



# **DXN Marketing India Pvt. Ltd.**



## **NEW SERVICE CENTRE POLICY**

**(Effective Date – April 1<sup>st</sup>, 2025)**



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DXN

# **1. Requirements and Conditions for Service Centre Application**

## **1.1. Minimum and Basic Requirements to qualify as an applicant for Service Centre irrespective of Class.**

1. The applicant must be Indian citizen and must be at least 18 years old at the moment of application.
2. The applicant must not represent any other person except spouse in this contract.
3. The applicant must have been a resident in the area for which they are applying for at least one year. The proposed location should be within a 15 km radius of their residence. *(If the residence is more than 15 km away, the application will be considered on a case-by-case basis, subject to management approval.)*
4. The applicant must be eligible only one service center in India not to allow additional place of business any part of India.
5. The applicant must not have any criminal records and good financial stability. *(All the application must come with a previous 6-month bank statement, credit bureau report and Police Verification Report)*
6. The applicant must have knowledge of 6 (Six) Basic training modules, should be able to provide training to others.
7. The applicant must have a service centre located in a commercial area. If the service centre is in a residential area, it should be an exclusive space dedicated solely to DXN Business Operations. Additionally, the location must meet all the requirements necessary for the proper functioning of the service centre.
8. Applicant not to use "DXN" name in service centre name by taking GST / FSSAI/ Bank etc.,
9. The applicant must operate DXN Business a minimum of 6 days a week, with business operation hours of at least 8 hours per day.

*To be continued in Next page.....*

### 1.2. Class wise requirement and conditions to apply for Service Centre

Particulars	Class-A	Class-B	Class-C
<b>Member Status</b>	Qualified Star Diamond (QSD) and above in last six months with minimum DGPV of 30,000 and above	Qualified Star Diamond (QSD) and above in last six months with minimum DGPV of 25,000 and above	Qualified Star Agent (QSA) and above in last six months with minimum TGPV of 20,000 and above
<b>Minimum Active Downlines in that area:</b>	50-75	30-50	20-30
<b>Recommendation from upline:</b>	Triple Diamond & above	Double Diamond & above	Star Diamond & above
<b>Initial Purchase order Value</b>	Rs.10,00,000/-	Rs.5,00,000/-	Rs.3,00,000/-
<b>Minimum Reorder/ Subsequent Order Value<sup>#</sup></b>	Rs. 50,000/-	Rs. 50,000/-	Rs. 50,000/-
<b>Minimum Distance from Nearest Service Centre*</b>	7 km	5 km	3 Kms **
<b>Minimum Sales Target: <sup>##</sup></b>	Rs.10,00,000/- & above	Rs.5,00,000/- & above	Rs.3,00,000/- & above
<b>Probation Period:</b>	6 (Six) months	6 (Six) months	3 (Three) months

Note –

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- If less than a minimum order, courier charge at actuals should be borne by the Service Centre
- In exceptional circumstances, a Service Centre may place a monthly order below ₹50,000 but not less than ₹20,000 without incurring courier charges. However, this facility is not intended to be used regularly and should not be taken for granted. Raising such a bill will be subject to the discretion and approval of the State PIC.

\* These minimum distance criteria may be waived at the company's discretion if the service centre is not performing and meeting its obligations

*## If a Service Centre fails to maintain a minimum of Rs.1,00,000 in sales consecutively for three months, we will issue three notices one after another. If the responses are not satisfactory, we may proceed with the Termination of Service Centre Agreement*

*\*\* (In metro cities – Within 3 kms will also be provide as per company discretion, especially in Bihar State and Metro cities subject to the Management approval*

### 1.3. Service Centre Infrastructure Required

The proposed Service Centre must have the capacity to provide the basic installations required, as outlined below. The grading system will affect the total area and training room capacity, while other conditions will remain the same.

#### 1. Area requirements and Meeting Hall capacity based on Class.

Class-A	Class-B	Class-C
Total area must be 1000 sq. ft. and above, with a training hall seating capacity of 50 persons.	Total area must be 500 sq. ft. and above, with a training hall seating capacity of 20 persons.	Total area must be 300 sq. ft. and above, with a training hall seating capacity of 10 persons.

#### 2. Space must also include:

- a. Product Display
- b. Sales Counter
- c. Warehouse/Storage Area
- d. Toilet

#### 3. Must be equipped with

- a. Computer with Internet access
- b. Phone, Printer and Scanner
- c. White Board (With Marker and Eraser)
- d. Notice Board
- e. Common Sign Board which preferably must be hung outside the Service Centre. (Size:4x3sq)
- f. Advertising of Product Posters
- g. Projector or TV
- h. Conference Chairs
- i. Electric Fan / Air Conditioning (for Counter area and for Training Room, for convenience purposes.)

### 1.4. Commission and other Incentives.

The following outlines the commission structure and incentives applicable to service centers:

#### 1. Service Centre Commission

The service center commission will be calculated based on the Sales Value (SV):

Service Centre Sales (Rs.)	% on SV
Sales Less than 1,00,000/-	8%
Sale 1,00,000/- to 1,99,9999	9%
Sales Rs.2,00,000/- and above	10%

#### 2. Online Computer Incentive (Fixed)

A fixed incentive will be provided based on the sales achieved:

Service Centre Sales (Rs.)	Amount (Rs.)
Sales Rs.2,00,000/- to Rs.2,99,999/-	Rs.2000/-
Sales Rs.3,00,000/- to Rs.5,99,999/-	Rs.2500/-
Sales Rs.6,00,000/- and above	Rs.3200/-

#### 3. Extra Incentive

Stockists mandatorily need to maintain their SA/SD Status qualification on his/her personal network code to receive additional incentives based on the following slabs:

Service Centre Sales (Rs.)	Amount (Rs.)
Sales Rs.2,00,000/- to Rs.3,99,999/-	Rs.2000/-
Sales Rs.4,00,000/- to Rs.5,99,999/-	Rs.4000/-
Sales Rs.6,00,000/- to Rs.7,99,999/-	Rs.6000/-
Sales Rs.8,00,000/- to Rs.9,99,999/-	Rs.8000/-
Sales Rs.10,00,000/- and above	Rs.10,000/-

*To be continued in Next page.....*



### 4. Special Incentive Scheme

#### Eligibility Criteria and Incentive Details for Service Centers:

A special incentive will be provided to eligible stockists based on their service centre category, as follows:

- Class A & Class B Category Service Centres: ₹3,000/-
- Class C Category Service Centres: ₹2,000/-

#### To qualify, stockists must meet the following conditions:

##### a. Monthly Qualification

Maintain PPV 3,000 and PGPV 20,000 under their personal network code.

##### b. Weekly Minimum Purchase

- **Class A:** Minimum purchase of ₹2,50,000/- (in single or multiple orders).
- **Class B:** Minimum purchase of ₹1,25,000/- (in single or multiple orders).
- **Class C:** Minimum purchase of ₹75,000/- (in single or multiple orders).

##### c. Minimum Monthly Sales

- **Class A & Class B:** Sales must exceed ₹5,00,000/- during the month.
- **Class C:** Sales must exceed ₹3,00,000/- during the month.

##### d. Billing Days

- The service centre must operate for 20–25 billing days in the month.

### 5. Promotional Meeting Incentive

A promotion Meeting Incentive of Rs. 2,000/- will be provided to the Stockiest who fulfil the following condition irrespective of Class of Service Centre

- Maintain Minimum Sales of 2,00,000 and above.
- Monthly 4 Meetings from any 6 basic modules at the Service Centre.
- Minimum attendance should be equivalent to the minimum capacity of the training hall based on the class.
- Meeting schedule should be submitted to the company in the last week of each month for the following month's meetings.
- Attendance sheet and meeting photos should be submitted to the company before the month end.

### 6. Quarterly Growth Incentive

Class-A	Class-B	Class-C
<b>Rs.10,000/- worth of DP Product</b> <b>Condition: -</b> <ul style="list-style-type: none"><li>• Minimum monthly Sales Rs.10 Lakhs and above during the Quarter</li><li>• 10 % Growth compared to last Quarter.</li></ul>	<b>Rs.7,000/- worth of DP Product</b> <b>Condition: -</b> <ul style="list-style-type: none"><li>• Minimum Monthly Sales Rs.5 lakhs and above during the Quarter</li><li>• 15 % Growth compared to last Quarter.</li></ul>	<b>Rs.5,000/- worth of DP Product</b> <b>Condition: -</b> <ul style="list-style-type: none"><li>• Minimum Monthly Sales Rs. Rs. 3 Lakhs and above</li><li>• 20 % Growth compared to last Quarter.</li></ul>

### 7. Commission on Non - PV Products

A predetermined fixed amount will be provided for the sale of Non-PV products. The commission amount will vary depending on the product.

### 8. New Distributor Enrolment Commission

For each new distributor enrolled with PV through the service center, a commission of Rs. 5/- per enrolment will be paid.

### 9. TDS Certificate Printout Commission

Service centers providing TDS certificate printouts to distributors will be entitled to a commission of Rs. 5/- per quarter.

### 10. INKIT Reimbursement

For every new distributor enrolment under the service center code, an amount of Rs. 5/- per form will be reimbursed to the stockist.

*To be continued in Next page.....*



### 1.5. Documents Required to Submitted:

- 1) Applicant's Indian Address and Photo ID Proof.
- 2) Copy of proof of residency (Rent agreement/Telephone Bill / Electricity Bill / Gas Bill etc.,).
- 3) Service Centre application - Questionnaire and Self-evaluation form (download from DXN Marketing India Pvt. Ltd. (website: [www.dxnindia.in](http://www.dxnindia.in)) properly filled out.  
*(Please remember it should contain the signatures of the applicant and the person who recommends the application.)*
- 4) Applicant's Latest last 6 months Bank Statement & Credit Score Report.
- 5) Police Verification Certificate should not be older than one month from the date of application.
- 6) Proposed Service Centre Geolocation.
- 7) Clear picture of the possible place to be rented if the application is approved\*. The pictures should be of all the areas, for example: training area, warehouse area, sales area, etc.(optional)  
*(\*The company does not approve or encourage applicants to rent a place or area before their application has been approved or a decision has been made.)*
- 8) Purchase Order stating the products you wish to buy in your initial purchase, with a minimum purchase amount based on the Class of the Service Centre you are applying for.  
*(Mandatorily Minimum 5 units of Each Non-PV product available in Order form should be included in the Initial Order)*

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## 2. Distance Criteria Guidelines for New Service Centre Policy

Currently, we only have one distance criterion of 7 km for Service Centre (SC), which prevents any confusion. However, as we move toward different classifications of SC with varying distance criteria, it's essential to address potential scenarios that may arise. Here's why the minimum distance criterion is crucial in our policy:

1. It assures existing Service Centre's that no new stock point will be established within the set distance, providing them confidence and security.
2. It ensures new service centre applicants understand the distance they must maintain, reducing confusion when identifying new locations.

Now that we are dealing with different classes, each with their own criteria, we must anticipate various scenarios and create appropriate guidelines. After discussions with Stockist Department and analysing potential issues, we have formulated the following guidelines to avoid confusion in all situations.

### 2.1. New Service Centre (SC) Applications

1. If both the existing and applying SC are of the same class, the distance criteria for that class will apply.
2. If the existing and applying SC are of different classes, the applying SC must follow the distance requirement of the higher-class SC. This means that even if the applying SC is for a lower class, it must still be at the required distance from any higher-class SC nearby.

#### **Examples:**

- If there is an existing "Class A" SC (7 km distance requirement) and someone applies to open a "Class C" SC (3 km distance requirement), the new "Class C" SC must be at least 7 km away from the existing "Class A" SC.
- Conversely, if there is an existing "Class C" SC (3 km distance requirement) and someone applies to open a "Class A" SC (7 km distance requirement), the new "Class A" SC must be at least 7 km away from the existing "Class C" SC.

## 2.2. Reclassification of Existing Service Centre (SC)

### 1. Upgrading a Service Centre Class (Lower to Higher):

- a. If there are no other SC within the distance criteria required for the new, higher class, the SC can remain at its current location i.e. if no nearby SC are violating the distance criteria of the new higher class, the existing location is acceptable.
- b. If there are other SCs within the distance range required by the new, higher class, the SC being upgraded must comply with the distance requirement of the higher class. This means the upgraded SC must either:
  - i. Relocate to a location that meets the distance requirement for the new class, or
  - ii. The SC being upgraded may continue operating from the same premises if it agrees to accommodate the existing SCs within the new distance range. This accommodation requires the upgraded SC to submit written consent to the Company, confirming that it agrees to remain in proximity to other SCs, despite the distance requirement of the new class.

#### Examples:

- If there are two "Class C" SCs, each 3 km apart, and one is being upgraded to "Class B" (which requires a 5 km distance), the upgraded "Class B" SC must either move to a new location at least 5 km away from the remaining "Class C" SC or provide written consent to continue operating within the 5 km range.
- Similarly, if a "Class B" SC and a "Class C" SC are 5 km apart, and the "Class B" SC is being upgraded to "Class A" (which requires a 7 km distance), the upgraded SC must either relocate to maintain a 7 km distance from both SCs or choose to remain in its current location by providing written consent to the Company.

### 2. Downgrading a Service Centre (SC) Class (Higher to Lower):

- a. When a SC is downgraded from a higher class to a lower class, no relocation is required, as the distance criteria for the lower class are less stringent. The existing SC will already meet the reduced distance requirement if it remains at the same location.

- b. If the stockist wishes to change the location after downgrading, then the distance criteria for new SC appointments will apply, and the stockist must adhere to the relevant distance criteria accordingly.

### 3. Implementation of New Service Centre Policy

#### 3.1. Effective Date:

This Policy is Effective from April 1<sup>st</sup>, 2025

#### 3.2. New Policy Implementation for New Service Centre (Appointed on or after the Effective Date):

All new Service Centre appointments and remuneration will follow the New Service Centre Policy and Standard Operating Procedures (SOP).

#### 3.3. New Policy Implementation for Existing Service Centre (Appointed before the Effective Date):

1. Applicability: Applicable to Both Permanent and Temporary Stock Points
2. Transition Period: A six-month transition period will be established from the Effective Date. During this time, existing Service Centre will remain under the current policy. This transition period will also be used to conduct inspections of the current Existing Services Centre's to evaluate their stock and infrastructure. This assessment will ensure that the classification of existing stock points is carried out accurately and appropriately.
3. Voluntary Conversion: Existing Service Centre's may voluntarily apply for conversion to the new policy during the transition period and conversion will be subjected to completion SC inspection.
4. Mandatory Conversion & New Remuneration Structure: After the transition period ends, all existing Service Centre's will be classified according to the new policy, subject to the evaluation of their sales, inventory, and infrastructure. The new remuneration structure will then be applied based on their new classification.
5. Distance Criteria: During the transition period, the distance criterion for existing SC will ascertain based on New Service Centre Policy.

By implementing these guidelines, we aim to ensure a smooth transition to the new policy while providing ample time for existing Service Centre to adapt.

### 4. Disclaimers

6. The proposed area will be subject to ocular inspection.
7. Please be advised that a comprehensive agreement will be required to be executed upon the approval of the application. The requirements and conditions outlined herein are not exhaustive. All terms and provisions will be fully detailed and binding as specified in the final agreement to be executed upon approval of the application.
8. DXN reserves the full and absolute right to approve or disapprove a Service Centre application and DXN will not be responsible if any monetary loss arises during the process of application.
9. 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 conditions / requirements and when necessary.

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