

DXN LIFE

INDIAN EDITION

For Internal Circulation only

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Vol. 1 July 2015



Company & Products
Certified
TGA, GMP, ISO
HALAL, BSTI

Market
Leader **in**
Ganoderma

65 Countries
Establishments
worldwide

22 Years of
Successful
Operation
Worldwide



50,00,000+
Distributors
all over the world

25 Largest
Direct Selling
Company
in the world

ONE World
Market

160+ Countries
Consumer
worldwide

ONE Dragon
Company

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CEO's Message

Greetings to everyone!

DXN began its operations in India in the year 2000. Since then, the DXN market in India has grown in leaps and bounds. In order to serve the DXN India market better, DXN launched DXN Marketing India Pvt Ltd (DMI) on 1st February 2015. DMI is a subsidiary of DXN Malaysia and was established to ensure better management and service for all our DXN members in India.

DMI has already begun to show promise with the implementation of changes that are aimed to help our DXN Leaders grow in their business while adhering to our “Low Price, High Quality; Low Profile, High Income” philosophy. With successful programs and seminars across India plus product and sales promotions such as the “March Mega Offer”, the positive growth of DXN India is guaranteed. Our next focus is to introduce more new products that will take into account the needs of the India market. To better serve DXN India, plans are also in motion for the manufacturing of products in India itself.

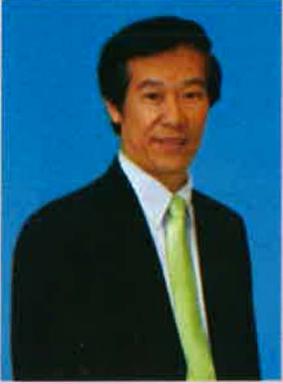
In keeping with our “One World One Market” concept, DXN's global expansion is at full force. There are currently over 1960 branches, stockists and service centers in every region and continent across the world. This global penetration and contribution from our extended DXN family worldwide, led to DXN attaining the 25th position worldwide in the Direct Selling News (DSN) Global 100 ranking for the year 2015. This award is proof of how far we have come and the honour does not only belong solely to DXN but belongs to every leader in India and other parts of the world as it is thanks to the diligent effort from all of you that this position was achieved.

Our intention in the years to come is to tap the India market's full potential. We aim to create better opportunities for everyone in India and to improve the lives of the people in India, health wise and financially. We are confident that with quality products and the tireless effort from all our distributors and leaders, DXN India will, in time, become a powerful force to be reckoned with.

Best wishes

Dato Dr. Lim Siow Jin
DXN Founder and CEO

Director's Message



As an international company, DXN has ventured into more than 160 countries worldwide and according to the World Direct Selling Association, DXN is ranked Number 25 in the world for the year 2015 with an annual sales of USD 780 million. How can DXN do that? It is because of you. It is from India that DXN is able to develop the network throughout the world. Without you, DXN can't go that far for sure. Are you proud of yourself? Yes, DXN is proud of you! Thank you for your unwavering support to DXN all these years.

DXN has been here in India for the past 14 solid years. Over this period of time, we have witnessed the various stages of growth from the survival stage, to the development stage and then the expansion stage. We are now undergoing another crucial stage of growth for the future. Though we are facing a crisis, we will be able to navigate through with our wealth of experience in crisis management worldwide under the strong leadership of our Founder and CEO Dr. Lim Siow Jin. Crisis is nothing uncommon to us as an international company because at any year there is bound to have a branch in certain country around the world having to go through some kind of crisis.

In DXN Culture, we treat crisis as a challenge to give us a golden opportunity for making changes to achieve paradigm shift in our growth. A paradigm shift that will bring about exponential growth in the income of our distributor to attain financial freedom. This is not a promise but rather a commitment. A commitment comes with responsibility. We are committed to your success only if you are willing to submit to our system for success. In choosing a company for you to engage as a life partner, it is paramount for you to rely on a system that is proven for success using the same company, products and marketing plan throughout the world for the past 20 years. In this system, we emphasize more on training programs that will provide real life business education which will focus on the personal development of our distributors in their drive to become successful.

From the management, we are determined to serve our valued distributors. We will ensure the frontline services to improve by leaps and bounds. Beyond the frontline staff, we will also ensure that though they work away from the watchful eyes of the distributors, they are the ones who can determine the efficiency and effectiveness of the service rendered.

Above all, we would like to express our heartfelt appreciation and gratitude to the Committee Members of Consortium, Superstockists, Stockists, leaders and distributors who have contributed their conscientious and relentless time and effort for the successful launching of DXN Marketing India Pvt. Ltd (DMI) on the 1st of February, 2015 as the sole agent authorized by DXN to distribute its products in the Indian market.

We look forward to the coming years with much vigor, enthusiasm and hope.

Thank you,

Teoh Hang Ching

Director.



CROWN AMBASSADOR



JWALA ENTERPRISES 099000017

Our Mission is to prevent diseases through the King of herbs - Ganoderma Lucidium and to make India malnutrition and anaemia free through the promotion of the queen of nutrition - Spirulina

East or West DXN Products are the best, Hats off to our beloved Dato' Dr. Lim Siow Jin.

Come, join us to make India Hale, Healthy and Disease free.

1st Crown Ambassador Couple, DXN India.

Prof. K N Vasupalaiah - Chairman, Central Consortium.

Dr. Rathna Vasupal.

SUMAN SHARMA 099234179

1. Future belongs to those who challenge the present.
Dr. Lim wants you to become crown (Live life king size).

2. Prevention is always better, safer & economic than cure. (To feel good do good).

3. If there is true leadership, there cannot be any problem, if any thing is greater that is possible only.

BY TEAM WORK



TRIPLE CROWN DIAMOND



DOUBLE CROWN DIAMOND



SANTOSH DEOKAR 099381103

Due to DXN, I changed my life as an electrical maintenance engineer to health & wellness businessman.

DXN is really a gold mine. It only needs to understand, use it and build through huge network.

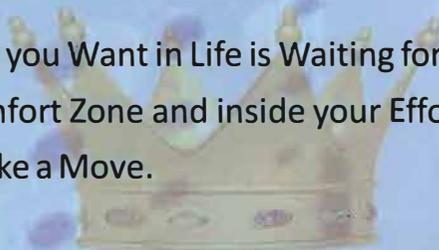


**EXECUTIVE SENIOR
CROWN DIAMOND**



**BHARAT GARG
099290543**

"Everything you Want in Life is Waiting for you, outside of your Comfort Zone and inside your Effort Zone" Just Need to Make a Move.



JAI DXN



**SENIOR
CROWN DIAMOND**

**VIJAYKUMAR RAJANIKANT PATEL
099396618**

First I used and shared the product and maintained relationship with the people. Approached maximum Number of persons for this opportunity. Joined interested people to do the business, gave them knowledge, make a duplication, be in regular contact with our consumers convert them to members.

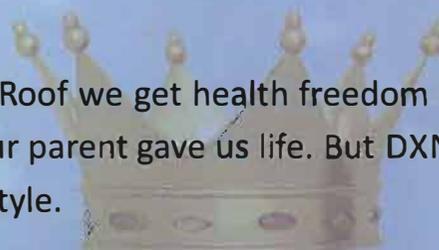


SENIOR CROWN DIAMOND



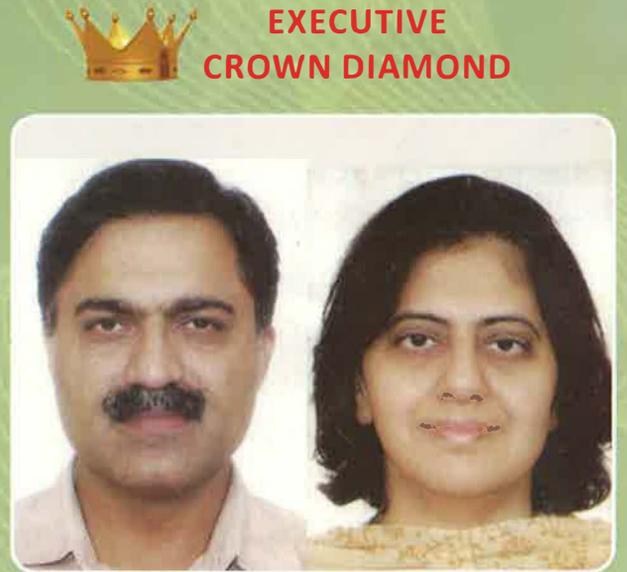
**SAROJ KUMAR JENA
099046908**

Under DXN Roof we get health freedom & economic freedom. Our parent gave us life. But DXN provide us the real life style.



KABIR DHINGRA
099111033

DXN is the "REAL MLM" company which gives Health, wealth & happiness to all worldwide, DXN has real consumable Healthcare products. Blessing for all the wise consumers worldwide."



**EXECUTIVE
CROWN DIAMOND**



CROWN DIAMOND



VINOD KUMAR GUPTA
099179506

When you need the best advice in this world, you always talk to yourself (soul). Just convince your soul that you want to achieve Crown Ambassador by 2016 in DXN, no one dare to stop you.



CROWN DIAMOND

BENEESH KUMAR MP
099005972

Knowledge is power, we get DXN knowledge from our news letter. Through this positive power we have to acheive health, wealth and happiness. Hearty wishes to DXN news letter



**GANESH ENTERPRISES - S.N.SHETTY,
099097219**

DXN Products are incomparable to any other. Incorporation of DXN Culture is sure to transform ordinary person to an extraordinary human being. Dreams, willingness to learn, explore, self confidence, work ethics, teachability, focus are the prime keys that opens your door towards success.

"NEVER GIVE UP, NEVER EVER GIVE UP"



CROWN DIAMOND



CROWN DIAMOND



JAI PRAKASH LAL 099142869

DXN gives us great and secure career with nice incentive, extra bonus of health & wealth! Through this business entire world is getting connected with each other & getting lots of benefits.



CROWN DIAMOND

**SURENDRA PRASAD
091056401**

When you join in DXN, first you believe on DXN leaders and all its products. Do team work daily for development of team then you will be successful.



Product

REISHIGANO

An Ayurvedic preparation derived from the fruit body of medicinal mushroom-*Ganoderma lucidum* that keeps the body healthy and enhances longevity.

It strengthens immunity, cleanses toxins, improves blood circulation, relieves stress and normalizes/corrects metabolic functions.

- Immuno - modulator
- Metabolism booster
- Normalizer
- Stress reliever
- Energizer
- Detoxifier
- Anti-oxidant
- Improves blood circulation
- Anti - inflammatory & anti - microbial



RG

GANOCELIUM

GL

An Ayurvedic preparation derived from the root extract viz mycelium of medicinal mushroom *Ganoderma lucidum* that keeps the body healthy and enhances longevity.

Strengthens immunity, improves blood circulation, relieves stress, promotes neurological health and normalizes/corrects metabolic functions.

- Immuno-modulator
- Metabolism booster
- Normalizer
- Stress reliever
- Energizer
- Anti - oxidant
- Improves blood circulation



Spirulina is considered as World No.1 Super Food due to its rich nutrition. Spirulina is rich in proteins (contains all basic strains of amino acids), Beta Carotene, Vitamin B Complex, Essential Fatty Acid (GLA), Chlorophyll, Xanthophyll, Anti-Oxidants, Minerals and Trace Elements. It is the best alkaline food for the whole family. Spirulina is specially recommended as a source of nutrition for pregnant women and growing children.

DXN Spirulina has been procured from choicest sources who undertake ecological farming to cultivate quality Spirulina under controlled conditions. The same is processed under stringent international standards to deliver the best in quality and value.

- Strength
- Growth
- Energy & Efficiency
- Vitality

Recommended Usage :

- Consume Daily
- Take 4 to 6 capsules per day

For Best Results - Consume DXN Spirulina before meal/empty stomach or after light meal.

DXN Spirulina





Light up your day with DXN Reishi Tea

☞ Every cup of Reishi Gano Tea gives an alluring aroma, rich colour & great taste

☞ The presence of Ganoderma in Reishi Gano Tea relieve stress & giving a refreshing feeling.



With Ganoderma

Product



World's 1st Ganoderma / Spirulina 100% Natural MILLET COOKIES.

Madhuram MILLET cookies Truly Healthy powered with Ganoderma/Spirulina.

Madhuram means a sweet experience.

ONE PLUS ONE equals ELEVEN.

One Power of Natural Millets +

One Power of Gano/Spirulina → ---1+1= 11 ---→

No Artificial
Flavours, Colours
& Preservatives.



100 % Natural
Ingredients.



ONE PLUS ONE equals ELEVEN.1+1=11.

- 1.No Artificial Flavors.
 - 2.No Artificial Colours.
 - 3.No Artificial Preservatives.
 - 4.No Cholesterol.
 - 5.No Transfat.
 - 6.No Refined flour/Maida.
 - 7.No Genetically Modified Organisms (GMO).
 - 8.Only Whole Grains (Millets, Whole Wheat).
 - 9.Extra Dietary fiber.
 - 10.Chemical free/Sulphurless Brown Sugar used.
 - 11.Powered with Immune Boosting
Ganoderma/ Super Food Spirulina.
- Storage: In airtight container once pouch is open.



Coffee GL Bajra/Pearl Millet



Spirulina Bajra/Pearl Millet



Chocolate GL RAGI/ Finger Millet

How To Get Your Bonus

Every product you purchase has Point value (PV) which is mentioned in your order form.

The Personal PV (PPV) is calculated every calendar month.

One should complete minimum 1000 PPV in a calendar month to be eligible for bonus.

Once you are eligible for bonus, IPIN for bonus will be sent to you by sms. Please secure your IPIN for all future bonus withdrawals. If you have not registered your mobile number or changed your mobile number, please contact Customer Service or your State PICs.

Bonus is dispersed to all members by two modes:

1. E-wallet
2. NEFT transfer to the bank account.

E - WALLET



If a member is eligible for bonus, less than Rs.3500/-, then the bonus will be credited in the E - Wallet account.

The bonus credited in E- Wallet can be utilised to buy products in the subsequent purchases using the IPIN number.

NEFT WITHDRAWAL PROCEDURE



You can withdraw the amount in E- Wallet by NEFT when you accumulate more than Rs.1000/- .

* to use this facility the member has to login in our bonus website using IPIN number and give pay request for E-Wallet balance.

E - Wallet balance will remain till purchased or withdrawn and doesn't have lapse period.

MONEY TRANSFER



If a Distributor is eligible for bonus above Rs.3500/-, then he can choose to get the bonus in form of Money transfer.

* If the option is not chosen by the member, then default mode of E-Wallet will be chosen.

HOW TO GET MONEY TRANSFER BY NEFT



To enable money transfer by NEFT, the member has to add his account details with the Distributorship details by submitting a request letter and cancelled cheque (new format with IFSC code) to us.

Once the bonus amount exceeds Rs.3500/-, the member can choose the bonus option as NEFT money transfer in our bonus login using the IPIN number. This is one time procedure and later all the bonus will be automatically credited in the respective Bank account.

For all further queries, please call Customer Service or your State PICs.

Business without Boundaries for financial freedom



Most exciting enterprise of 21st century is Network Marketing. Generally Most People are allergic to the term "Marketing". They think that they have to go out and meet a lot of people to sell products. Nobody wants to be a salesman.

Then how does Network Marketing work?

Why people from all categories join here ?

Why from Doctors to Labourers, from Engineers to Professors to a Farmer or from any other profession, trade or work are attracted to this industry.

The reason is - It is a business of People and not product. It is a business of relationship not conventional sales. Your contact or relationship builds the enterprise. It is a business of the people by the people and for the people. A True Democratic distribution of Wealth. That is why Network Marketing is called " Democratic Capitalism ", where everyone has the equal opportunity to accumulate wealth. It is the choice of each individual who joins the industry What they want to be.

The leading company like DXN with Global Ranking published in 2015, at 25th amongst top direct selling companies in the world by measure of 2014 revenues with the sales of \$780 Million (about Rs.5000 crores), truly gives us a Global Opportunity to build our network all over the world as DXN products has spread its wings to over 150 countries during the last 23 years. Therefore, those who are ambitious in business have this global opportunity to grow through spreading their network without boundaries through DXN Vision of "One World, One Market".

It is a True Free Enterprise. A LAISSEZ FAIRE Doctrine -What "Father of Economics" Adam Smith had Advocated.

Freedom of Choice is the Basic Foundation of Network Marketing, which is the ultimate synergism for wealth creation in the free market economy. Leveraged income and exponential growth are the most powerful factors which attract millions of people to this industry.

Network marketing business has crossed more than \$178.5 billion around the globe in 2014 and going to be a trillion dollar industry in the coming years. India being the latest addition to this sector has crossed the combined sales of all direct selling companies to reach \$1 billion (Rs.6300 crores) for the first time in 2012. India's market for direct selling with the right policy stimulus is likely to reach Rs. 64,500 crores by 2025, from current volume of Rs. 7200 crores. If proper policy framework is established, this industry has huge potential for future growth creating large number of self employment and micro entrepreneurs.

DXN with its most powerful products from Ganoderma Lucidum -King of Prevention which has been used for thousands of years and Spirulina - Queen of Nutrition, known since life on earth came into existence 3.6 billion years ago, can rock the network marketing business in India explosively.

All of us must concentrate on pure business with this unlimited demand for Health in Wellness sector now known as Wellness Revolution, to encash the opportunity to create unlimited wealth.

Never ever the time is so right than RIGHT NOW, for those who are ambitious to build huge business in wellness industry as there is no better and smarter solution to diseases than prevention. Prevention is better than Cure.

At the end, We wish all of you who are focused to change your own lives to concentrate and further build a large network in DXN business and to positively impact millions into Wellness and Wealth.

Don't think- Just do it. All of you can. You have our support along with the support of our huge 5 million global DXN family.

By-Prof.K.N.Vasupalaiah M.A., M.PHIL (Economics), & Dr.Rathna Vasupal (M.B.B.S, F.C.G.P, F.A.G.E, E.C.F.M.G, Specialist in Family Medicine).

1st Crown Ambassador Couple, DXN India.

Prof. K N Vasupalaiah - Chairman, Central Consortium.

Our Branches - INDIA



Regional Office :

71/1, First Floor, Najafgarh Road,
Shivaji Marg, Delhi-110015
Opp to Haldiram's
Ph No.: 011-40150150

Corporate Office :

New No.69 (old No.29), Eldams Road,
Teynampet, Chennai - 600 018
Tamil Nadu, India
Tel : 91-44-49526583-84.
Email : infodmi@dxn2u.com

State	Address
BIHAR	Ankur Rastugi, Near Golden Ice Factory, Exhibition Road, Patna, Bihar - 800 001 Landline : 0612 - 3227728
GOA	Adhinath Residency, Gf5 Plot.no. 16 & 174, Survey No. 27/5, Sao Jose De Areal At Mugalli, Davarlim, Goa, - 403 709 Landline : 0832 - 2860334
GUJARAT	No. 17, Parivar Society, Part-1,b/h, Satyagarah Chhavani, Premchandnagar Road, Satellite, Ahmedabad - 380 015
HARYANA	Ch. Sultan Singh Arcade, 2nd Floor, At Sonapat Stand, Opp SHADI Ram Petrol Pump, Nr. Ambedkar Chowk, Jhajjar -124 103 Ct. No. : 8929899734
JHARKHAND	Shop No. - 14 (Backside), 2nd Floor, Roshpa Tower, Ranchi, Jharkhand - 834 001 Landline : 0651 - 2332749
KARNATAKA	152/(2/3), 9th Cross, Near Arvinda Bhavan, Ist Phase, J.p. Nagar, Bangalore - 560 078 Landline : 080 - 26548345
MADHYA PRADESH	195-A, 2nd Floor Zone-1, M.P.Nagar, Infront of DB Mall, Adjacent to Sahara India, Bhopal, Madhya Pradesh - 462 011 Landline : 0755 - 4285396
MAHARASHTRA	C/o .Iaxman Sonba Jaid,gat No.47/1, At Post Chimbli (phata) Tal Khed, Pune - 412 105
MAHARASHTRA	No.5, A Wing, Karishma Building, Madhavdas Pasta Road, Dadar (East) Mumbai - 400 014 Ct. No: 9833442624
ODISHA	1-h, Mahaveer Apartments Link Road, Badambadi Cuttack - 753 012 Landline : 0671 - 2335021
PUNJAB	1172/11,Gurbax Colony, Nr.Kumbli Wala Gurudwara,Patiala Punjab - 147 001 Landline : 0175 - 2371240
RAJASTHAN	No : 207, Kateva Nagar, New Sanganer Road, Sodala, Jaipur, Rajasthan Landline : 0141 - 2294667
UTTAR PRADESH	Office No. 703, 7th Floor , Titanium Building, Plot No. Tcg - 1/1, Shalimar Corporate Park, Vibhuti Khand, Gomati Nagar Lucknow - 226 010 Landline : 0522 - 4041479
UTTAR PRADESH	A-21, Ground Floor, Sector-67 Noida Uttar Pradesh - 201 301 Landline : 0120 - 2484170
UTTARAKHAND	Bajpur Road, Near Hidle Sub Station, Udham Singh Nagar, Uttarakhand, Kashipur - 244 713 Land Mark Opposite Degree College Ct. No: 0886804777

For further details / local stockist address visit www.dxnindia.in



Inaug





Invitation



Glimpse of our New Modules

It is Simple Easy & Duplicatable

- Attractive & bright photos
- Updated informations & simple explanations
- Comes handy in form of flip book and booklets
- Convenient to Carry and use
- It is simple easy & Duplicatable

Business Opportunity Meeting Training Department – DMI (DXN India)



- Replaced with old style of BOM
- Carefully designed to induct new members

- Module constructed based on the core values, belief, principles, philosophy & concept of DXN
- Highly motivating and Inspirational

DXN Culture

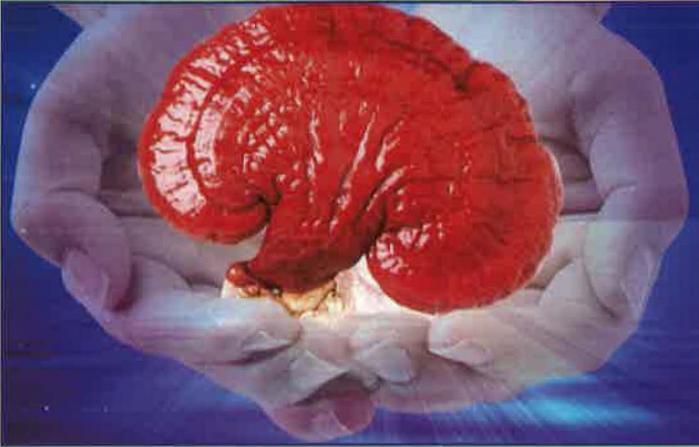


New Distributors Training (NDT)



- Carefully designed to train the new distributors to take the right first step
- Explain about the attitude, the basic and importance of
 - Using the products
 - Sharing the Benefits
 - Building the Network

Ganotherapy



- Effectively designed to create demand for our products
- Addresses all the products queries through
 - 4 Basic Principles
 - Food Theories
 - Group of consumer and how to approach

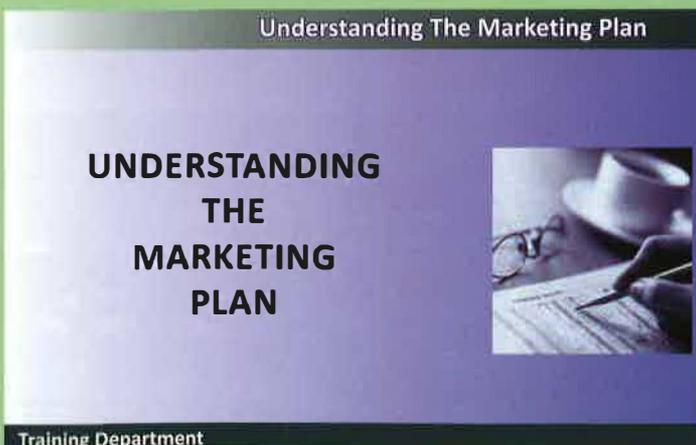


Product Knowledge Training

- Module to train on the
 - Differentiation strategy
 - Special features of the products
 - Correct product positioning for well being
 - Skill to use product knowledge for creating demand

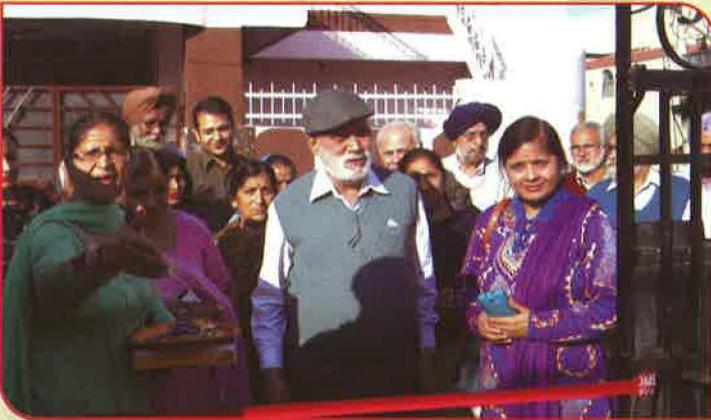


Understanding The Marketing Plan

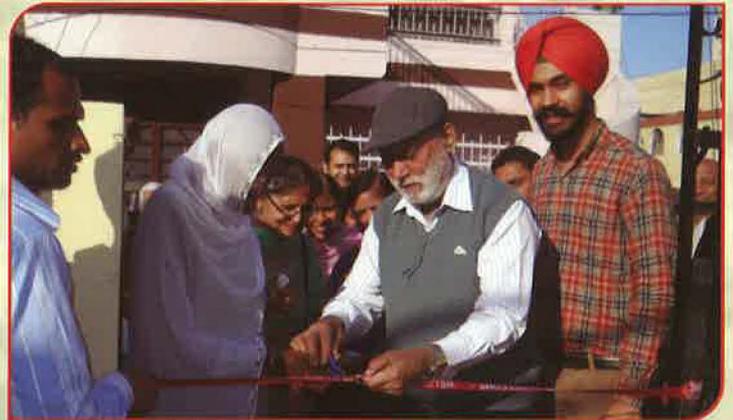


- Module Effectively designed explaining
 - Concept of wise consumerism
 - Basic understanding of MLM payout
 - Features and benefits of DXN Marketing Plan.
 - Explanation on 9 benefits of DXN

EVENTS



Opening of Patiala Super Stock Point



Opening of Patiala Super Stock Point



Rajasthan Branch Opening



Rajasthan Branch Opening



Haryana Branch Opening 15th Feb 2015



Haryana Branch Opening 15th Feb 2015



Haryana Branch Opening 15th Feb 2015



Haryana Branch Opening 15th Feb 2015

EVENTS



Patna Branch Opening - 06th Feb 2015



Patna Diamonds Meet Motivational Training - 10th May 2015



Mega offer promotion - Prof. Vasupalaiah & Dr.RathnaVasupal



Mega offer promotion - Prof. Vasupalaiah & Dr.RathnaVasupal



Lucknow office Inauguration



Lucknow office Inauguration

EVENTS



Chennai Module Pre Launch 10.05.2015



Chennai Module Pre Launch 10.05.2015



Chennai Module Pre Launch 10.05.2015



Chennai Module Pre Launch 10.05.2015



Delhi Module Pre Launch 16.05.2015



Delhi Module Pre Launch 16.05.2015



Delhi Module Pre Launch 16.05.2015



Delhi Module Pre Launch 16.05.2015

EVENTS



Module Launch - Mumbai



Module Launch - Mumbai



Module Launch - Mumbai



Module Launch - Mumbai



Module Launch - Chennai 27&28th June



Module Launch - Chennai 27&28th June



Module Launch - Chennai 27&28th June



Module Launch - Chennai 27&28th June

EVENTS



Goa SDP



Goa SDP



Hubli SDP



Hubli SDP



Hubli SDP



Hubli SDP



Varanasi Webinar Event On 11th April 2015



Varanasi Webinar Event On 11th April 2015

EVENTS



Distributor Orientation Program By. Prof. Vasupaliah & Dr. Rathna Vasupal
12 April 2015 Varanasi



Distributor Orientation Program By. Prof. Vasupaliah & Dr. Rathna Vasupal
12 April 2015 Varanasi



Distributor Orientation Program By. Prof. Vasupaliah & Dr. Rathna Vasupal
12 April 2015 Varanasi



Lucknow Event March Mega Offer 15 Feb 2015



Bangalore SDP



Bangalore SDP

EVENTS



Mr. Jijth & Dr. Savera Training Session 6th May 2015



Mr. Jijth & Dr. Savera Training Session 6th May 2015



Odisha SDP & SD Meeting



Odisha SDP & SD Meeting



Odisha SDP & SD Meeting



Odisha SDP & SD Meeting



Odisha SDP & SD Meeting



Odisha SDP & SD Meeting

Start it Right

Dear Members,

This article will analyze the health condition of your business. Have a keen look to find out how healthy!!! your business practices are,

The Symptoms

WHY?

- You are in a company for more than two years and still your financial position is not up to the mark,
- Your bonus seems to drop down, even though you are actively involved in the business,
- The business cost consumes most of your bonus,
- Your team members turn inactive eventually,
- Having difficulties in organizing and mobilizing people for meetings,
- Facing family's pressure in finding an alternative income.



If one and more of the above are the reason that's dwindling your business it is clear that your business is getting sick and it is high time you provide proper nutrition to your business to make it healthier.

Don't worry, there are ways to burgeon but carefully analyze the following factors for a prosperous career.

- Have a check over your team – You may have hundreds and hundreds of members and they were cheerfully performed during the infancy days but the cheer dropped down later.
- The team is positive enough but down the lane they were not able to make enough money as the cost of the business is letting them down to perform consistently every month.
- Though they are vital and vigor but struggling to achieve the desired results in the business.



Our Business is like our Body,

“If you want to treat our body, concentrate on treating the cells instead of particular symptoms”

The above mentioned factor is applicable in business also due to the manifestation of unhealthy sick cells of your business.

Your business success structure will be



Thus the core success of our Business revolves around one Single vital factor – Consumers

If we further analyze all the unhealthy symptoms of our business is due to the very simple and vital fact - "Non-presence of healthy consumers"

Let us discuss the necessity of healthy consumers.

Success of a team is solely dependent on the active participation of the distributors. A new member normally performs with enthusiasm for the first 3 months. After 3 months he will start comparing his cheque and the money he invested for the maintenance. If he still feels the burden of investment without seeing a possible return he gradually slows down his business and eventually resulting in a natural death of the business.



The solution relies on the automation of PPV within 3 months for a new distributor.

It means within 3 months a distributor should develop a system which does not require any further investment to maintain 3000 PPV and the two vital steps to be trained as the basic work of a member from the day he joins,



1. Seed Stock
2. List of 20 Healthy consumers

Seed Stock Culture:

Read the sentence below, sound & loud:

"If nothing is being sold, nothing is happening in your Network Marketing business"

We all know for a sale to take place we need a Seller and Buyer, and never forget that we need a product visible to sell.

Seed Stock Culture - emphasize on every distributor that he/she should possess a minimum amount of stock which will be free from any investment risk.

What we mean by risk free is – Whenever we recommend to invest and stock, the immediate question will be, "What if I can't sell?!", a distributor always feel a risk in this.

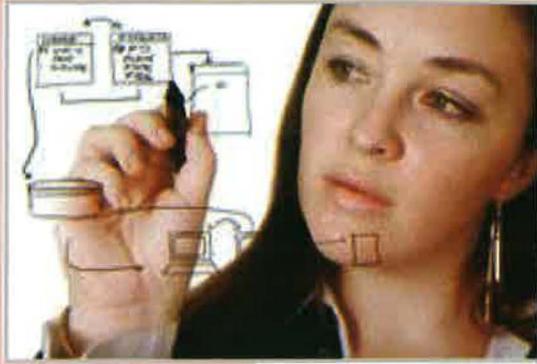
That's why we insist on risk free, which means – First, a distributor should be a consumer of the products. If not all, at least for the ones he intends to do business with. Instead of purchasing for smaller amounts for his/her monthly consumption, should purchase in larger amounts but should ensure to sell within the stipulated time fixed or else he/she will be forced for self-consumption.

This will be the seed stock in other words, the capital of the business which the distributor should refrain from

- ♦ Using the products without paying for it (Self consumption should be considered as sales and should be paid)
- ♦ Should not give products for free/credit or any such action which will reduce the capital

Thus the member should have products or the money equivalent with him at any point of time.

Now let us discuss the second step - **List of 20 Healthy consumers:**



- Our prime step after inducting a member – He/she should be trained with adequate knowledge about the product so that first he/she is able to convince their family members to turn consumers of the product. An all-time rule should be, a distributor should be a consumer. If we fail to follow this, the business begins to rust.
- Second important step – Make a healthy consumers list, a minimum of 20. This will help in achieving the automation of PPV in future.

Healthy consumer means, he/she has been convinced on the benefit of the product having basic information to market further thereby contributing to sales.

If a member is able to satiate the above discussed, he/she will be able to

- ❖ Have products on hand
- ❖ Be a consumer of the products
- ❖ Maintain atleast 20 cosumers by the end of the 3rd month.

By this, we are sure that a distributor will be a consumer and contribute points to the business and his/her burden of PPV will be maintained by his down lines eventually maintaining the 3000 PPV without having the burden of the business cost on his/her head.

Conclusion :

Duplication – This is the key criteria in a Network Marketing Business. Make sure your actions are duplicated. Set an example for Seed Stock Culture and having Healthy Consumers. Be the change to see the result.

As rightly said, “Insanity” – doing the same thing repeatedly and expecting different results.

Hope the above article will help to reconstruct the business from the root level and will empower to create DXN Business as our Asset.



Let us work for the system and build the business with consumer bricks which will be long lasting and this duplication in our team will take care of our future security of our career.

All The Best
GO Crown.

– **K.M.Rafique**
Director

DXN Marketing India Private Limited.

HELP US TO SERVE BETTER

- ❖ Kindly intimate any change in mobile number/ Email ID to us immediately. This will help us to deliver your bonus quickly.
- ❖ Your IPIN is security code provided to you to access your bonus. You are requested to keep it safe and avoid sharing it to others unnecessarily to avoid misuse.
- ❖ Please provide us your PAN number to avoid TDS deduction @ 20%.
- ❖ Please intimate any discrepancy in bonus within 30 days of release of the same.

We are glad to inform you that you can sponsor with just 1000 Accumulated PV.

For Complaint / Customer Service

South Region

Email Address : cmdmi@dxn2u.com

PIC : Ms. Padmapriya

North Region

Email Address : kavitharajan@dxn2u.com

PIC : Ms. Kavitha Rajan

For Stockist Department

South Region

Email Address : stockdmi@dxn2u.com

PIC : Mr. Sasi Kumar

North Region

Email Address : meenu@dxn2u.com

PIC : Ms. Meenu Rawat

For Product Order By Stockist and Member

Email Address : orderdmi@dxn2u.com

PIC : Mr. Jayaseelan

DXN Marketing India Pvt. Ltd.,

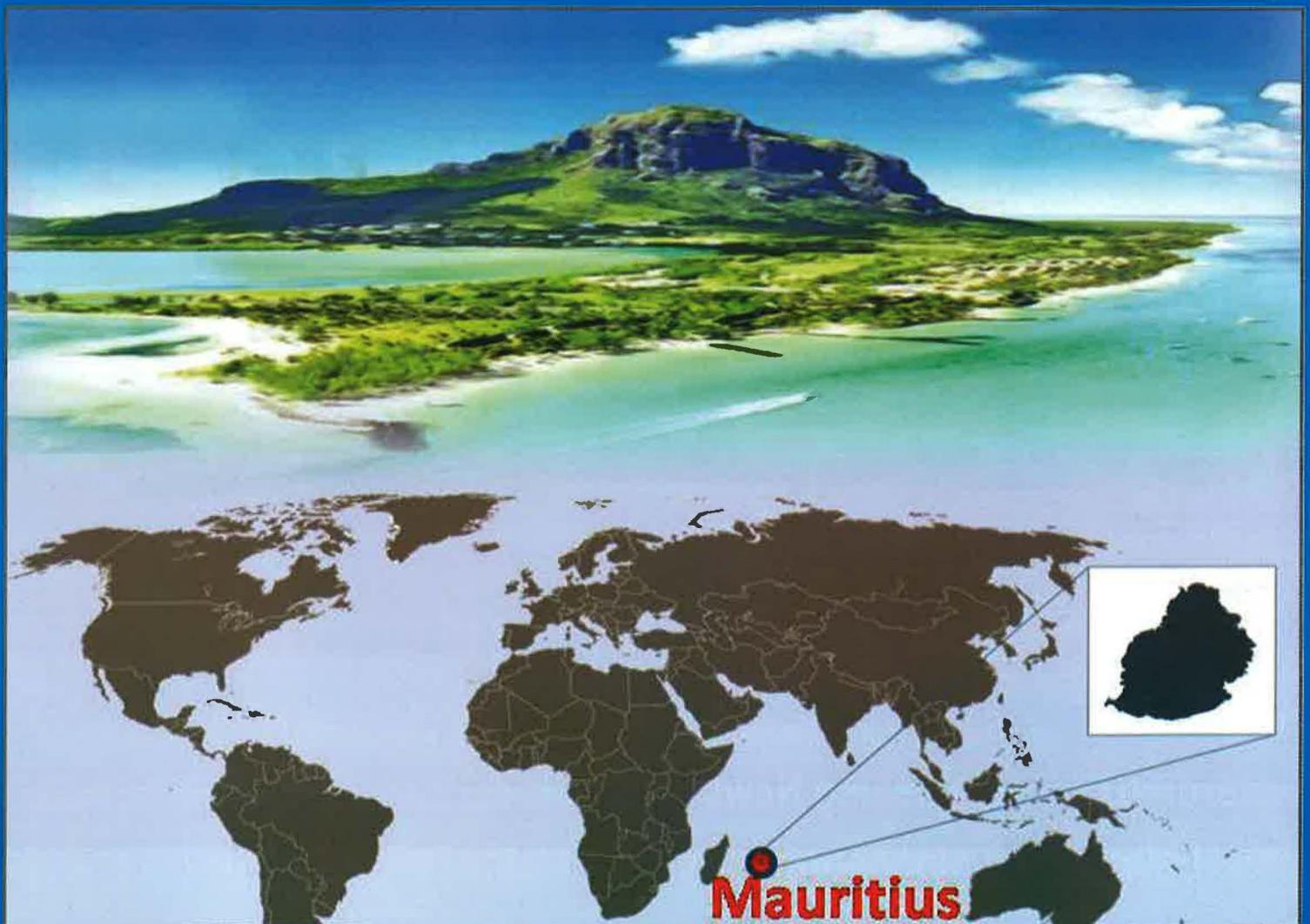
TSIP 2014-2015

Qualification Condition

**1,30,000 TSI Points at SA level between
1st August 2014 to 31st December 2015 (17 Months)**

Destination

Mesmerizing Mauritius 5 Days 4 Nights

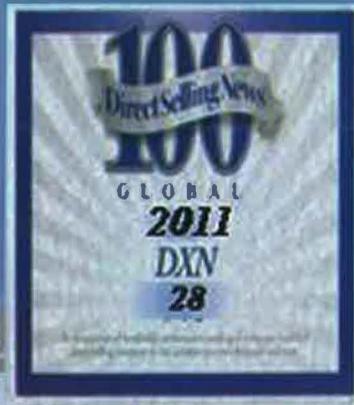
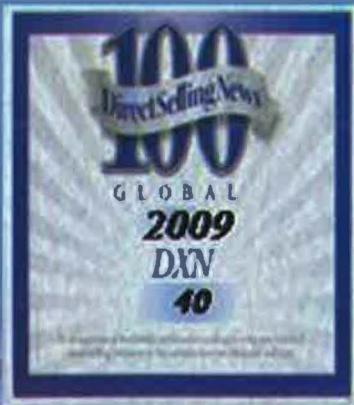


25th Direct Selling Award

We Are Growing.....

Our Growth we don't claim.... Others certify

Bravo!!! to all our Distributors contributing to our Growth



According to Direct Selling News DXN Stands 25th Position in terms of Sales with a staggering turnover of USD 780 million in 2014