



# DXN Marketing India Private Limited

Reg.Off: No.69 (Old No.29), Eldams Road, Teynampet, Chennai - 600018.  
Tel: 044 - 49526583 / 49526584 Email: infodmi@dxn2u.com / Web: www.dxnindia.in

## DIRECT SELLER APPLICATION & AGREEMENT FORM

In order to become a Direct Seller of DXN, an applicant is required to complete and sign the Direct Seller Application form and shall irrevocably agree to abide by this Contract, Code of Conduct of DXN, the printed overleaf Rules & Regulations. DXN Marketing plan and any of its policies including but not limited to any variation, amendment or modification. The completed Application can be handed over to the Stockist, Branch or Head Office where registration receipt and official ID card will be issued. Please read the Rules & Regulations printed overleaf before filling this Direct Seller Application ("the Application"), the company offers free appointment of Direct Seller ("called Distributor") for DXN Marketing India Private Limited, herein after called "DXN" or "Entity". Applicants must be aged 18 years and above to be able to apply to become a Direct Seller. A Direct Seller is prohibited from submitting any false or inaccurate information to DXN. The entity reserves the right to accept or decline this Application Form without assigning any reasons.

Please Affix your  
Photograph with your  
signature  
(Do not staple)

### NAME OF THE APPLICANT (Mr/Ms/Others)

[Grid for Name]

Sex: Male ☐ Female ☐ Others ☐ Date of Birth: [Grid] Marital Status: Single ☐ Married ☐

PAN NO: [Grid] (Enclose Photocopy) PAN Applied: ☐

Father's Name (Mr)

[Grid for Father's Name]

### POSTAL ADDRESS:

[Grid for Postal Address]

Town: [Grid] Home Phone: [Grid]  
District: [Grid] Cell Phone: [Grid]  
State: [Grid] Office Phone: [Grid]  
Pin code: [Grid] Email ID: [Grid]

### Photo Identity Proof for address (Enclose Photocopy)

☐ Election Card ☐ Driving License ☐ Passport ☐ Ration Card ☐ Aadhar Card ☐ others \_\_\_\_\_

### SPOUSE NAME: (Mr/Ms)

[Grid for Spouse Name]

Spouse PAN No: [Grid]

### NAME OF BENEFICIARY (Mr/Ms)

[Grid for Beneficiary Name]

RELATIONSHIP WITH THE APPLICANT [Grid]

### BANK DETAILS : Bank (Full Name) (Enclose a Photocopy of Bank Pass Book or cancelled Cheque)

[Grid for Bank Name]

### Bank Account Number (Full Number):

[Grid for Bank Account Number]

### Branch Name (Location)

[Grid for Branch Name]

Account Type SB ☐ CA ☐

Branch Code [Grid]

Bank MICR Code [Grid]

Bank IFSC Code: [Grid]

### SPONSOR DETAILS

Sponsor's Code: [Grid]

Sponsor's Name [Grid]

### Declaration :

By signing this, I confirm that, I have been provided or have undergone Orientation Program with complete and accurate information on all aspect of DXN business through Trainings / Briefings / information available on www.dxnindia.in and further more, I hereby confirm that I have read and accepted the Direct Seller's (Distributor) Rules and Regulations as printed overleaf and hereby declare that all the information provided above is true and correct.

Applicant's Signature

Sponsor's Signature

Date [Grid] [Grid] [Grid] [Grid] [Grid] [Grid] [Grid] [Grid]

### FOR OFFICE USE ONLY

DATE RECEIVED [Grid]

CHECKED BY [Grid]

APPROVED BY [Grid]

### DXN DIRECT SELLER CODE

[Grid for DXN Direct Seller Code]

# Direct Seller Rules & Regulation / Contract Agreement

This Contract Agreement is made and effective on this date of enrolment between DXN Marketing India Private Limited, herein after called "DXN" or "Entity" and Mr. / Ms. Other..... herein after called "Direct Seller" or "Distributor", a person appointed or authorised, directly or indirectly by DXN through a legally enforceable written contract to undertake direct selling business on principle to principle basis.

## Definition:

For the purposes of the DXN MARKETING INDIA PVT LTD Rules and Regulations, unless the context otherwise requires or unless repugnant to or inconsistent with such context, the following words or expression shall have the following meanings:

### "Distributor"

Shall mean for the purpose of the DXN MARKETING INDIA PVT LTD

Distributorship Rules and Regulations, a person who has applied under clause-1 herein and whose application has been accepted by DXN.

### "DXN" shall mean

DXN MARKETING INDIA PVT LTD

### "PV"

shall mean "point value" as ascribed to DXN products and for qualification and status

### "PPV"

shall mean "Personal Point Value", i.e total PV generated from all personal cash bill transacted in a month

### "Product" or "Products"

shall mean products or produced distributed by DXN, or which bears the DXN label, Logo or Name

### "SCN"

shall mean Show Cause Notice

### "Sponsor"

shall mean an existing distributor who after fulfilling the eligibility criteria of a sponsor, introduces a prospect to be a Distributor of DXN and whose name appears on the new Distributor's Application and Enrollment form bearing an unique ID number, as Sponsor.

### "SV"

shall mean "Sales Value", as ascribed to DXN products for bonus and incentives unless the context otherwise requires or unless repugnant or inconsistent with such context, the following interpretation shall apply:-

- (a) References to clauses and sub clauses are to be construed as references to clauses of this DXN Distributorship Rules and Regulations ;
- (b) References to DXN Distributorship Rules and Regulations, Code of Conduct DXN Marketing plan and any of its policies, central or state legislation or provisions of such legislation shall include such provisions as modified, amended or re-enacted;
- (c) References to persons include any body corporate or partnership;
- (d) Words denoting the masculine gender include the feminine and neuter genders and vice versa;
- (f) Words denoting the singular number include the plural number and vice versa;
- (g) The headings to the clauses are for ease of reference only and shall not affect the interpretation of the DXN Distributorship Rules and Regulations; and
- (h) References to any party includes its successors in title and permitted assigns.

## 1. Application for Distributorship:

- 1.1. Only applicants aged 18 years and above may apply to become as a Distributor.
- 1.2. In order to become a Distributor of DXN, an applicant is required to complete and sign the Distributorship Application form and shall irrevocably agree to abide by the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan and any of its policies including but not limited to any variation, amendment or modification. Any application for distributorship is subject to the approval of DXN. The completed form can be handed over to the Stockist, branch or head office where registration receipt and temporary card will be issued. This temporary card is valid until the official card is issued and the distributorship form is approved by DXN.
- 1.3. A Distributor is prohibited from submitting any false or inaccurate information to DXN. A Distributor shall inform DXN of any changes affecting the accuracy of the Distributor's details. DXN reserves the right to immediately terminate any Distributorship in the event it determines that false or inaccurate information was provided by the said Distributor.

## 2. Status of Distributorship:

### 2.1. Application can be submitted for the following status:

- (a) Husband and wife are automatically deemed to be registered as joint Distributors with a single Distributorship code. If the husband or wife is found to have registered as a Distributor of DXN after the spouse has earlier been a Distributor of DXN, then the later registration of Distributorship will be cancelled and /or the whole group will be transferred to the spouse. However, in the event of a couple married after both of their joining dates, they are allowed to hold two separate Distributorship codes.
- (b) A corporation cannot be accepted as a Distributor of DXN. Nevertheless, if a Distributor wishes to change his Distributorship to a private company or a partnership, written approval from DXN shall be obtained. In the event DXN has approved the Distributorship application by a corporation or private company or partnership etc., any change to the equity structure has been done without the approval of DXN, DXN reserves the right to forthwith terminate the Distributorship.

- (c) Taking of multiple Distributorship in same name/proxy identity is strictly prohibited. Every applicant for Distributorship is required to tender /attach their photo identity proof along with the application.

## 3. Conditional Life Distributorship:

- 3.1. Distributorship with DXN is for a lifetime and no yearly renewal of distributorship is necessary PROVIDED THAT the Distributor has made at least one (1) personal purchase transaction with PV in each full calendar year. Personal purchase transaction refers to purchase of DXN Products(s) with PV, regardless of the amount, made under the Distributor's own name and distributorship code.
- 3.2. Failure to comply with the requirement in clause 3.1 shall render the distributorship to lapse on 1st January of the following calendar year without need of further notice. Reinstatement may be done provided that the Distributor purchase Products in a single cash bill with the required minimum monthly PPV required requiring for bonus of the concerned country. However, any reinstatement is subject always to the approval and policy of DXN.
- 3.3. A Distributor whose distributorship has lapsed may re-register as a new Distributor under the same or another Sponsor. For re-registration as a new Distributor, Distributor has to submit resignation letter of his old distributorship to DXN, and he will be considered and deemed as a new Distributor with the new distributorship code and therefore, not entitled to his former network.
- 3.4. A Distributor's distributorship shall be terminated if he (or any one of the spouse / partner/ party /member of the company including proxy) is directly or indirectly involved in any of the disciplinary cases such as:
  - (a) sponsoring other Distributors in an improper/invalid manner;
  - (b) changing the selling price of a product without obtaining prior approval of DXN;
  - (c) involved in other direct sales companies or any company having competition with DXN;
  - (d) in breach of DXN Rules and Regulations, code of conduct, DXN marketing plan or any of its policies;
  - (e) conducting any activities that directly or indirectly will bring negative effects to DXN or affect DXN goodwill;
  - (f) delivering, distributing or selling DXN's products of one country to another country (in which DXN's market has been established) without written approval from DXN;
  - (g) making false claims relating to the products or the DXN marketing plan.

## 4. Registration Fee :

The registration fee for taking distributorship is determined by DXN which is subject to change on issuance or announcement of any notice and takes effect immediately. Presently the registration of Distributorship is free of any charge. An interested prospect need to fill in and submit the completed Direct Seller Application and Agreement form to any DXN authorized outlet. On acceptance of the completed application form, the applicant will be enrolled as an Independent Distributor of DXN with an unique identity code (ID)

## 5. DXN Starter Kit :

Every distributor is encouraged to purchase the Starter kit/DXN business Manual in their own interest to learn the distributorship norms and promote the business in an ethical, efficient and productive manner with full knowledge of the company, products and Services offered.

## 6. Distributor's Purchase Order :

Products can be purchased by cash (or by any mode of payment so accepted by DXN) from DXN sales outlets and its valid stockist cash bill will be issued for each private purchase (Distributor). All purchases after the month end cannot be backdated from the date of purchase.

## 7. Entitlement to Monthly Bonus :

- 7.1. A Distributor is required to maintain a monthly PPV exclusively in one (1) country for bonus qualification and commissions overriding. Bonuses are paid according to DXN marketing plan when and where a Distributor has maintained the required monthly PPV.
- 7.2. In addition, DXN reserves the right to recoup any bonuses paid to any Distributor on products or services under the following circumstances:
  - (a) returned under DXN's buy back policy or expectations thereto established by an authorized stockist;
  - (b) returned to an authorized stockist under any applicable law; or
  - (c) stolen or obtained by fraudulent means.

## 8. Discrepancy in monthly Bonus statement :

DXN shall be informed in writing within thirty (30) days from the date of receipt of the monthly bonus statement of any discrepancy in the said statement after which at the end of the specified time period, all monthly bonus statement shall be deemed as final and conclusive and DXN shall not entertain any inquiry or complaint.

## 9. Suspension and Termination of Bonuses, Incentives and Benefits:

DXN reserves the full and absolute right, at any point of time, to withhold or suspend or terminate a Distributor's benefits including but not limited to bonuses, incentives, commissions, benefits, entitlements, etc., in the event:

Applicant Signature

- 9.1. A Distributor has been issued with a SCN for violating any provisions of the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies; or
- 9.2. A Distributor who is currently in the process of due inquiry conducted by DXN or allegedly violating any provisions of the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies; or
- 9.3. A Distributor who has been found liable by DXN for violating any provisions DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies; or
- 9.4. Pending the finalization of transfer of the Distributorship to beneficiary; or
- 9.5. Any other causes/reasons deems necessary and fit by DXN.

#### 10. Responsibilities of a Distributor

- 10.1. A Distributor is independent and is free to operate on his own. Therefore, a Distributor shall not claim or represent as an employee of or having employment representing himself as such.
- 10.2. A Distributor shall represent the products, services and opportunity of becoming a Distributor ethically and professionally.
- 10.3. No representation or sales offers may be made relating to products and services, which are in accurate as to price, grade, quality and liability.
- 10.4. No unreasonable, misleading, or unrepresentative earnings claims may be made no income guarantees of any kind shall be made.
- 10.5. A Distributor may not solicit or persuade any other Distributor to sell or purchase products or services other than those offered by DXN. A Distributor agrees that a violation of this rules inflicts irreparable harm to DXN and agrees that injunctive relief is an appropriate remedy to prevent it.
- 10.6. A Distributor is responsible for his own business decisions and expenditures.
- 10.7. A Distributor shall comply fully with the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies.
- 10.8. A Distributor is personally responsible and accountable for compliance with all applicable national, state, municipal and local laws and regulations.
- 10.9. A Distributor shall comply with all laws, regulations and codes of practice applying to the operation of his Distributorship and shall not engage in any activity which may bring disrepute to themselves or to DXN.
- 10.10. A Distributor shall not make any representation to a prospective recruit and/or customer which cannot be verified or make any promise which cannot be fulfilled. A Distributor shall not present any information to the customer/prospect in a false or deceptive manner.

#### 11. Restriction/Right to Area :

- 11.1. A Distributor is not allowed to have any right or impose any restriction to a particular area and are strictly prohibited to declare that they have any specific right on a particular area.
- 11.2. A Distributor is strictly prohibited to distribute or sell any DXN products specifically manufactured for a particular country in any other country unless written approval from DXN.

#### 12. Restriction on products :

- 12.1. DXN's Products are strictly prohibited from being sold or exhibited in grocery shops, stores, mini-markets / supermarkets, military stores, trade fair, e-commerce, commercial online platform or social media platform or on any online platforms which do not belong to DXN or not authorized by DXN unless the Distributor has obtained prior written approval from DXN. Any breach of this provision may lead to disciplinary action including termination of distributorship.

#### 13. Manner of selling and selling price :

- 13.1. The selling price of any DXN product is determined by DXN and no Distributor shall be allowed to reduce or increase the price including by way of tampering with the selling price as affixed or determined by DXN on the label or packaging of the product. Breach of this regulation shall result in having Distributorship suspended or terminated by DXN.
- 13.2. DXN reserves the right, at any point of time to revise the selling price including but not limited to PV and SV of the product without any prior notice, and the revised price so determined or fixed shall have immediate effect upon its official announcement.
- 13.3. A Distributor is not allowed to deliver, distribute or sell any products by way of discounts, free gifts, promotion that in aggregate or in any how are confirming the products are distributed or sold below or above the selling price so determined and permitted by DXN, unless the discounts, free gifts or promotion is organized and approved by DXN.
- 13.4. A Distributor is required to sell products to end users / consumers only under valid customer receipt wherein details of the sales transactions are mentioned along with the product refund policy/buyback guarantee provided by the company. Such receipt book is prescribed formats are available at the authorized sales outlets. Distributors have the option to print their own Receipt Book in the same format/ template as made available by the company.

#### 14. Product Claims :

- 14.1. A Distributor shall be held liable and responsible for false claims, misrepresentation etc., of the product quality, quantity, content, usage or benefits other than those mentioned in authorized product literature specified by DXN and all such acts shall lead to disciplinary action including suspension or termination of Distributorship.
- 14.2. No Distributor should or attempt to state or intimate that any product is approved by or bears special sanction of the ministry of a health or any other governmental authority.

#### 15. Improper sponsoring of Distributor and penalty :

- 15.1. Improper sponsoring : Improper way of sponsoring Distributors in the following context are prohibited:

- (a) Sponsoring a Distributor who is already a Distributor of another group;
  - (b) Sponsoring the spouse of a person who is already a Distributor of another group.
- 15.2. The following actions will be taken if improper sponsoring is proven to have occurred:
- (a) Distributorship shall be terminated with immediate effect. If the Distributorship is terminated, all Distributors who were improperly sponsored will be transferred to their original sponsors.
  - (b) If the spouse (B) of a Distributor (A) is found to have become a Distributor of another group, B's Distributorship will be terminated immediately and Distributor under B will be transferred to A
  - (c) Penalty letters will be issued to all those who are involved
  - (d) No arrears of bonus will be considered

#### 15.3. Proxy and its Penalty:

If a Distributor establishes a group not under his hierarchy but has self-interest in the development of the group, the Distributor is deemed to have been involved in this activity and his Distributorship will be suspended or terminated and the group established by Proxy will be transferred to the Sponsor.

#### 16. Involvement in other Direct Sales Company :

- 16.1. A Distributor who has achieved the status of Star Ruby and above is not allowed to be involved directly or indirectly (including by Proxy) in any activities of other direct sales Companies or other activities that will bring negative effects to DXN. Any Distributor who Commits such offence shall have his Distributorship terminated immediately by DXN
- 16.2. A Distributor shall not directly or indirectly and whether on his own behalf or with or for any other person solicit, promote or recruit any member of their down line organization to join or participate in any other direct selling or network marketing business or to distribute, sell or promote any products or services competitive with DXN.

#### 17. Breach of the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan and Any of its policies.

- 17.1. If a Distributor breaches any provisions of the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies, the Distributor's Distributorship may be suspended or terminated immediately.
- 17.2. During the period of DXN investigation or issuance of SCN or suspension notice for the alleged violation of the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies, the following shall be applied:
  - (a) DXN may provide verbal warning or issue a warning notice to the Distributor for the violation of the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies;
  - (b) In the event of a SCN is issued to a Distributor, the Distributor shall within fourteen (14) days from the date of the same provide his written explanation relating to the allegations for consideration by DXN. DXN reserves the right to suspend the said Distributor from participating or carrying out activities which includes but not limited to placing orders, making sales or purchase, dealing with DXN's products, dealing with networks, sponsoring, modifying Distributors information, attend training, participate in DXN's activities, participate in promotional activities or incentives campaigns, receiving bonuses, commissions or incentives until a final decision is made by DXN.
  - (c) In the event of the Distributor failing to provide any written reply to the said SCN within the said period, DXN shall have the right to impose such action as it considers proper.
  - (d) On the basis of any information obtained from collateral sources or from DXN's investigation of the statements and facts taken together with information submitted to DXN during the response period, DXN shall make a final decision regarding the appropriate remedy, which includes the termination of the DXN's Distributorship. DXN reserves the right to impose any remedies for similar violations of DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies on a case-by-case basis. DXN will notify the Distributor of its decision and all remedies will be effective forthwith as of the date on which notice of DXN decision is served.
  - (e) In the event of termination of the Distributor's Distributorship, the Distributor's Distributorship/ status and all benefits pursuant to the DXN marketing plan including but not limited to benefits on promotion activities, incentives campaigns, entitlements shall be forfeited. Henceforth, the terminated Distributor is automatically prohibited from dealing in whatsoever manner with DXN's products, networks and activities.
  - (f) Any Distributor so terminated may apply for new Distributorship from DXN after a period of six (6) months. However, acceptance of the application is subjected to the verification and approval by DXN.

#### 18. Beneficiary :

- 18.1. A Distributor may appoint any person of the same nationality as his beneficiary. If no beneficiary is named in the Distributorship form, the beneficiary shall be the next of kin. However if there is a dispute relating to the beneficiary after the death of a Distributor, the appropriate court shall decide the beneficiary. DXN reserves the right to suspend any benefits including but not limited to bonuses and commissions until a final decision is made by the court.
- 18.2. A Distributor shall not transfer, allocate, or otherwise transfer any right conveyed under his Distributorship to any person without the written approval from DXN. A Distributor may delegate his responsibilities but he is ultimately responsible for ensuring compliance with the applicable laws and regulations.



## 19. Properties of DXN:

- 19.1. DXN logos, trademarks, service marks, product names, and other tangible or intangible commercial assets, registered or otherwise, videotapes, stationeries, printed materials, provided and related to DXN are the properties of DXN. They are not to be used, extracted or reproduced by any Distributor without prior written approval from DXN.
- 19.2. All promotional materials including but not limited to flyers, business cards, pamphlets, brochures, book prepared in accordance with the sub-clause below, may be distributed through personal contact only. They may not be posted in public places, mass mailed, put in mail boxes, or disseminated by any other non-personal contact means. Materials may not be disseminated through unsolicited fax or E-mail message.

## 20. Distributor Agreement:

An Agreement between a Distributor and DXN takes effect as soon as the Distributorship is approved by DXN.

### 21. Transfer of Distributorship :

Transfer of Distributorship is divided into two categories:

## 21.1. DEATH

If a Distributor passes away, the beneficiary will automatically take over the Distributorship. If no beneficiary is named, the transfer of Distributorship will be determined as per the law prevailing in the country. Simultaneously, DXN reserves right to suspend any and all benefits including but not limited to bonuses, commissions until the issue is resolved.

### 21.2. INDISPOSITION:

A Distributor who has reached the age of 65 years or unable to continue the DXN business due to health complications which, if accepted by DXN shall be allowed to transfer the Distributorship to anyone as he wishes or to his beneficiary.

## 22. Double Registration :

- 22.1. A married couple at the point of registration as DXN Distributor shall be given a common code, that means a single DXN Distributorship entity, thus, at any one moment, a registered DXN Distributor with a married status is prohibited to apply or acquire an additional new Distributorship under his own or under his spouse name.
- 22.2. In the event that a double registration has been detected and confirmed as such, DXN reserves the right and shall terminate the newer Distributorship code with immediate effect without further reference or notice. Accordingly, DXN shall transfer all the newer Distributorship code's down - lines and accumulated PVs to the old Distributorship code.
- 22.3. Disciplinary action such as suspension or termination shall be initiated against any Distributor or Sponsor who is directly, indirectly or accidentally found to be involved in double registration.

### 23. Request for Changing Sponsors :

- 23.1. Application for change of Sponsor is not allowed by DXN.
- 23.2. If a Distributor insists on changing his Sponsor, he can write to DXN to terminate his existing Distributorship and wait for six (6) months before re-applying for Distributorship under a new Sponsor.
- 23.3. For a Distributor whose Distributorship has lapsed may request to change his Sponsor by re-registering as per following the procedure stated in Clause 3.
- 23.4. A Distributor shall not directly or indirectly encourage, persuade, involve or assist another Distributor to transfer to a different Sponsor. This includes the act of offering financial or other tangible or intangible incentives or benefits to induce the Distributor to terminate his existing Distributorship and then re-register under a different sponsor. Any Distributor found liable to be involved in such practice may result in his Distributorship to be suspended or terminated immediately.

#### 24. Buy Back Policy :

- 24.1. DNX practices Buy Back Policy to ensure maximum satisfaction to its end users/consumers or Distributors. This policy allows every Distributor or consumer to return unsold DNX Products in its original condition and of merchantable quality within 30 days from the date of purchase to the seller. Product in the "original condition and of merchantable quality" means the products which are still in market, with price label intact and clean, unopened box and in good condition. The Distributor must fill the Distributor buy back forms and submit the same to any of the DNX offices, outlets or branches under acknowledgment. DNX reserves the right to reject any returned product that does not meet such specification or condition.
- 24.2. Distributors on resignation/ termination of Distributorship are entitled to return all unsold products purchased by them during the preceding Six months prior to resignation as long as the said products are in sealed condition, merchantable quality and within reasonable shelf life, as determined by DNX.
- 24.3. DNX reserves the right to deduct any bonus paid on the product returned to it by its Distributors to the extent it has been paid/enjoyed by the said Distributor who returns the products. Otherwise, the bonus paid on the returned products will also be recovered from the other Distributors who have enjoyed the same.
- 24.4. Products returned should be accompanied with the following documents:
  - (a) Relevant cash bills/invoices(only original copy is considered valid);
  - (b) Filled in Buyback form
- 24.5. DNX will send the full refund against the product returned by a crossed cheque / fund transfer to Bank Account subject to any deduction mentioned under Clause 24.3. The cheque / fund transfer will be made within Thirty(30) days from the returned date.
- 24.6. Distributors are advised not to over purchase. Purchase of Products should be made on realistic estimation of the customer's order.

## 25. Distributor Website Regulations :

- 25.1. Any Distributor who wish to establish link to DXN website or any of its subsidiary companies must submit application, stating its purpose and be approved by DXN prior to posting the link.

- 25.2. No site references DXN, its Products or link to DXN or DXN website to make unsubstantiated income or Product claim.
- 25.3. No site should make it appear that it is DXN subsidiary or that the site is in any way sanctioned or endorsed by DXN.
- 25.4. All sites linked to DXN or any of its subsidiary companies must clearly state in a highly visible location that they are operated by independent Distributor.
- 25.5. The Distributor's website must not display DXN logo, trademark, or its Products. Any text related to or describing the link to DXN website or any of its subsidiary companies must be in strict accordance with specifications approved by DXN.
- 25.6. A Distributor is fully responsible, accountable and liable for any misuse or misrepresentation of the website. Any violation of this clause and its sub-clauses thereto shall lead to disciplinary action such as suspension or termination of the Distributor's Distributorship.

## 26. Promotion Activities and Incentives Campaigns :

- 26.1. Distributors shall abide with the respective rules and regulations governing all promotion activities and incentives campaigns.
- 26.2. At any point of time of the promotion activities or incentive campaigns, if any Distributor is under investigation for disciplinary cases or has been or about to be issued a SCN for violation of DXN Distributorship Rules and Regulations, DXN reserves the absolute right, at any point of time, to suspend or disqualify any Distributor from any and all promotion activities or incentives campaigns.

**27. Litigation and claims :**

In the event any Distributor is charged with any infringement of any, proprietary right of any 3rd party arising from any DXN proprietary assets, or if the Distributor becomes the subject of any claim or suit related to that Distributor's business-related conduct or any other action that directly or indirectly negatively affects or puts DXN, its reputations, or any of its tangible or intangible assets at risk, the affected Distributor shall immediately notify DXN. DXN may, at its own expenses and upon reasonable notice, take whatever action it deems necessary (including, but not limited to, controlling any litigation or settlement discussion related thereto) to protect itself, its reputations, and its tangible and intangible property. A Distributor shall take no action related to that claim and suit, unless obtained DXN's written consents.

## 28. General Business Ethics :

- 28.1. A Distributor agrees that he shall not make any misleading, unfair, inaccurate, or disparaging comparisons, claims, representations, or statements about DXN its products, services, or commercial Activities; other persons other companies (including competitors); their products; or their commercial activities.
- 28.2. A Distributor agrees that any claim or representation concerning the opportunity must be congruent with, and limited to those found in the materials and literature currently distributed by DXN. Those claims and representations must also be advanced in accordance with any applicable laws, ordinances, and regulations, etc.
- 28.3. No Distributor shall represent that, any person can or will receive profits or revenues without substantial effort on his own behalf. Under no circumstances, the business opportunity would be portrait as a "Get Rich Quick Scheme".
- 28.4. No Distributor shall make or advertise any unreasonable or misleading representations in respect of potential earnings.
- 28.5. A Distributor understands that sponsorship right stands vested to a newly joined Distributor only on completing 1000 PPV, engaging in multiple sales transaction.
- 28.6. All Distributor incentive / commission paid by the company is inclusive of any service tax or other statutory taxes as may be levied by the government and payable in respect of the said Distributor commission and no other additional amount is payable to the Distributors by DXN apart from the bonus or commission as already paid.
- 28.7. On signing the Direct Seller Application & Agreement Form, the applicant/ Distributor agrees to receive all communications forwarded by the company to his mailing address, land line, mobile or email including all short messages sent via SMS to his mobile at any time during the day. The said communication shall not be construed as a violation of privacy. Distributor unwilling to receive such messages need to intimate the company in writing.

### 29. Rights of DXN :

DXN reserves the full and absolute right, at any point of time, even without any prior notice to change, vary or amend or modify the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies and to withdraw or suspend or terminate the Distributorship of any Distributor or person as and when necessary.

**30. English Version Shall Prevail :**

In the event of doubt as to true meaning concerning the DXN Distributorship Rules and Regulations, or any portion thereof in relation to its translated versions, the English Version Shall Prevail.

### 31. Arbitration :

Should any dispute arise between DXN and a Distributor, the parties shall attempt to resolve such dispute in good faith by direct negotiations and conciliation. Should the parties fail to resolve the dispute, the dispute shall be submitted to arbitration in accordance with the provisions of the Arbitration and Conciliation Act 1896, but subject to the following:

- (a) the place for arbitration shall be either New Delhi or Chennai;
  - (b) there shall be one (1) arbitrator;
  - (c) the arbitrator shall be appointed either by mutual consent or by DXN.
32. I acknowledge that I have read and understood and agree to the terms set forth in this agreement.

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## Introduction to DXN

### What is DXN

DXN was founded by Dato' Dr. Lim Siow Jin, After more than 20 years of careful research and scientific analysis, discovered the specific benefits of Ganoderma or Lingzhi and its corresponding effects on human health with the establishment of DXN in 1993.

The core business activities of DXN include cultivation, manufacturing and marketing of the health food supplements. Its product lines include dietary supplements, food and beverages, personal care products, skin care & cosmetic, household products and water treatment system. It has different product certification with recognitions.

In its core business of network marketing, the rapid global expansion of DXN is recognized internationally by its vast growth of members worldwide and its amplification of footprint in key strategic locations. With over six million registered distributors worldwide, DXN is solidifying its position as the world leader in Ganoderma products. It operates in over 60 countries, with network in more than 180 countries.

### Unique Elements of DXN

1. One Dragon - The entire process cultivation, processing and marketing is solely done by the Company under strict quality control.
2. One World One Market - Each and every distributor enjoys worldwide bonus with single membership
3. One Mind - The company and the distributors single-mindedly concentrate on doing DXN business.
4. The company offer free registration of Membership where the Direct Seller / Distributor does not require to pay any entry fee.
5. Direct Seller / Distributor is not under compulsion to do any minimum purchase to be associated with company.
6. Company offer Buyback for all its products.
7. DXN Plan ensure that direct sellers / Distributor shall receive remuneration derived from the sale of goods and not merely by joining the Direct Seller / Distributor under them.

**Our philosophy of providing Low Price, High Quality products and keeping a solid Profile while generating High Income is very appropriate for direct selling.**

### DXN in India

DXN Products distribution started in India from 1999, at present through DMI, DXN products are made available throughout the Country by its 400 Stockiest / Service Centers. It assesses the product availability and Online customised support for any Direct Seller is empowered by DXN E - wallet System, through which Direct Seller can track his business growth.

### DXN Products Range:

The following categories of product made available by DXN to Direct Sellers, which bears the DXN Label and Logo.

1. **Ayurvedic & Natural food Health Supplements**
2. **Food & Beverages**
3. **Personal & Skincare Products**
4. **Others**

### DXN Business and Bonus (Remuneration) System

#### A. COMPONENTS OF BONUS

DXN offers an unique marketing plan which caters to all segments of Direct Sellers. DXN Marketing plan is very easily accessible and Dynamic, yet very tremendous in terms of payments. The plan offers & different components which ensures benefits in various stages of growth of a Direct Sellers. It is carefully designed so that there is fair distribution of commission in different levels of status based on the monthly performances.

Through DXN Marketing Plan a Distributor can earn through:

- a). Retail profit margin:

The Direct Seller is first benefitted by retail margin which is much easier but massive in profit which is up to 25%.

The Retail profit is the difference of amount which a Direct Seller gets while selling products purchased in DP to a non-member in MRP. This profits is up to 25 % which a Direct Seller can make from the day he joins DXN, wherein he does not require to maintain minimum PV or sponsor immediately and can still enjoy profit from our Company.

- b). Discount on Personal Purchase:

After the Direct Seller starts sponsoring he will be able to acquire the other components of bonus.

c). Income through product sold by a Direct Sellers and his team is computed by various types of Bonus as below:

#### Bonus 71 % on SV and cash incentive

- a. Group bonus - 6 - 21%
- b. Star group bonus - 25 - 37%
- c. Development bonus - 15%
- d. International profit sharing - 2 %
- e. Leadership bonus - 15%
- f. Travel seminar incentive - 2 %
- g. One time Hand Phone cash Incentive - Rs. 12,500/-
- h. One time overseas trip cash incentive - Rs. 1,00,000/-

The Direct Seller will also be able to attain status as

1. SA – When your accumulated GPV is more than 45,000
2. SR – When you sponsor 3 First Generation SA under you
3. SD – When you sponsor 6 First Generation SA under you.

Your status increases after this, when every diamond line increases under you from 1 to 20, your status increases as ESD, SSD..... CD..... CA.

The company recognises the Direct Seller when he achieves each status during their recognition nite programme which is a grand event organised exclusively to recognise the achievers.

The Direct Seller will be generating Point Value as he purchases and purchases are made by people sponsored under him. The percentage bonus also grows based on his performance. The percentage of bonus for group is based on accumulated GPV on the first hand and then increases as your status grows up and based on your monthly performance, as shown in below table.

### B.STATUS AND BENEFITS:

Status		Summary of DXN Marketing Plan							
Accumulated PV	Retail Profit	Personal Bonus	Star Group Bonus	Development Bonus	Leadership Bonus	4 Types of Incentives			
						Recurring Incentive		One time Incentive	
	Upto - 25%	6% - 21%	25% - 35%	37%	Upto - 15%	Upto - 15%	Profit Sharing 2 %	Travel Seminar Incentive 2 %	Handphone Incentive Rs. 12,500/-
1000 PV	6%								
3000 PV	9%								
10000 PV	12%								
20000 PV	15%								
32500 PV	18%								
45000 PV	21%								
<b>DXN Distributor</b>									
<b>DXN Distributor - Star Agent</b>									
<b>Maintains 1000 PV</b>									
<b>Qualified Star Agent</b>									
<b>Maintains 3000 PV</b>									
<b>Qualified Star Ruby</b>									
<b>Qualified Star Diamond</b>									
<b>Maintains 37% Status</b>									
<b>Qualification</b>									
<b>Exec. Star Diamond</b>									
<b>Crown Ambassador</b>									

Status:  
SA : Distributor who accumulates 45,000 GPV  
SR : Star Agent who has 3 SA in first generation

Status:  
SA : SD has 6 SA in first generation.  
CA : SD who has sponsored 20 SD as downline in separate lines.

The travel seminar incentive is a unique feature of our marketing plan, where the TSI points are calculated every month and added to your account. At the end of the year the Direct seller who completes the yearly target points will be able to participate in the Travel seminar trip which is absolutely free for the participant including Airfare, Accommodation, Food and sightseeing and many more attractions every year. The Direct seller who is working very hard year long will have chance to relax himself in world's beautiful destinations without spending from their pockets. DXN also offers One Time Incentives twice in his business with us.

**Hand phone Incentive:** which is a onetime incentive of Rs. 12,500/- given to SR to reward them when 3 immediate SA with accumulated GPV of 60,000 is developed under your personal sponsor.

**Overseas incentive** which is one time incentive of 1 lakh given to the Direct seller whose immediate 5 downlines receive hand phone incentive.

These incentives are very attractive and motivating for the upcoming groups to value their performances.

#### DXN Business Opportunity and Meetings:

DXN provides different kind of seminar, Workshop, Distributors Training and Leadership Training pan India. Qualified distributor/leaders are recognized and Achievers will be offered International Promotional trips as well as trips within India held at different locations every year.

#### DXN Business Support

It provide business places with identified jurisdictions to enable Direct Seller / Distributor seller to acquaint themselves with price of products, return or replacement of products and efficient delivery of goods and services, and post-sale redressal of grievances. Company provided support through website, providing education and training both offline as well as online. Company address all queries by call and through our website [www.dxnindia.in](http://www.dxnindia.in)

#### Brief Abstract:

1. Free of cost to associate with DXN business
2. DXN allows to return product under Buy Back policy with guarantee
3. DXN allows cooling period of 6 months
4. DXN will pay remuneration only on sale of goods
5. DXN provides appropriate training tool
6. DXN provides best marketing plan for financial freedom

#### Disclaimer:

General : DXN reserves the full and absolute right, at any point of time, even without any prior notice to change, vary or amend or modify the DXN Distributorship Rules and Regulations, Code of Conduct, DXN Marketing plan or any of its policies and to withdraw or suspend or terminate the Distributorship of any Distributor or person as and when necessary.

Disclaimer for Marketing plan: The calculations of commissions, sample illustrations are for information purpose only. All commissions and incentives are based on individual's performance and on completion of required minimum PV, status and yearly quotas.