



# **SUNEDGE**

# **FREEDOM**

# **PLAN**

WE DO... WHAT WE COMMIT...



# About SunEdge

**Welcome to Sunedge Family**, a journey that began with a vision and a passion for enhancing lives through health and wellness. Founded in 2016, our story is one of perseverance, innovation, and unwavering commitment to our mission.

## **Our Evolution**

What started as a humble endeavor has blossomed into a thriving enterprise with a vast portfolio of over 300+ exceptional products. Our range spans Ayurveda, beauty care, personal care, wellness, nutrition, ortho care, women's care, food, and home and living products, each crafted with the highest standards of quality and efficacy.

## **Our Community**

At the heart of Sunedge Marketing is our vibrant community of over 15 lakh+ distributors, each empowered to achieve their health and financial goals through our Direct Selling model. Their dedication and hard work have helped us reach over 50 lakh+\* happy customers, who have bestowed us with an impressive average product rating of 4.7.\* This community is not just a network but a family that grows together, supporting and uplifting one another every step of the way.

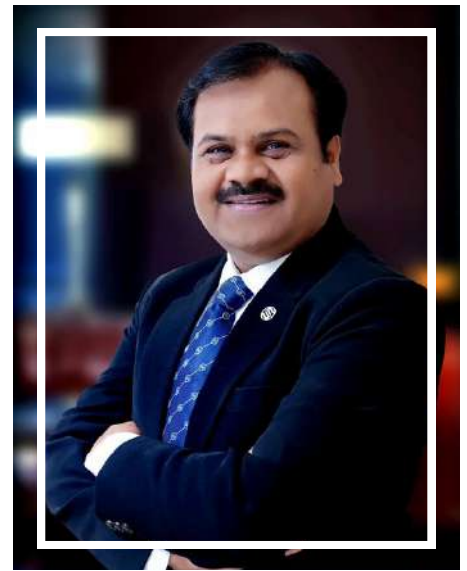
## **Our Commitment to Education**

We believe that success is built on a foundation of knowledge and ethical practices. Our robust education system, **ESESI (Ethical Success Education System India)**, is designed to provide our distributors with the tools, training, and support they need to succeed. Through ESESI, we instill the values of integrity, dedication, and excellence, ensuring that our community thrives in a sustainable and ethical manner.

## **Our Future**

As we look to the future, our commitment to health and wellness remains unwavering. We continue to innovate, expanding our product lines and enhancing our services to meet the evolving needs of our customers. Our vision is to create a world where wellness is accessible to all, and where every individual has the opportunity to lead a healthy, prosperous, and fulfilling life.

Join us on this remarkable journey and become a part of the Sunedge family. Together, we are not just making a difference; we are building a legacy of health and happiness for generations to come.



## Man Behind The Vision

**MR. CHHAGAN RATHOD**  
*Founder & Managing Director*

In the realm of health and wellness, few individuals stand out as beacons of inspiration and humility quite like **Mr. Chhagan Rathod**. As the visionary Founder and Managing Director of **Sunedge** Marketing Pvt. Ltd., he has been the driving force behind our mission to bring health and prosperity to countless lives.

With a humble beginning and a heart full of dreams, he embarked on a journey to transform the way people perceive health and wellness. His unwavering belief in the potential of holistic well-being, combined with his relentless dedication, has shaped **Sunedge** Marketing into the thriving enterprise it is today.

His vision goes beyond business; it is about creating a community where individuals are empowered to achieve their fullest potential. His leadership style is grounded in empathy, integrity, and a deep understanding of the challenges and aspirations of those he serves. Under his guidance, Sunedge Marketing has not only grown but has also become a family—a family united by a shared commitment to health, happiness, and success.

His journey is a testament to the power of perseverance and the impact of a purpose-driven life. Through **Sunedge** Marketing, he continues to inspire and uplift, proving that with the right mindset and unwavering determination, we can all achieve greatness.

Join us in celebrating the visionary leadership of **Mr. Chhagan Rathod**, whose passion for wellness and community is at the heart of everything we do. Together, we are not just building a company; **we are creating a legacy of health and prosperity for generations to come.**



# Vision & Mission

## Vision

Our vision with our Sun Edge distributors is simple and sustainable. Our excellence wellness products, highlighting the importance of Ayurveda available for all with our complete set value added services for our loyal customer and distributor experience along with golden opportunity of reaching exponential heights in direct selling business by adopting Sun Edge Freedom Plan provides a perfect gateway for any individual to realize their dreams of living life king size. We target to foster and implement organic farming methods with a fertilizer free environment for our produce to be internationally recognized in direct selling market..

## Mission

We at Sun Edge are on a mission to provide our distributors the most achievable platform to fulfill their dreams and aspirations. Through our set of core values focusing on a set pattern to provide the right direction under Sun Edge Freedom plan, our distributors have access to endless possibilities to accomplish during their direct selling career. With our vast product portfolio we aim to make India a "Nation Free from Chemicals With our ambitious team we further inculcate an environment of growth, prosperity and equality for all.



# ACHIEVEMENT

- India's fastest growing company in Direct Selling.
- Established in May 2016 (8+ Years Strong Profile)
- Headquarter in Pune & Offices at Satara, Mumbai
- Online & Offline Services all over India
- 250+ Products distributed through 10 brands
- 70% inhouse & 30% contract Manufacturing
- 55 Lakhs + happy Customers
- Highest retention of customers in the segment
- 4500+ Home Shops / Wellness Centres, 125+ Shoppes with 4 warehouses
- 25000+ Rank Achievers
- ESESI Strong Education System
- Ayurvedic Hospital (Panchakarma Centre) & Doctors OPD
- Proper promotion setup for Agriculture Business Development (like, Farmer Meeting )
- 700+ Mid segment & 25+ Luxury car achievers
- 150+ Dream Home Achievers
- 5500+ Foreign & domestic trip achievers



# CERTIFICATIONS





# OUR BRANDS



# PRODUCTS CATEGORY

HEALTH CARE

HEALTH CARE -  
ETHICAL EDGE

PERSONAL CARE

BEAUTY THERAPY

FOOD PRODUCTS

HOME CARE

VOGUEEDGE

AGRICULTURAL

VETERINARY



# BUSINESS PLAN

## 11 TYPES OF INCOME

- |                                       |             |
|---------------------------------------|-------------|
| 1. Retail Profit (RP)                 | = Up To 30% |
| 2. Direct Sale Bonus (DSB)            | = 7%        |
| 3. Growth Bonus (GB)                  | = 4% To 12% |
| 4. Silver Director Bonus (SDB)        | = 3%        |
| 5. Frontline Building Bonus (FBB)     | = 10%       |
| 6. Business Building Bonus (BBB)      | = 19%       |
| 7. Leadership Development Bonus (LDB) | = 27%       |
| 8. Travel Bonus (TB)                  | = 3%        |
| 9. Car Bonus (CB)                     | = 4%        |
| 10. House Bonus (HB)                  | = 4%        |
| 11. Royalty Bonus (RB)                | = 2%        |

**Total 91 %**

Sunedge offers very rewarding bonuses for your untiring efforts in promoting the business. Sunedge Freedom Plan is specifically designed with the view of providing an equal business opportunity; it is an Accumulative Plan, where you never slide down from your existing level and ascend higher on the ladder of success.





# 1. Retail Profit (Up 30%)

As a Sunedge distributor, you save this amount as the difference between MRP and Distributor Price. Sunedge offers a retail profit up to 30% on the products.

MRP (Maximum Retail Price) - DP (Distributor Price) = **Retail Profit (RP)**

Example : Rs. 10,000/- MRP - Rs. 7000/- DP = Rs. 3000/- RP

In a business month, if you buy Sunedge products worth Rs. 10,000 you save up to Rs. 3000 for yourself

# 2. Direct Sale Bonus (7%)

# SunEdge allocates 7% of the Company's monthly PV as Direct Sale Bonus (DSB).

This is computed by a "Point Sharing System" based on the Direct Sale Bonus points earned by the qualifiers.

DSB Point value varies each business month and is computed monthly as per the formula shown below:

Direct Sale Bonus Point Value = 7% of Company's Monthly PV / Total DSB Points Collected

Point Chart :-

1250 PV = 1 Point , 2500 PV = 2 Point, 5000 PV = 4 Point, 7500 PV = 6 Point, 15,000 PV = 12 Point

1. Direct selling bonus starts from 1250 PV and in multiples of 1250 PV
2. The Direct Sell Bonus is only available on your direct distributor first month purchases
3. A Maximum of 12 Points are counted on a direct distributor

Rank	DSB Qualify Condition	Total Depth	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Distributor To Below SiD	SPV : 500 PV	3	0.75	0.65	0.60															
Silver Director	SPV : 500 PV, GPV : 25,000 PV	5	0.75	0.65	0.60	0.50	0.50													
Pearl Director	SPV : 500 PV, BBB Achieve	6	0.75	0.65	0.60	0.50	0.50	0.25												
Emerald Director	SPV : 1000 PV, BBB Achieve	8	0.75	0.65	0.60	0.50	0.50	0.25	0.25	0.25										
Gold Director	SPV : 1000 PV, BBB Achieve	10	0.75	0.65	0.60	0.50	0.50	0.25	0.25	0.25	0.25	0.25								
Platinum Director	SPV : 1500 PV, BBB Achieve	12	0.75	0.65	0.60	0.50	0.50	0.25	0.25	0.25	0.25	0.25	0.25	0.25						
Diamond Director	SPV : 2500 PV, BBB Achieve	15	0.75	0.65	0.60	0.50	0.50	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.15	0.15			
Crown Director & Above	SPV : 3000 PV, BBB Achieve	18	0.75	0.65	0.60	0.50	0.50	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.15	0.15	0.10	0.10	0.10



### 3. Growth Bonus (12%)

As a Sunedge distributor, you save this amount as the difference between MRP and Distributor Price. Sunedge offers a retail profit up to 30% on the products.

GROWTH BONUS LEVEL	ACCUMULATIVE PV		% ACHIEVEMENT
	MIN PV	MAX PV	
PREFERRED CUSTOMER	0	2499	0%
DISTRIBUTOR	2500	7499	4%
ACTIVE DISTRIBUTOR	7500	14,999	6%
SENIOUR DISTRIBUTOR	15,000	49,999	8%
SUPER DISTRIBUTOR	50,000	80,000	10%
SILVER DIRECTOR	80,001 +		12%

Note -

1. A distributor has to earn the bonuses according to the level qualified.
2. To earn this Growth Bonus, the qualifying level of Purchase Volume (PV) has to be accumulated.
3. PRIME SILVER DIRECTOR – If you achieve 70,000 PV in a single business month, you qualify as as Prime Silver Director. This entity you to 12% Growth Bonus and SDB

### Rank Chart

RANK	CONDITION
Silver Director	80,001+ PV Group Business
Pearl Director	1 Leg Silver Director
Emerald Director	2 Leg Silver Director
Gold Director	3 Leg Silver Director
Platinum Director	4 Leg Silver Director
Diamond Director	6 Leg Silver Director
Crown Director	8 Leg Silver Director
Double Crown Director	10 Leg Silver Director
Universal Crown Director	12 Leg Silver Director
Double Universal Crown Director	14 Leg Silver Director
Ambassador Director	16 Leg Silver Director
Crown Ambassador Director	18 Leg Silver Director



## 4. Silver Director Bonus (3%)

# SunEdge allocates 3% of the Company's monthly PV as Silver Director Bonus (SDB). This is computed by a "Point Sharing System" based on the Silver Director Bonus points earned by the qualifiers. SDB Point value varies each business month and is computed monthly as per the formula shown below:

Silver Director Bonus Point Value = 3% of Company's Monthly PV / Total SDB Points Collected

RANK STATUS	QUALIFYING CONDITIONS	QUALIFYING DIRECTOR LEVEL IN %
Silver Director	25,000 PV	6 %

1. Silver Director Bonus is payable to qualified Silver Director
2. To Qualify for Active Silver Director rank min 25,000 PV group business required in a business month
3. For first time Silver Director level, you have to maintain your level without any Silver Director leg.
4. You can get silver director at any pearl & above rank (pearl, emerald, gold, or diamond & above) Unfortunately, if your business doesn't cross 28000 PV from any Silver & above leg and you maintain silver then you will get silver director bonus. But there will be a condition of double repurchase according to your old rank

## 5. Frontline Building Bonus (10%)

10% Income On Your All Direct Sponsor Income

1. Frontline Building Bonus is payable to Active Pearl Director and above ranks
2. Group business required in a business month To Qualify for Active Pearl Director = Side Volume 25000PV, Active Emerald = 20000PV, Active Gold = 16,000PV, Active Platinum = 10,000 and above no condition
3. To get FBB, your front leg distributor's total income (excluding front line bonus) should be more than Rs. 10,000/- Non-Qualifier in Frontline - If there is a non-qualifying distributor in the front leg and the following distributor qualifies, his total income (excluding FBB) should be Rs. 25,000/-

## 6. Business Building Bonus (19%)

# SunEdge allocates 19% of the Company's monthly PV as Business Building Bonus (BBB). This is computed by a "Point Sharing System" based on the Business Building Bonus points earned by the qualifiers.

BBB Point value varies each business month and is computed monthly as per the formula shown below:

Business Building Bonus Point Value = 19% of Company's Monthly PV / Total BBB Points Collected



1. Business Building Bonus is payable to Pearl Director and above
2. For Qualify for Pearl Director & above rank, side volume must as per BBB chart
3. Your BBB point is calculated as per BBB chart and your rank % slab

Rank	BBB Qualify Condition	SD Group	U	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Pearl Director	Side Group PV=25,000 PV	1	7	6	5																
Emerald Director	Side Group PV=20,000PV	2	7	6	5	4															
Gold Director	Side Group PV=16,000PV	3	7	6	5	4	3														
Platinum Director	Side Group PV=10,000PV	4	7	6	5	4	3	3													
Diamond Director		6	7	6	5	4	3	3	2	1	1										
Crown Director		8	7	6	5	4	3	3	2	1	1	1	1								
Double Crown Director		10	7	6	5	4	3	3	2	1	1	1	1	1	1						
Universal Crown Director		12	7	6	5	4	3	3	2	1	1	1	1	1	1	1	1				
Double Universal Crown Director		14	7	6	5	4	3	3	2	1	1	1	1	1	1	1	1	1	1	1	1
Ambassador Director		16	7	6	5	4	3	3	2	1	1	1	1	1	1	1	1	1	1	1	1
Crown Ambassador Director		18	7	6	5	4	3	3	2	1	1	1	1	1	1	1	1	1	1	1	1

## 7. Leadership Development Bonus (27%)

SunEdge allocates 27% of the Company's monthly PV as Leadership Development Bonus (LDB). This is computed by a "Point Sharing System" based on the LDB points earned by the qualifiers. LDB Point value varies each business month and is computed monthly as per the formula shown below:

$$\text{Leadership Development Bonus Point Value} = \frac{27\% \text{ of Company's Monthly PV}}{\text{Total LDB Points Collected}}$$

1. Leadership Development Bonus (LDB) is payable to Pearl Director and above
2. To Qualify for LDB qualifiers must have 70,000 PV group business from single leg with at least one Silver Director and above
3. If your silver director and above downline does not have a GPV 70,000 PV, then GPV of qualified / unqualified silver directors is rolled up till 70,000 PV is achieved.
4. There is a 'Minimum Guarantee' of at least 70,000 PV
5. Your LDB point is calculated as per LDB chart and your rank % slab

Rank	BBB Qualify Condition	SD Group	PD	ED	GD	PD	DD	CD	DCD	UCD	DUC D	AD	CAD	Extra Depth
Pearl Director	Side Group PV=25,000 PV	1	5											
Emerald Director	Side Group PV=20,000PV	2	5	5										
Gold Director	Side Group PV=16,000PV	3	5	5	5									
Platinum Director	Side Group PV=10,000PV	4	5	5	5	5								
Diamond Director		6	5	5	5	5	4	3						
Crown Director		8	5	5	5	5	4	3	2					
Double Crown Director		10	5	5	5	5	4	3	2	1				
Universal Crown Director		12	5	5	5	5	4	3	2	1	1			
Double Universal Crown Director		14	5	5	5	5	4	3	2	1	1	0.5		
Ambassador Director		16	5	5	5	5	4	3	2	1	1	0.5	0.5	
Crown Ambassador Director		18	5	5	5	5	4	3	2	1	1	0.5	0.5	0.5

## 8. Travel Bonus (3%)

SunEdge allocates 3% of the Company's monthly PV as Travel Bonus (TB).

This is computed by a "Point Sharing System" based on the TB points earned by the qualifiers. TB Point value varies each business month and is computed monthly as per the formula shown below:  $\text{Travel Bonus Point Value} = 3\% \text{ of Company's Monthly PV} / \text{Total TB Points Collected}$

1. Qualify to Travel Bonus have required Emerald Director & 2 qualified active Pearl Directors and above group directly or indirectly under him/her
2. For Travel Bonus you have required 2 BBB Achievers In 2 leg (1 Each Leg) - 53,000 in each Pearl director above any 2 leg in every business month
3. For Travel Bonus, you must achieve Business Building Bonus
4. This is also base upon the BBB qualifications and is paid out according to same

## 9. Car Bonus (4%)

SunEdge allocates 4% of the Company's monthly PV as Car Bonus (CB).

This is computed by a "Point Sharing System" based on the CB points earned by the qualifiers. CB Point value varies each business month and is computed monthly as per the formula shown below:

Car Bonus Point Value = 4% of Company's Monthly PV / Total CB Points Collected

1. Qualify to Car Bonus have required Gold Director & 3 qualified Active Silver Directors and above group directly or indirectly under him/her
2. For Car Bonus you have required 3 LOB Achievers in 3 Leg (1 Each Leg) - 1,05,000 PV in each Pearl Director above any 3 leg in every business month
3. For Car Bonus, you must achieve Leadership Development Bonus
4. This is also base upon the BBB qualifications and is paid out according to same

## 10. House Bonus (4%)

SunEdge allocates 4% of the Company's monthly PV as House Bonus (HB).

This is computed by a "Point Sharing System" based on the HB points earned by the qualifiers. HB Point value varies each business month and is computed monthly as per the formula shown below:

House Bonus Point Value = 4% of Company's Monthly PV / Total HB Points Collected

1. Qualify to House Bonus have required Platinum Director & 4 qualified Active Silver Directors and above group directly or indirectly under him/her with 1,25,000 PV required in that group )
2. For House bonus you have required 1,25,000 PV in each leg in every business month
3. This is also base upon the BBB qualifications and is paid out according to same

## 11. Royalty Bonus (2%)

SunEdge allocates 2% of the Company's monthly PV as Royalty Bonus (RB).

This is computed by a "Point Sharing System" based on the RB points earned by the qualifiers. RB Point value varies each business month and is computed monthly as per the formula shown below:

Royalty Bonus Point Value = 2% of Company's Monthly PV / Total RB Points Collected

CLUB STATUS	QUALIFYING CONDITIONS	QUALIFYING DIRECTOR LEVEL IN %
Millionaire Club	1,25,000 PV in 4 Silver Director & Above Leg	5 %

1. Royalty Bonus is payable to Millionaire Club & Above only
2. For Royalty Bonus you have required 1,25,000 PV in each silver director above any 4 leg in every business month

## Active Distributor

You can purchase any products of any amount for make a Preferred Customer. To active your unique Sunedge ID as a Distributor in Freedom Plan, You need to purchase products worth minimum 2500 PV in single or multiple invoice.

### Note :

1. Self Purchase required as per your rank, Distributor to Pearl D. 500 PV, Emerald & Gold 1000 PV, Platinum 1500 PV, Diamond 2500 PV, Crown & above 3000 PV
2. All Calculation is on Monthly basis & All bonus are paid to monthly basis

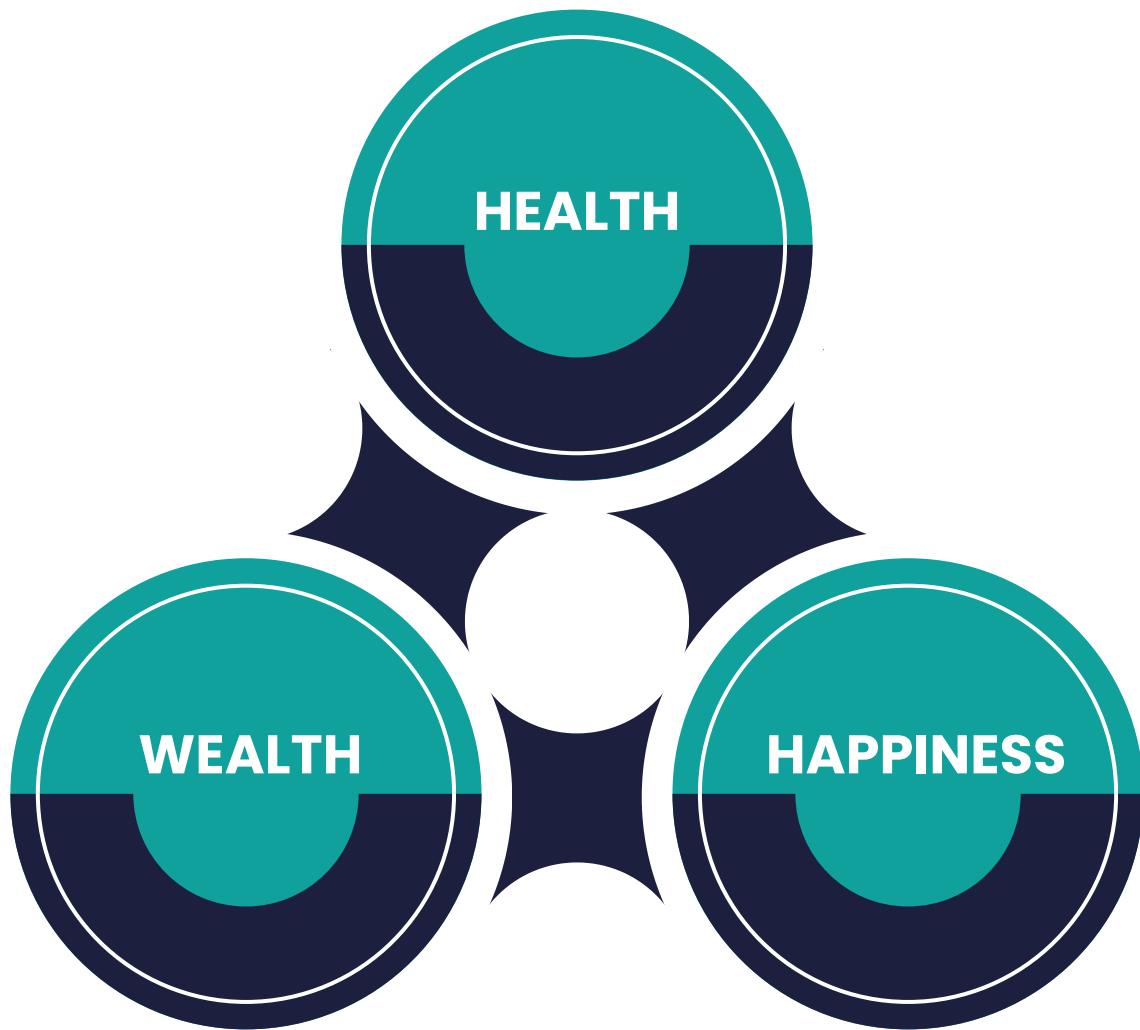
### Club Chart :

SR.	RANK	INCOME SLAB (Total Earning Wise)
1	IBO CLUB	50,000 - 1,00,000
2	STAR CLUB	1,00,000 - 2,50,000
3	SILVER STAR CLUB	2,50,000 - 5,00,000
4	BLUE STAR CLUB	5,00,000 - 10,00,000
5	GLOWING STAR CLUB	10,00,000 - 15,00,000
6	SUPER STAR CLUB	15,00,000 - 25,00,000
7	GOLDEN STAR CLUB	25,00,000 - 50,00,000
8	MILLIONAIRE CLUB	50,00,000 - 75,00,000
9	PRIVILEGE CLUB	75,00,000 - 1 CR.
10	PRIME CLUB	1 CR. - 2 CR.
11	ELITE CLUB	2 CR. - 3 CR.
12	ROYAL CLUB	3 CR. - 5 CR
13	FREEDOM CLUB	5 CR. - 7.5 CR.
14	PRESIDENT CLUB	7.5 CR. - 10 CR.
15	BILLIONAIRE CLUB	10 CR. +

## Best Features Of Freedom Plan

- Generation Type Business Plan
- Cumulative Plan
- Only promotions, No demotions
- Never reaches zero
- No re-qualification
- No Renewal
- Total **91%** Payout Distribution On PV
- No Capping
- Earn Unlimited Income
- Sales & Repurchase Base Plan
- 250+ Products range in 10+ Categories
- High Level Satisfaction Distributor & End Customer

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WHAT WE COMMIT...**



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