for personal use for lifetime.

Products available on the website of the company are sold only through registered Customers and /or Direct Sellers. If any consumer wants to buy products from Enroots website must use a registered ID No. of an existing Customer / Direct Seller.

Once a Customer is satisfied with the quality of Enroots products, he/she may refer the Enroots products to their friends, relatives, contacts, etc., and earn financial benefits in the form of incentives and rewards. To earn these incentives and rewards, customers have to become a Direct Seller of Enroots by accepting the Direct Seller Contract, providing KYC details, and abiding by the terms and conditions of Enroots Horizon Private Limited.

Types of Incentives:

Enroots Horizon Private Limited has one of the best Business Plan at all levels of business to drive maximum benefits of motivation and earning by all its Direct Sellers.

1. RETAIL PROFIT
2. ACTIVE PURCHASE INCENTIVE
3. AFFILIATE INCENTIVE
4. SALES MATCHING INCENTIVE
5. MENTORSHIP INCENTIVE
6. STARTER INCENTIVE
7. ACTIVE INCENTIVE
8. TRAINING INCENTIVE
9. CAR INCENTIVE
10. HOUSE INCENTIVE
11. FAMILY PROTECTION INCENTIVE
12. LIFESTYLE INCENTIVE
13. FAMILY SECURITY PLAN
14. AWARD & REWARDS

INCOME DESCRIPTION

RETAIL PROFIT

Selling products directly to the customers is the first step to success and building a solid foundation for their business. Retail Selling is the surest method of earning immediate income even as you build a long-term business and satisfied customers.

Retail profit is the margin between the prices at which the Enroots Direct Seller purchase the products (Distributor Price / DP) and the prices at which these products are sold (Maximum Retail Price / MRP). Direct Sellers in Enroots Business Plan can earn Retail profit up to 70% on MRP of the products.

For Example: Every product in the Enroots portfolio has a MRP & Distributor Price (DP). If a product has a MRP of Rs. 1000/-Enroots Direct Sellers can purchase the same product on DP which is Rs. 300/- and may resell the same product on MRP and earn Rs. 700/- (i.e. 70% profit on MRP) on reselling the product.

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Retail Profit = MRP – DP

MRP = 1000

DP = 300

Retail Profit = 1000 – 300 = 700/-

70% Retail Profit

NOTES:

- DP is referred as Distributor Price
- MRP is referred as Maximum Retail Price
- Retail Profit is not calculated and paid by the company.

Company reserves the right to further give a discount on any product below DP

ACTIVE PURCHASE INCENTIVE

If you are a registered Direct Seller of Enroots and you have more Direct Sellers joined voluntarily under you and these Direct Sellers sale/ marketing some products from Enroots & Activate their id, then on every sale/ market of products some special points are generated which are called as Business volume (BV). These BV points are given to every Direct Sellers and their Direct Seller who sale / market products and these BV's are added with all upward sellers. Active purchase Incentive is calculated and paid to the Direct Seller based on successfully building Business Volume within the placement team. As your team begins to grow you are entitled to earn Active purchase Incentive based on the total BV generated in your ORG 1 and other ORG 2. When a Direct Seller successfully builds Business Volume (BV) within the network, he / she will be compensated with 19% of matched Business volume (BV) generated on both Teams, as the value of 1 BV may vary from product to product.

For Example:

	Org 1.	Org 2.	
As per closing period	110000 BV	100000 BV	19% of Matched BV
Matched BV	100000 BV	100000 BV	19% x 100000 BV = Rs.19000/-
Balance BV	10000 BV	0 BV	000
As per Next closing period	250000 BV	240000 BV	19% of Matched BV
Total BV	260000 BV	240000 BV	000
Matched BV	240000 BV	240000 BV	19% x 240000 BV = Rs.45600/-
Balance BV	20000 BV	0 BV	

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NOTES:

- Active purchase Incentive is Calculated on a daily basis and paid to the Direct Sellers on weekly basis.
- Closing period =Active purchase Incentive is calculated on sales done between 00:00:00 am to 23:59:59 pm of every day.
- Payout period = Active purchase Incentive is paid on Monday of every corresponding week of the closing week.
- Unmatched BVs in a closing period will be carried forward to the next 60 days from the date of activation, to get active purchase incentive distributor must activate their id with minimum of 3000 DP product purchase on single billing.
- The maximum threshold limit for earning Active purchase Incentive is Rs. 10,000/- Per day by the Direct Sellers.
- Company reserves the right to change / amend the Active purchase Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

AFFILIATE INCENTIVE

Enroots has devised a unique incentive where in a Direct Seller can earn affiliate incentive from direct seller joined under him/her. He /She will get 5% of Active purchase Incentive earned by direct seller joined under him/her as an affiliate Incentive among 6 levels. For Example: You have joined by Direct Seller among 6 level: A, B, & C,D,E,F among 6 level . Matched income of a Direct Seller A = 2000 ,Matched income of a Direct Seller B = 3000 Matched income of a Direct Seller C = 5000 , Matched income of a Direct Seller d=6000 , Matched income of a Direct Seller e=8,000 , Matched income of a Direct Seller f=10000 .Total Matching Incentive earned by A = $2000*5\%= 100$,b = $3000*5\%= 150$,c = $5000*5\%= 250$,d = $6000*5\%= 300$,e = $8000*5\%= 400$,f = $10000*5\%= 500$

Total Mentorship Incentive earned by you all level :

Suppose you have 6 Direct Sellers in your 6 levels:

Direct Seller	Matched Income	5% Affiliate Incentive
A	₹2,000	₹100
B	₹3,000	₹150
C	₹5,000	₹250
D	₹6,000	₹300
E	₹8,000	₹400
F	₹10,000	₹500

Total Affiliate Incentive Earned by You:

$100 + 150 + 250 + 300 + 400 + 500 = ₹1,700$

So, you will earn ₹1,700 as Affiliate Incentive from these 6 levels.

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NOTES:

- affiliate Incentive is Calculated and paid to the Direct Sellers on daily basis.
 - Closing period =affiliate Incentive is calculated on sales done between 00:00:00 am to 23:59:59 pm of every day.
 - Payout period = affiliate Incentive is paid on Monday of every corresponding week of the closing week.
 - Company reserves the right to change /amend the affiliate Incentive.
 - Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- "The total daily incentive will be distributed through active purchase Incentive and affiliate Incentive. These

incentives are calculated and paid to the Direct Sellers on a daily basis, with a maximum cap of active purchase incentive is 10000 per day. If the active purchase incentive payout exceeds two & half hits, stimulation will be applied on the daily incentive, and the excess amount will be compensated from the daily active purchase incentive.

SALES MATCHING INCENTIVE

If you are a registered Direct Seller of Enroots and you have more Direct Sellers joined voluntarily under you and these Direct Sellers sale/ marketing some products from Enroots, then on every sale/ market of products some special points are generated which are called as Business volume (BV). These BV points are given to every Direct Sellers and their Direct Seller who sale / market products and these BV's are added with all upward sellers. Sales Matching Incentive is calculated and paid to the Direct Seller based on successfully building Business Volume within the placement team. As your team begins to grow you are entitled to earn sales Matching Incentive based on the total BV generated in your ORG 1 and other ORG 2. When a Direct Seller successfully builds Business Volume (BV) within the network, he/she will be compensated with 10% of matched Business volume (BV) generated on both Teams, as the value of 1 BV may vary from product to product. For Example:

	Org 1.	Org 2.	
As per closing period	110000 BV	100000 BV	10% of Matched BV
Matched BV	100000 BV	100000 BV	10% x 100000 BV = Rs.10000/-
Balance BV	10000 BV	0 BV	000
As per Next closing period	250000 BV	240000 BV	10% of Matched BV
Total BV	260000 BV	240000 BV	000
Matched BV	240000 BV	240000 BV	10% x 240000 BV = 24000
Balance BV	20000 BV	0 BV	

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NOTES:

- Sales Matching Incentive is Calculated and paid to the Direct Sellers on weekly basis.
- Closing period =Sales Matching Incentive is calculated on sales done between 00:00:00 am of Wednesday to 23:59:59 pm of Tuesday every week.
- Payout period = Sales Matching Incentive is paid on Monday of every corresponding week of the closing week.
- Un-matched BVs in a closing period will be carried forward to the next closing period.
- The maximum threshold limit for earning Sales Matching Incentive is Rs. 4,15,000/- Per Week by the Direct Sellers.
- Company reserves the right to change / amend the Sales Matching Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

MENTORSHIP INCENTIVE

Enroots has devised a unique incentive where in a Direct Seller can earn Mentorship incentive from direct seller joined under him/her. He /She will get 28% of Sales Matching Incentive earned by direct seller among different level joined under him/her as Mentorship Incentive.

For Example:

You have joined by 9 Direct Seller: A, B, & C,D,E,F,G,H,I.

Matched incentive of a Direct Seller A	= 5000
Matched incentive of a Direct Seller B	= 10000
Matched incentive of a Direct Seller C	= 20000
Matched incentive of a Direct Seller D	= 30000
Matched incentive of a Direct Seller E	= 40000
Matched incentive of a Direct Seller F	= 50000
Matched incentive of a Direct Seller G	= 60000
Matched incentive of a Direct Seller H	= 70000
Matched incentive of a Direct Seller I	= 80000

MENTORSHIP INCENTIVE CALCULATION

A -5,000 7%	=350(1 ST LEVEL)
B -10,000 5%	=500(2 ND LEVEL)
C -20,000 4%	=800(3 RD LEVEL)
D -30,000 3%	=900(4 TH LEVEL)
E -40,000 3%	=1,200(5 TH LEVEL)
F -50,000 2%	=1,000(6 TH LEVEL)
G- 60,000 2%	=1,200(7 TH LEVEL)
H- 70,000 1%	=700(8 TH LEVEL)
I 80,000 1%	=800(9 TH LEVEL)

hence,7,450 become Total Mentorship Incentive

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NOTES:

- Mentorship Incentive is calculated and paid to the Direct Sellers on weekly basis.
- Closing period =Mentorship Incentive is calculated on sales done between 00:00:00 am of Wednesday to 23:59:59 pm of Tuesday every week.
- Payout period = Mentorship Incentive is paid on Monday of every corresponding week of the closing week.
- Company reserves the right to change /amend the Mentorship Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.
- "The total weekly incentive will be distributed through Sales Matching Incentive and Mentorship Incentive. These incentives are calculated and paid to the Direct Sellers on a weekly basis, with a maximum cap of three & half hit. If the payout exceeds three & half hit, stimulation will be applied on the weekly incentive, and the excess amount will be compensated from the Weekly Sales Matching percentage."

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STARTER INCENTIVE

Enroots Business Plan compensates its Direct Sellers with Starter Incentive When a Direct Seller is able to match the business volume between 25000 BV & 49999 BV from Organization 1 & Organization 2 in a certain month, he/she becomes entitled to get Starter Incentive. On matching of business volume between 25000 BV & 49999 BV, Direct Seller will get the reward of On matching of business of 25000 BV, Direct Seller earns 1 starter Incentive point (SIP). To give away this starter Incentive, the company allocates 3% of its monthly BV turnover. starter Incentive is calculated as per the below-mentioned formula:

$$\text{starter Incentive Point (SIP) Value} = \frac{3\% \text{ of the Company's monthly BV Turnover}}{\text{Total SIPs collected in a particular month.}}$$

NOTES:

- Distributors who achieve a monthly business volume (bv) of 50,000 and above they are not qualify for the monthly starter incentive.
- Every distributor will get a single monthly starter incentive, Direct Sellers must make a Self purchase of a minimum of 500 DP every month to get this incentive. Un-matched BVs in a closing period will not be carried forward to the next closing period.

ACTIVE INCENTIVE

Enroots Business Plan compensates its Direct Sellers with Active Incentive When a Direct Seller is able to match the business of 50000 BV and above from Organization 1 & Organization 2 in a certain month, he/she becomes entitled to get Active Incentive. On matching of business of 50000 BV and above, Direct Seller will earn 1 Active Incentive point (AIP). To give away this Active Incentive, the company allocates 3% of its monthly BV turnover. Active Incentive is calculated as per the below-mentioned formula:

$$\text{Active Incentive Point (AIP) Value} = \frac{3\% \text{ of the Company's monthly BV Turnover}}{\text{Total AIPs collected in a particular month.}}$$

NOTES:

- Active Incentive is calculated and paid on Monthly basis.
- Direct Seller will not get the Starter Incentive described above if he qualifies for the active incentive in a certain month.
- Distributors who achieve a monthly business volume (bv) of 1,00,000 and above, they are not qualify for the active incentive.
- Every distributor will get single active incentive, Direct Sellers must make a self-purchase of a minimum of 500 DP every month to get this incentive.
- Un-matched BVs in a closing period will not be carried forward to the next closing period for Active Incentive Calculation in next month

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Closing period = Active Incentive is calculated on sales done between 1st and last day of every month.

- Payout period = Active Incentive is paid on 7th day of every corresponding month of the closing month.
- Company reserves the right to change / amend the Active Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

TRAINING INCENTIVE

Enroots Business Plan compensates its Direct Sellers with Training Incentive to increase their business on the basis of Training Incentive points (TIP) earned by them in a particular Month. When a Direct Seller is able to match the business of 100000 BV from Organization 1 & Organization 2, he/she becomes entitled to get Training Incentive. On matching of business of 100000 BV, Direct Seller earns 1 Training Incentive point (TIP). If he/she is able to match the business of 200000 BV from Organization 1 & Organization 2, he/she earns 2 Training Incentive Points. To give away this Training Incentive, the company allocates 2.5% of its monthly BV turnover. Training Incentive is calculated as per the below-mentioned formula:

Training Incentive (TIP) = TIP Earned x TIP Value

Training Incentive Point (TIP) Value = $\frac{2.5\% \text{ of the Company's monthly BV Turnover}}{\text{Total TIPs collected in a particular month.}}$

NOTES:

- Training Incentive is calculated and paid on Monthly basis.
- 1 Training Incentive Point (TIP) = 100000BV:100000BV.
- To earn Training Incentives, Direct Sellers must make a Self Sale of a minimum of 500 DP every month.
- Un-matched BVs in a closing period will not be carried forward to the next closing period for Training Incentive Calculation.
- A Direct Seller can earn a maximum of 5 Training Incentive points in a month only and maximum threshold limit of 5 TIP is taken into account to calculate TIP value every month.
- Closing period = Training Incentive is calculated on sales done between 1st and last day of every month.
- Payout period = Training Incentive is paid on 7th day of every corresponding month of the closing month.
- Company reserves the right to change / amend the Training Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

CAR INCENTIVE

ENROOTS not only provides financial freedom to its Direct Sellers, it also helps them in fulfilling their Dream of purchasing their Dream Car, When a Direct Seller is able to earned Car Incentive, on the

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basis of number of Car Incentive Points (CIP) earned by the Direct Seller in a particular month. 1 CIP point is earned when the Direct Seller is able to match Business of 250000 BV in his / her Organization 1 & Organization 2 enrolled under his / her voluntarily joined Organizations in a certain month. To give away this Car Incentive, company allocates fund of 2.5% of total Business volume (BV) of the company generated in that month. Car Incentive is calculated as per below mentioned formula:

Car Incentive = Car Incentive point (CIP) x CIP Point Value
Car Incentive Point (CIP) Value = $\frac{2.5\% \text{ of Company's Total BV in a month}}{\text{Total CIP Points collected in a month.}}$

NOTES:

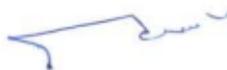
- Car Incentives Calculated and paid to the Direct Sellers on monthly basis
- 1 Car Incentive Point (CIP) = 250000 BV: 250000 BV
- To earn Car Incentives, Direct Sellers must make a Self Sale of a minimum of 500 DP every month.
- Un-matched BVs in a closing period will not be carried forward to the next closing period for Car Incentive Calculation.
- A Direct Seller can earn a maximum of 10 Car Incentive points in a month only and maximum threshold limit of 10 CIP is taken into account to calculate CIP value every month.
- Closing period = Car Incentive is calculated on sales done between 1st and last day of every month.
- Payout period = Car Incentive is paid on 7th day of every corresponding month of the closing month.
- Company reserves the right to change /amend the Car Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

HOUSE INCENTIVE

ENROOTS not only provides financial freedom to its Direct Sellers, it also helps them in fulfilling their dream of owning a valuable and comfortable home,, When a Direct Seller is able to earned House Incentive, on the basis of number of House Incentive Points (HIP) earned by the Direct Seller in a particular month. 1 HIP point is earned when the Direct Seller is able to match Business of 500000 BV in his / her Organization 1 & Organization 2 enrolled under his / her voluntarily joined Organizations in a certain month. If a Direct Seller is able to match Business of 1000000 BV in his / her Organization 1 & Organization 2, he / she earn 2 HIP points. To give away this House Incentive, company allocates fund of 1% of total Business volume (BV) of the company generated in that month. House Incentive is calculated as per below mentioned formula:

House Incentive = House Incentive point (HIP) x HIP Point Value
House Incentive Point (HIP) Value = $\frac{1\% \text{ of Company's Total BV in a month}}{\text{Total HIP Points collected in a month.}}$

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NOTES:

- House Incentive is Calculated and paid to the Direct Sellers on monthly basis
- 1 House Incentive Point (HIP) = 500000 BV: 500000 BV
- To earn House Incentives, Direct Sellers must make a Self Sale of a minimum of 500 DP every month.
- Un-matched BVs in a closing period will not be carried forward to the next closing period for House Incentive Calculation.
- A Direct Seller can earn a maximum of 15 House Incentive points in a month only and maximum threshold limit of 15 HIP is taken into account to calculate HIP value every month..
- Closing period = House Incentive is calculated on sales done between 1st and last day of every month.
- Payout period = House Incentive is paid on 7th day of every corresponding month of the closing month.
- Company reserves the right to change/amend the House Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

FAMILY PROTECTION INCENTIVE

Enroots Business Plan compensates its Direct Sellers with Family Protection Incentive when the Direct Seller is able to match 1250000 Accumulated BV & above from his / her Organization 1 & Organization 2 enrolled under his / her voluntarily joined Organizations. A Direct Seller will get Family Protection Incentive on the basis of number of Family Protection Incentive Point (FPIP) earned by the Direct Seller in a particular month. 1 FPIP point is earned when the Direct Seller is able to match Business of 1250000 BV in his / her Organization 1 & Organization 2 enrolled under his / her voluntarily joined Organizations in a certain month. If a Direct Seller is able to match Business of 2500000 BV in his / her Organization 1 & Organization 2, he / she earn 2 FPIP points. To give away this Family Protection Incentive, company allocates fund of 1% of total Business volume (BV) of the company generated in that month. Family Protection Incentive is calculated as per below mentioned formula:

Family Protection Incentive = Family Protection Incentive point (FPIP) x FPIP Point Value
 Family Protection Incentive Point (FPIP) Value = $\frac{1\% \text{ of Company's Total BV in a month}}{\text{Total FPIP Points collected in a month.}}$

NOTES:

- Family Protection Incentive is Calculated and paid to the Direct Sellers on monthly basis
- 1 Family Protection Incentive Point (FPIP) = 1250000 BV: 1250000 BV
- To earn Family Protection Incentive, Direct Sellers must make a Self Sale of a minimum of Direct Sellers must make a Self purchase of a minimum of 500 DP every month to get this incentive. every month.
- Un-matched BVs in a closing period will not be carried forward to the next closing period for Family Protection Incentive Calculation..
- A Direct Seller can earn a maximum of 20 Family Protection Incentive points in a month only and maximum threshold limit of 20 FPIP is taken into account to calculate FPIP value every month..
- Closing period = Family Protection Incentive is calculated on sales done between 1st and last day of every month.

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- Payout period =Family Protection Incentive is paid on 7th day of every corresponding month of the closing month.
- Company reserves the right to change / amend the Family Protection Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

Lifestyle Incentive

ENROOTS not only helps its Direct Sellers in achieving their dream car and House, it also makes them to live with better lifestyle, When a Direct Seller is able to earned Lifestyle Incentive, on the basis of number of Lifestyle Incentive Points (LIP) earned by the Direct Seller in a particular month. 1 LIP point is earned when the Direct Seller is able to match Business of 2500000 BV in his / her Organization 1 & Organization 2 enrolled under his / her voluntarily joined Organizations in a certain month. If a Direct Seller is able to match Business of 5000000 BV in his / her Organization 1 & Organization 2, he / she earn 2 LIP points. To give away this Lifestyle Incentive, company allocates fund of 1% of total Sales Business volume (BV) of the company generated in that month. Lifestyle Incentive is calculated as per below mentioned formula:

Lifestyle Incentive = Lifestyle Incentive point (LIP) x LIP Point Value Lifestyle

Incentive Point (LIP) Value = $\frac{1\% \text{ of Company's Total BV in a month}}{\text{Total LIP Points collected in a month.}}$

NOTES:

- Lifestyle Incentive is Calculated and paid to the Direct Sellers on monthly basis.
- 1 Lifestyle Incentive Point (LIP) = 2500000 BV: 2500000 BV
- A Direct Seller can earn a maximum of 25 Lifestyle Incentive points in a month only and maximum threshold limit of 25 LIP is taken into account to calculate LIP value every month.
- Un-matched BVs in a closing period will not be carried forward to the next closing period for Lifestyle Incentive Calculation
- To earn Lifestyle Incentives, Direct Sellers have to generate 2500000 ABV and 2500000 ABV in his/her Org. 1 and Org. 2 respectively.
- To earn Lifestyle Incentives, Direct Sellers must make a Self Sale of a minimum of 500 DP every month.
- Closing period = Lifestyle Incentive is calculated on sales done between 1st and last day of every month.
- Payout period =Lifestyle Incentive is paid on 7th day of every corresponding month of the closing month.
- Company reserves the right to change /amend the Lifestyle Incentive.
- Active Business is calculated after all cancellations and refunds deducted from the current payout period.

AWARDS & REWARDS

ENROOTS appreciates the hard work done by the Direct Sellers in promoting sales of Products in the form of Awards & Rewards. Direct Sellers can earn Awards & Rewards on the level of Business they have achieved. For more details on Awards & Rewards, please visit our [website:www.myehpl.com](http://www.myehpl.com).

NOTES & DISCLAIMER

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1. The Customer Registration is absolutely free and the company does not ask for any registration fee for it.
2. Calculations of monthly incentives will be carried out by the software systems only.
3. All necessary tax deductions from earned incomes and rewards would be made as per the Govt. laws.
4. All the illustrations and examples given herein are just for readers' understanding purpose.
5. All the calculations work on the pro rata basis.
6. Enroots Business Plan is a hardcore sales & marketing of its Products. It is not any type of money making scheme. It is not an overnight millionaire making program.
7. The incomes from any plan are subject to your efforts and as per terms & conditions given on the [website:www.myehpl.com](http://www.myehpl.com).
8. Grievances or complaints, if any, shall be resolved in accordance with the Grievance Redressal Mechanism provided by the company or through arbitration as per laws of the land.
9. Disputes if any will be resolved in the legal jurisdiction of Kolkata courts (West Bengal, India) only.
10. All rights reserved. The company may change / amend / alter / update any income or payment calculation method without any prior information. For updates please visit our [website:www.myehpl.com](http://www.myehpl.com).
11. Disclaimer – A Direct Seller's success depends in great part upon his or her skills, efforts, dedication, desire, and motivation. Becoming an Direct Seller of Enroots Horizon Private Limited is not a guarantee of income. Average income from the Enroots Business Plan has not been established. This explanation of the Enroots Business Plan is a description of how commissions may be earned under the Enroots Business Plan. It is for illustrative purposes only. There are no guarantees, warranties or assurances that any level of income, earnings or success will be earned or attained by any Direct Seller. Actual results will vary and will be a result of various factors such as expertise, ability, motivation and time spent promoting and selling ENROOTS Products.

NOTE: IT MAY CLEARLY BE UNDERSTOOD BY THE DIRECT SELLER (S) THAT THE VALUE OF ONE BV WHEREVER GIVEN ABOVE CAN BE VARY EVERY CLOSING PERIOD WISE,& ALL INCENTIVES WILL BE PROCESSED AFTER DEDUCTION OF TDS AS PER GOVERNMENT REGULATIONS.

Team Leader Recognition

Enroots recognizes the efforts and hard work done by its direct sellers through its downline team to achieve the highest possible sales of its products. In recognition of the efforts and hard work of a team leader he is awarded Recognition by bestowing the following Ranks on the basis of total matching accumulated sales achieved by him/her from the date of his/her joining The Enroots business:

SNO.	ABV From Org 1.	ABV From Org 2.	TEAM LEADER RECOGNITION
1	0-74997 DP	0-74997 DP	Opener
2	75,000 DP	75,000 DP	Runner
3	375000 DP	375000 DP	Winner



4	750000 DP	750000 DP	Star
5	1500000 DP	1500000 DP	Super Star
6	3000000 DP	3000000 DP	Silver
7	6000000 DP	6000000 DP	Gold
8	15000000 DP	15000000 DP	Diamond
9	30000000 DP	30000000 DP	Double Diamond
10	45000000 DP	45000000 DP	Blue Diamond
11	75000000 DP	75000000 DP	Black Diamond
12	150000000 DP	150000000 DP	Royal Diamond
13	300000000 DP	300000000 DP	RUBY Diamond
14	600000000 DP	600000000 DP	Elite Platinum
15	1200000000 DP	1200000000 DP	Crown
16	2400000000 DP	2400000000 DP	Brand Ambassador
17	4800000000 DP	4800000000 DP	Director's Club

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FAMILY SECURITY INCENTIVE PLAN:

Level	Cumulative Points	Percentage
1	1	1%
2	3	1%
3	6	1%
4	12	1%
5	24	1%
6	48	1%
7	96	1%
8	192	1%
9	384	1%
10	768	0.50%
11	1536	0.50%
12	3072	0.50%
13	6144	0.50%
14	12288	0.50%
15	24576	0.50%
16	49152	0.50%
17	98304	0.50%
18	196608	0.50%
19	393216	0.50%

The Family Security Incentive Plan is designed to reward consistent team growth and help you build long-term financial security for your family. This plan works on cumulative matching BV, meaning your total business keeps adding up to help you achieve higher levels.

How You Qualify

- When you achieve 10,00,000 BV matching cumulatively, you will receive 1 Family Security Incentive Point.
- On this achievement, you earn:
1% of 10,00,000 BV = ₹10,000

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How the Slab System Works

- Level 1 to Level 9

You will receive 1% of your NEW matching BV achieved in each new slab.

- Level 10 to Level 19

You will receive 0.50% of your NEW matching BV achieved in each new slab.

The plan is fully cumulative, meaning your previous matching volume is always counted to help you qualify for the next level.

- **Example for Clear Understanding**

Level 1

You achieve 1 point = **10,00,000 BV**
→ Incentive = **1% = ₹10,000**

Level 2

You grow your business to 3 point = **30,00,000 cumulative BV**
(New added 2 point = $10,00,000 * 2 = 20,00,000$ BV)

→ Incentive = **1% of 20,00,000 = ₹20,000**

Level 3

You reach 6 point **60,00,000 cumulative BV**
(New added 3 point = 30,00,000)

→ Incentive = **1% of 30,00,000 = ₹30,000**

This continues at **1% up to Level 9** on each new matching difference.

After Level 9:

From **Level 10 onwards,**

→ You earn **0.50% of the new points** achieved in each level.

