

DEDICATED TO BEING THE LEADING AND THE LARGEST NETWORK IN INDIA



Be a Part of India's

MOST DYNAMIC

Consumer Network

B-HIVE HEALTH & WELLNESS PVT. LTD.

www.mybhwpl.com

Progress



ABOUT B-HIVE

B-Hive Health and Wellness Private Limited is a direct selling company committed to revolutionizing the industry with an innovative approach. Our mission is to empower youth, women, farmers, and local and small manufacturers, while addressing key issues in health, education, and the economy. Our product range includes health and wellness items, personal care products, homecare solutions, kitchen essentials, and lifestyle goods, all crafted with care from pure, natural ingredients sourced directly from farmers.

We are proud to offer products that are free from harmful chemicals, supporting a healthier lifestyle for our customers. Our products not only benefit the end-users but also contribute positively to the welfare of farming communities, local manufacturers, and the environment by promoting sustainable practices in manufacturing and agriculture.

We are deeply committed to sustainability and social responsibility. Our aim is to create opportunities, drive positive change, and build a brighter future for everyone.

Vision:

We envision a world where everyone has access to pure and high-quality products at a reasonable cost, promoting a healthier and more sustainable lifestyle.

Mission:

Our mission is to advance health and wellness by offering premium and pure products with green ingredients, minimal chemical use or chemical-free formulations, as well as providing employment opportunities to youth, women and entrepreneurs by fostering a committed community that stands 'Together for Humanity'.

TRANSFORM YOUR LIFE WITH B-HIVE

Experience world-class B-Hive products and services at attractive prices! By choosing B-Hive, you not only save significantly each month, but also open the door to an optional business opportunity tailored to your preferences and interests. B-Hive welcomes you to join us in two distinctive ways:

You have two options to engage with B-Hive: become an independent B-Hive Brand Partner, managing your own business and enjoying the rewards, or become a VIP customer for convenient access to our health and wellness products. VIP customers enjoy numerous benefits, including enticing discounts and monthly offers

01

SIGN UP AS A VIP CUSTOMER (VC)

Any Indian citizen, regardless of age or KYC compliance can become a VIP Customer for free. There are no registration fees, no fixed product packages, nor minimum purchase requirements. Simply register online and enjoy access to our special offers as you choose from our range of premium products.

02

BECOME A B-HIVE BRAND PARTNER (BBP)

Upon being satisfied with B-HIVE products, you can voluntarily become a B-HIVE Brand Partner (BBP) according to the terms and conditions outlined in the B-HIVE business plan. To qualify, you must be an Indian citizen aged 18 or older and provide valid KYC documents.



B-HIVE BUSINESS PLAN

07

FOR FREE

Achieve PROGRESS in Your Life in Just 7 Steps 06 05 **Earn Team** 04 **Shopping Points** as Your Team **Begins Retailing** 03 Earn Ranks & and Making Rewards as **Purchases Your Team Invite Your** 02 Grows Friends, Family, and Networks to Shop for a Join and Build a 01 Lifetime at Team **B-Hive Discounted** Start **Prices Shopping and** BE A **Using Our** Register as a **Products Brand Partner BRAND PARTNER** (without any

Registration

Fee)

Customer

The B-Hive Business Plan is an exclusive bonus program available at www.mybhwpl.com. It lets you earn bonuses based on your efforts and skills. Your bonus level will reflect your and your team's performance in promoting and referring new purchases, how often these purchases happen, and the value of the products bought.

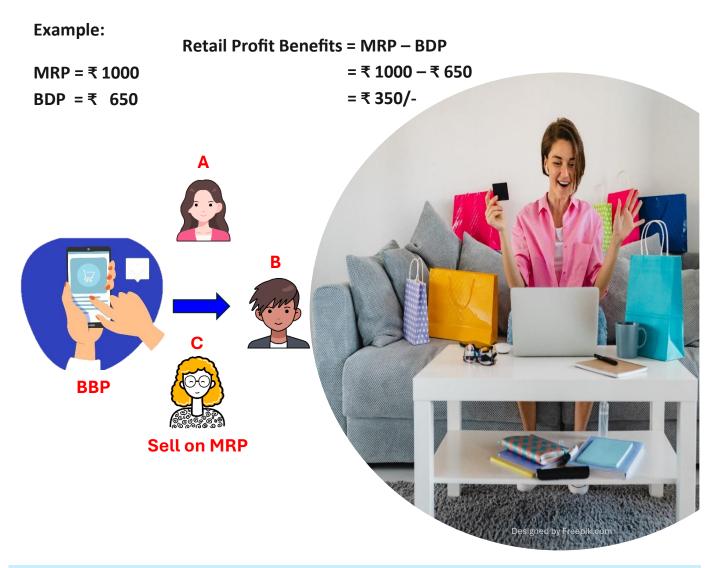
The bonus plan considers individual effort, team contributions, and product value. Starting your own business is easy with the B-Hive Bonus Program, which supports your success every step of the way.

You can become a Direct Seller, called a "B-Hive Brand Partner (BBP)," for selling or using our products by registering for free at www.mybhwpl.com. As a BBP, you can buy products at a discounted price (B-Hive Discounted Price, BDP).

RETAIL PROFIT BENEFITS (RPB) REFER & EARN OFFER (REO) B-HIVE BRIGHT STUDENT FELLOWSHIP (BBSF) STARTUP MATCHING BONUS (SMB) SUPER SPONSOR BONUS (SSB-1) B-HIVE MATCHING BONUS (BMB) SUPER STRUCTURE BONUS (SSB-2) B-HIVE LEADERSHIP BONUS (BLB) B-HIVE NURTURING BONUS (BNB) **BUSINESS ENHANCEMENT BONUS (BEB)** CHILD STUDY BONUS (CSB) FAMILY TOUR BONUS (FTB) LUXURY CAR BONUS (LCB) DREAM HOME BONUS (DHB) **ROYALTY CLUB BONUS (RCB)** SUPER STAR BONUS (SSB) RANKS, REWARDS & RECOGNITION (RRR)

1. RETAIL PROFIT BENEFITS (RPB) - UP TO 35%

A Brand Partner receives a discount on all products at www.mybhwpl.com. They buy products at a special rate called the B-Hive Discounted Price (BDP). The Brand Partner can sell these products at the Maximum Retail Price (MRP) or at any price above the BDP, but not below it. The profit for the Brand Partner is the difference between the MRP and the BDP (MRP - BDP). B-Hive offers up to 35% savings on most products.



- BDP is referred as B-Hive Discounted Price.
- MRP is referred as Maximum Retail Price.
- Retail Profit Benefit is not calculated and paid by the company.
- If a BBP buys B-Hive products totalling ₹10,000 in a month for personal use, they can SAVE up to ₹3,500 for themselves.
- BBP = B-Hive Brand Partner
- The company retains the right to offer additional discounts on any product beyond the BDP.

2. REFER & EARN OFFERS (REO)

B-Hive Brand Partners (BBPs) and VIP Customers (VCs) have the opportunity to invite their friends and family to become VIP Customers by sharing their unique referral link. Here's how the process works:

Share Your Referral Link: As a BBP or VC, you will receive a unique referral link that you can share with your friends and family. This link will allow them to sign up as VIP Customers under your referral.

Sign Up as a VIP Customer: When your friends or family members use your referral link to sign up, they will become VIP Customers, gaining access to exclusive benefits and discounts on B-Hive products.

Place an Order: Whenever your referred VIP Customer places an order of ₹750 or more, it qualifies for the referral reward.

Receive Your Vouchers: Once your referred VIP Customer places an order of ₹750 or more, both you and your referred VIP Customer will receive a ₹250 voucher.

Redeem Your Vouchers: This ₹250 voucher can be redeemed on any B-Hive product order of ₹750 or more, providing you with a significant discount on your next purchase.

By participating in this referral program, you can share the benefits of B-Hive products with those you care about while also enjoying rewards that make your own purchases even more rewarding.



3. B-HIVE BRIGHT STUDENT FELLOWSHIP (BBSF)



B-Hive Brand Partners (BBPs) who have maintained continuous shopping of 1000 SPs (Shopping Points) for 12 consecutive months are eligible to apply for our fellowship program. This program is designed to support and reward the children of our dedicated BBPs who have demonstrated exceptional academic excellence.

Eligibility Criteria:

Continuous Shopping Requirement: BBPs must have accumulated at least 1000 SPs each month for 12 consecutive months.

Academic Excellence: The children must have achieved more than 90% marks in classes 8 to 12.

Application Process:

Verification: Eligible BBPs can apply along with proof of their child's academic achievements.

Lucky Draw: Three students from each class (8 to 12) will be selected through a lucky draw to ensure fairness.

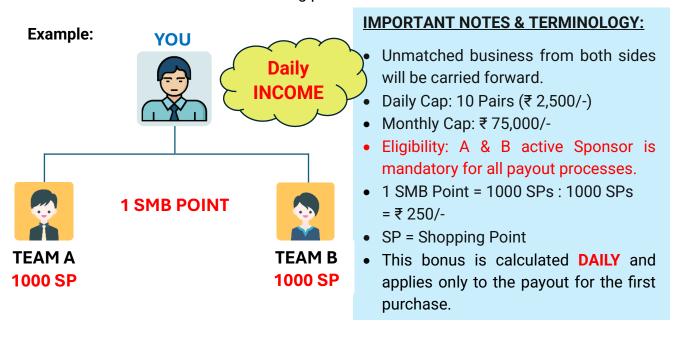
Benefits:

Selected students will receive various educational benefits, such as fellowships/ scholarships or educational materials, to support their academic journey. This program recognizes the dedication of our BBPs and encourages their children's continued excellence in education.



4. STARTUP MATCHING BONUS (SMB) - 25%

When you match 1000 SP (Shopping Points) in both your left and right teams, you can earn 25% of the value of each matching pair of SPs.



5. SUPER SPONSOR BONUS (SSB-1) - 100%

You can earn 100% of the SMB from all the BBPs sponsored directly by you. Sponsor as many direct referrals as you want and place them anywhere in your network to maximize this exciting bonus opportunity.



MR. A TOTAL SMB INCOME = ₹ 50,000

MS. C TOTAL SMB INCOME = ₹ 20,000

THEN YOUR SSB-1 INCOME = ₹ 70,000

datory for all es only to the Daily INCOME

- Daily Cap: No Daily Cap
- Monthly Cap: No Monthly Cap
- Eligibility: A & B active Sponsor is mandatory for all payout processes.
- This bonus is calculated DAILY and applies only to the payout for the first purchase.
- SMB = Startup Matching Bonus
- SSB-1 = Super Sponsor Bonus

6. B-HIVE MATCHING BONUS (BMB) - 15%

You can earn 15% of your Matching SP, up to a maximum of Rs.1 Lakhs per week. Your Personal SP is automatically considered in the weaker leg.

Total Business Matching of TEAM A : TEAM B	Income
1000 SP : 1000 SP	₹ 150
1,00,000 SP : 1,00,000 SP	₹ 15,000
10,00,000 SP: 10,00,000 SP	₹ 1,15,000

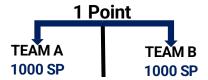
IMPORTANT NOTES & TERMINOLOGY:

- Unmatched SPs from both sides will be carried forward.
- Minimum 500 SP matching | Weekly Cap: ₹ 1,00,000
- YOU CAN EARN ₹ 4,00,000 PER MONTH.
- Your Personal SP is automatically considered in the weaker leg.
- Eligibility: A & B active Sponsor is mandatory for all payout processes.
- This bonus is calculated WEEKLY and applies only to the repurchase cycle.

7. SUPER STRUCTURE BONUS (SSB-2) - 10%

You can receive a Super Structure Bonus (SSB-2) monthly. Bonus Points are calculated based on multiples of 1000 SP in equal shares between 2 teams or multiples thereof. Allocated 10% of the company's total monthly SP, capped at a maximum of 50 points per month.

Calculation:



10% of Company's Monthly Turnover SP
Total Achieved Points in Company

SSB-2
Point Rate

Bonus = Achieved Points X SSB-2 Point Rate

Example:

Team A = 12500 SP | Team B = 12000 SP

Company's Monthly Turnover SP = 825000 10% of Monthly Turnover SP = 82500 Total Achieved Points in Company = 400 SSB-2 Point Rate = 82500 / 400 = 206.25 Matching SP of Team A & B is 12000 SP

ACHIEVED POINTS = 12

You Will Get = 12 x 206.25 = ₹ 2475

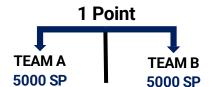
- Bonus Points are calculated in multiples of business of 1000 SP equally divided in 2 teams or multiple thereof.
- Monthly Cap: 50 Points
- Bonus is calculated on business done between 1st and last day of every month.
- Eligibility: A & B active Sponsor is mandatory for all payout processes.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.



8. B-HIVE LEADERSHIP BONUS (BLB) -10%

Get 10% of the total monthly SP of the company, distributed proportionally among all BBPs who achieve 5,000 Matching SP within a calendar month, capped at a maximum of 50 points per month.

Calculation:



10% of Company's Monthly Turnover SP
Total Achieved Points in Company

BLB Point Rate

Bonus = Achieved Points X BLB Point Rate

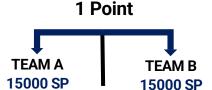
IMPORTANT NOTES & TERMINOLOGY:

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Monthly Cap: 50 Points
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Eligibility: A & B active Sponsor is mandatory for all payout processes.
- This bonus is calculated **MONTHLY** and applies only to the repurchase cycle.

9. B-HIVE NURTURING BONUS (BNB) - 5%

Achieve the **Brand Partner rank by accumulating 15,000 Matching SP** in a calendar month and maintain at least 300 Personal SP to qualify for earning 5% of the Company's Total Monthly SP.





5% of Company's Monthly Turnover SP
Total Achieved Points in Company

Achieved Rank: BRAND PARTNER

> BNB Point Rate

Bonus = Achieved Points X BNB Point Rate

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Needs to maintain a minimum of 300 Personal SP to qualify.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

10. BUSINESS ENHANCEMENT BONUS (BEB) - 3%

As a **Brand Diamond Achiever with 25,000 Matching SP** in a calendar month and a minimum of 500 Personal SP, you'll receive 3% of the Company's Total Monthly SP.



Bonus = Achieved Points X BEB Point Rate

IMPORTANT NOTES & TERMINOLOGY:

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Needs to maintain a minimum of 500 Personal SP to qualify.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

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11. CHILD STUDY BONUS (CSB) - 3%

Upon achieving the rank of Brand Executive Diamond with 50,000 Matching SP in a calendar month, you will earn 3% of the Company's Total Monthly SP, provided you maintain at least 600 Personal SP.



Bonus = Achieved Points X CSB Point Rate

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Needs to maintain a minimum of 600 Personal SP to qualify.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

12. FAMILY TOUR BONUS (FTB) - 3 %

Achieve the prestigious rank of Brand Royal Diamond and receive 3% of the company's total monthly SP, provided you maintain **75,000 Matching SP** within a calendar month, with a minimum of 700 Personal SP.



Bonus = Achieved Points X FTB Point Rate

IMPORTANT NOTES & TERMINOLOGY:

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Needs to maintain a minimum of 700 Personal SP to qualify.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

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13. LUXURY CAR BONUS (LCB) - 3 %

Achieve the rank of Brand Crown Diamond and receive 3% of the company's total monthly SP, provided you have **150,000 matching** SP in a calendar month, with a minimum of 800 personal SP.



Bonus = Achieved Points X LCB Point Rate

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Needs to maintain a minimum of 800 Personal SP to qualify.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

14. DREAM HOME BONUS (DHB) - 3 %

Earn 3% of the company's total monthly SP by **achieving the rank of Brand Ambassador** with 250,000 matching SP in a calendar month, with a minimum of 1,000 personal SP.



Bonus = Achieved Points X DHB Point Rate

IMPORTANT NOTES & TERMINOLOGY:

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- Needs to maintain a minimum of 1000 Personal SP to qualify.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

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15. ROYALTY CLUB BONUS (RCB) - 3 %

Get 3% of the total monthly SP of the company, which is distributed proportionately among all qualified **Brand Royal Ambassadors**. The distribution is based on the number of qualified Brand Royal Ambassadors within first 3 compressed levels.



Bonus = Achieved Points X RCB Point Rate

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- The distribution is based on the number of qualified Royal Ambassadors within first 3 compressed levels.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

16. SUPER STAR BONUS (SSB) - 2 %

Get 2% of the total monthly SP distributed proportionately among all **Brand Global Crown Ambassador who achieve 25 Lakhs in matching SP** in a calendar month.



Bonus = Achieved Points X SSB Point Rate

IMPORTANT NOTES & TERMINOLOGY:

- Bonus Points are calculated in multiples of business of 5000 SP equally divided in 2 teams or multiple thereof.
- Points will be calculated as demonstrated in the SSB-2 example.
- Bonus is calculated based on the business conducted from the first to the last day of each month.
- This bonus is calculated MONTHLY and applies only to the repurchase cycle.

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17. RANKS, REWARDS & RECOGNITION (RRR)

























B-HIVE BRAND AMBASSADOR

5 CR MATCHING SP IN A SINGLE MONTH
OR 20 CR CUMULATIVE MATCHING SP
12N/13D WORLD TOUR

IMPORTANT NOTES & TERMINOLOGY:

- Any rewards cannot be converted into cash.
- Separate rules and regulations will apply to different rewards announced by the company from time to time.
- The company will announce the tour schedule in accordance with the minimum requirements set by the tour operator.

PAY CYCLE & PAY-OUT

Weekly Pay-cycle	7th, 14th, 21st and last day of every calendar month
Weekly Pay-out	12th, 19th, 26th and 5th of every calendar month
Monthly Closing	Last day of every calendar month
Monthly Pay-out	10 th of every calendar month
Standard Deductions	2% TDS + 2% ADMIN



IMPORTANT NOTES & TERMINOLOGY

- 1. B-Hive Health & Wellness Private Limited, also known as B-Hive/BHWPL.
- 2. To access the latest version of the B-Hive Business Plan, please visit our website: www.mybhwpl.com
- 3. Customer registration is completely free, and the company does not charge any registration fee for it.
- 4. Bonuses will be calculated solely by the software systems, with the calculations based on a pro rata basis.
- 5. All required tax deductions from earned incomes and rewards will be made in accordance with government regulations.
- 6. All the illustrations and examples provided here are for the sole purpose of aiding the reader's understanding.
- 7. B-HIVE BRAND PARTNER (BBP) / Direct Seller: A registered BBP / Consumer who purchases the company's products and services for personal use or for sharing with friends and family. The designation of BBP does not imply any formal relationship with the company beyond that of a customer.
- 8. Active/ Existing B-Hive Brand Partner: An Independent Business Member of the Company who sells the Company's products and services either directly or as part of a team, in compliance with the Company's business policies, practices, and applicable laws. The BBP will follow the established procedures to receive benefits and bonuses provided by the Company, while adhering to legal requirements. The Active/Existing BBP must not present themselves as an employee, owner, partner, or member of the Company's management in any capacity.
- 9. A Prospect Customer is an individual to whom BBP presents an offer or proposal to explore a direct selling opportunity.
- 10. B-Hive does not provide any compensation for simply building the sales team without generating product sales.
- 11. B-Hive does not require any subscription fees, enrolment charges, or registration fees to become a B-Hive Brand Partner. To participate in the company's Business Plan, a BBP must be an active BBP.
- 12. All rights reserved. The company reserves the right to modify, amend, or update any income, payment, or bonus calculation methods at its discretion without prior notice. For the latest updates, please visit our website: www.mybhwpl.com
- Disclaimer: The payout figures provided in this document are meant to illustrate the components and workings of the B-Hive Business Plan. They do not represent or guarantee any specific income or earnings that a BBP may achieve through participation in the B-Hive Business Plan. These figures should not be interpreted as promises or forecasts of actual earnings or profits. Any claims or assurances of earnings, whether made by B-Hive or another BBP, would be misleading. Success with B-Hive is contingent upon individual sales efforts, which demand hard work, diligence, and leadership. Your level of success will be influenced by how effectively you apply these attributes.
- 14. Any grievances or complaints will be addressed according to the company's Grievance Redressal Mechanism or resolved through arbitration in accordance with applicable laws.
- 15. Any disputes will be resolved exclusively within the legal jurisdiction of the Ahmedabad courts in Gujarat, India.

At B-Hive, we pride ourselves on the superior quality and user-friendliness of all our products featured on our website. Each product is supported by our unwavering commitment to excellence. Should you have any concerns or grievances, please visit our grievance cell as outlined on our website for resolution. For more information, please visit: www.mybhwpl.com





B-HIVE HEALTH AND WELLNESS PRIVATE LIMITED

AN ISO 9001:2015 CERTIFIED COMPANY

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