

# DXN LIFE



INDIA EDITION

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## BORN LEADERS



**Mr. RK SHARMA**  
**Mrs. SUMAN SHARMA**

**3<sup>rd</sup> DXN India's  
Crown Ambassador**

**IN THIS EDITION**  
**TSIP DUBAI 2016 HIGHLIGHTS**  
**LAUNCHING OF NEW PRODUCTS -**  
**MORINZHI & COCOZHI**  
**HEALTH & PRODUCTS FEATURES**  
**and other interesting feature stories**  
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## CEO MESSAGE

DEAR VALUED DXN INDIA DISTRIBUTORS,

Wonderful Achievements in DXN

Congratulations to all DXN members around the world as we are once again ranked No. 24 globally for the year 2016 with significant increase in revenue. The platform of "One World One Market" has reached us with more than 6.5 million members in 180 countries, 70 DXN Branches worldwide and the ranking of World's Largest Ganoderma company. We are making progress while creating a worldwide stage for our members to realize their dreams to stay healthy, have a wealthy life, and enjoy financial and time freedom in DXN.

In China on 18 April 2017, DXN Corporation (Ningxia) Co., Ltd signed a strategic partnership with HSGE Agricultural Technology Co., Ltd. Both parties will form a joint sales plan, within domestic and regional markets and establish locations for sales and related import and export business resources, as well as cooperation in promoting the cultivation and high-precision processing technology of *Haematococcus pluvialis*, astaxanthin, *Ganoderma lucidum*, and integrated import and export, and sales of edible fungus, north tea and Lumbrokinase.

In addition, in Korea on 28 April 2017, DXN Holdings Bhd. and SINO Korea Association signed a Memorandum of Agreement; both parties will cooperate to develop the local and regional market under the beauty, skin care and cosmetics industry by bringing in the latest

research and development, and production technology to this industry. A professional beauty academy will also be established to train professional beauticians with more advanced technology from Korea to mass-produce the make-up and cosmetic products to the worldwide market.

The secret of success is constant improvement. The commitment to serve our DXN Members better through Technology has never abated. Hence, on 1st June 2017, we launched a totally brand new look for the Official Website of DXN, utilizing the Responsive Web Design approach and providing easier navigation, an attractive Product Menu layout and more informative contents.

Life is an adventure. We work together, and only together, do we succeed. Nothing is impossible in DXN.

See you at the top!

Thank you.

DATO' DR. LIM SIOW JIN  
Founder & CEO



# सी ई ओ का संदेश

**DXN** इण्डिया के मूल्यवान डिस्ट्रीब्यूटर्स  
DXN में अद्भुत उपलब्धि के लिए बधाई

वर्ष 2016 में पुनः विश्वस्तर पर 24वां स्थान प्राप्त करने तथा शानदार राजस्व के लिए विश्व के सभी DXN सदस्यों को बधाई। ' एक विश्व एक बाज़ार' का हमारा यह मंच अब विश्व के 180 देशों में 65 लाख से भी अधिक सदस्यों, 70 DXN शाखाओं और विश्व की सबसे बड़ी गैनोडर्मा कम्पनी के गौरव के साथ विस्तार की ओर अग्रसर है। यह ऐसा मंच है जो हमारे सदस्यों का स्वास्थ्यपूर्ण, समृद्ध जीवन के साथ वित्तीय और समय की आजादी का सपना साकार कर रहा है जो हमेशा विकास के पथ पर अग्रसर रहेगा।

चीन में 18 अप्रैल 2017 को DXN कॉर्पोरेशन (Ningxia) कम्पनी लिमिटेड और HSGE Agricultural Technology Co., Ltd के मध्य महत्वपूर्ण साझेदारी के लिए करार हुआ है। दोनो पार्टियां घरेलु और क्षेत्रीय मार्केट के लिए संयुक्त रूप से सेल्स प्लान बनाएगी और सेल्स तथा उससे सम्बंधित इम्पोर्ट-एक्सपोर्ट बिज़नेस रीसोर्स का लोकेशन सुनिश्चित करेगी, साथ ही हिमेटोकोकस प्लूव्यालिस, एस्ट्राज़ैथिन, गैनोडर्मा ल्यूसीडम के उपज में वृद्धि और उच्च परिशुद्धता प्रोसेसिंग तकनीक के लिए परस्पर सहयोग करेगी। दोनो पार्टियां एडिबल फंगस, नॉर्थ टी तथा लम्ब्रोकाईनेज के इम्पोर्ट-एक्सपोर्ट तथा सेल्स के लिए भी संयुक्त रूप से काम करेगी।

कोरिया में 18 अप्रैल 2017 को DXN Holding Bhd ने SINO Korea Association के साथ एक ज्ञापन पर हस्ताक्षर किया जिसके अनुसार दोनो पार्टियां ब्युटी, स्कीन केयर और कॉस्मेटिक्स इंडस्ट्री के स्थानीय और क्षेत्रीय मार्केट के विकास में परस्पर सहयोग करेगी और इसके लिए

आधुनिक रिसर्च एंड डेवलपमेंट तथा प्रोडक्शन तकनीक मुहैया कराएगी। एक पेशेवर ब्युटी एकैडमी भी स्थापित करेगी जहां कोरियन ऐडवांस तकनीक की सहायता से पेशेवर ब्युटीशियन तैयार होंगे और मेक-अप तथा कॉस्मेटिक्स उत्पाद की खपत ज़्यादा से ज़्यादा होगी।

निरंतर सुधार ही सफलता का रहस्य है। तकनीक द्वारा DXN सदस्यों की बेहतर सेवा के लिए हमारी प्रतिबद्धता कभी कम नहीं होगी। अतः 1<sup>st</sup> जून 2017 को हमारा DXN ऑफिसियल वेबसाईट पूर्णतः ब्रांड न्यू लुक के साथ आरम्भ हुआ और इसके लिए उत्तम वेब डिज़ाईन अपनाया गया जहां आसान नेविगेशन के साथ आकर्षक प्रोडक्ट सूची और सम्पूर्ण जानकारीयां उपलब्ध है।

जीवन एक जोखिम भरा अनुभव है। हम मिलकर काम करेंगे तभी कामयाब होंगे। डी एक्स एन में कुछ भी असम्भव नहीं है।

शिखर पर मिलते हैं!

धन्यवाद।

दातो' डॉक्टर लिम सियाव जिन  
संस्थापक – सीईओ

# DIRECTOR'S MESSAGE

Dear Valued Distributors,

Good Morning!

The success of DXN is not only about the company, but also the contribution of distributors towards the development of its global network. The philosophy of One World One Market forging the togetherness of management and leaders is a prominent philosophy of DXN moving forward into the era of globalization. The goal of this profound philosophy is to escalate the curiosity of the international network to a genuine appreciation and recognition that we are in the universal family of DXN having equal right for freedom.

This One World One Market philosophy works well for India. The DXN network rooted from India has spread through Dubai to many parts of the world. Out of the 6.5 million distributors of DXN globally, 1.4 million are from India with another more than 1 million distributed all over the world. And this is just the beginning because the sleeping lion has wakened up to roar!

Back to the home land of India, marketing activities have been intensified. Meeting, training camps and gathering are taking shape in a massive way never happened before especially so in the state of Bihar followed by Maharashtra, Kerala, UP, Tamil Nadu and others. Thanks to the focus, commitment and unwavering support of DXN leaders, especially those from the Rathna and Vasupal Creation (RVC) under the strong leadership of the first Crown Ambassador Prof Vasupalaiah and Dr. Rathna Vasupal. Recently, three more great leaders have been promoted to become the 2nd Crown Ambassador Mr. Suresh Dadaji Charde, 3rd Crown Ambassador Mrs. Suman Sharma and 4th Crown Ambassador Mr. Santosh Deokar. This has never happened in any country whereby three Crown Ambassadors were promoted within less than a year. We take this opportunity to extend our heartfelt congratulation to them! It is apparent that the leaders' wisdom and pragmatism are the reserved wealth India has cultivated for a millennium.

DMI has been able to launch its own and locally manufactured products namely Nonizhi, Gano Plus Toothpaste, Gano Soap, Lingzhi Coffee 3 In 1, Lingzhi Black Coffee and Cocozhi. More products will be launched in the coming months to excite



the market. Campaign for the ITSI coupled with the promotion to attend the 25th Anniversary to be held in Malaysia next year are the most important attractions for the productive distributors. Looking at the trend of sales and recruitment, most likely India will have the highest number of qualifiers this time around, compared to the counterparts from Gulf and Peru.

With the implementation of the GST to replace VAT and CST, we foresee a streamline of the tax structure and will surely ease the free flow of products interstates and this will greatly reduce the administrative burden of the company. Pricing structure of the products is required to be adjusted to comply with the directive of the authority. We appreciate the understanding and cooperation of our distributors in full support for the smooth implementation of the GST though some pricing adjustments may not be able to reflect the desired ratio expected by the market. Rest assured, this is only temporary as compliance with the rules and regulations of the authority is our prime concern and priority.

India is a land full of challenges. DXN culture treats challenges as opportunities for growth. Let us face these challenges with positive mind set for the betterment of our wellbeing.

Go Crown Ambassador!

A handwritten signature in black ink, appearing to read 'Teoh Hang Ching'.

TEOH HANG CHING  
Chief Marketing Officer

# डायरेक्टर का संदेश

प्रिय मूल्यवान डिस्ट्रीब्यूटर्स  
सुप्रभात !

**DXN** की सफलता केवल कम्पनी के लिए नहीं है बल्कि इसके वैश्विक नेटवर्क के विकास का है जो डिस्ट्रीब्यूटर्स के योगदान से सम्भव हो सका है। एक विश्व एक बाज़ार की अवधारणा मैनेजमेंट और लीडर्स आत्मसात कर एक साथ काम कर रहे हैं और वैश्वीकरण के इस युग में **DXN** को आगे ले जा रहे हैं। इस गहन अवधारणा का लक्ष्य अंतरराष्ट्रीय नेटवर्क की उत्सुकता को तीव्र करना है ताकि स्वतंत्रता के समान अधिकार के साथ विश्वव्यापी **DXN** परिवार को वास्तविक प्रशंसा और पहचान मिल सके।

एक विश्व एक बाज़ार की अवधारणा भारत में सफल हो रही है। भारतीय **DXN** नेटवर्क की जड़ें दुबई तथा विश्व के कई हिस्सों में फैली हुई है। विश्वव्यापी 65 लाख **DXN** सदस्यों में से 14 लाख सदस्य केवल भारत से हैं और 10 लाख से भी ज्यादा भारतीय नेटवर्क विश्व के कई हिस्सों में फैला हुआ है। यह केवल एक शुरुआत है क्योंकि सोया हुआ शेर अब दहाड़ने के लिए तैयार है।

अपने देश भारत की बात करें तो मार्केटिंग गतिविधि तेज़ हो चुकी है। मीटिंग, ट्रेनिंग, कैंप और लोगों का जमघट एक विशाल शकल ले रहा है जैसा पहले कभी नहीं देखा गया, खासकर बिहार, महाराष्ट्र, केरल, उत्तर प्रदेश, तमिल व अन्य राज्यों में। **DXN** लीडर्स को उनकी एकाग्रता, प्रतिबद्धता और अद्वितीय सपोर्ट के लिए बधाई। रत्ना वासुपाल क्रिएशन से जुड़े लीडर्स जो हमारे प्रथम क्राउन एम्बैसडर प्रोफेसर के एन वासुपाल्या और डॉक्टर रत्ना वासुपाल के प्रबल नेतृत्व में काम कर रहे हैं, उनकी भूमिका प्रशंसनीय है। कुछ समय पूर्व एक वर्ष से भी कम समय में तीन महान लीडर्स श्री सुरेश दादाजी चर्डे दूसरे क्राउन एम्बैसडर के रूप में, श्रीमति सुमन शर्मा तीसरे क्राउन एम्बैसडर के रूप में और श्री संतोष देवकर चौथे क्राउन एम्बैसडर के रूप में प्रमोट हुए हैं। यह **DXN** इतिहास का सबसे आकर्षक कीर्तिमान है। इस अवसर पर हम उन्हें दिल से बधाई देते हैं। निश्चित रूप से लीडर्स की इच्छाशक्ति और व्यवहारिकता हमारे देश का अनमोल धरोहर है जो सदियों तक भारत के **DXN** सदस्यों का भविष्य सुरक्षित रखेगा।

**DMI** नोनीजी, गैनो प्लस टूथपेस्ट, गैनो साबुन, लिंगजी कॉफी 3 इन 1, लिंगजी ब्लैक कॉफी और कोकोजी स्थानीय स्तर पर निर्मित करने में सक्षम हो चुका है और मार्केट में उत्तेजना बरकरार रखने के



क्रम में अगले कुछ महीने में अन्य नए उत्पाद की शुरुआत करने वाला है। अगले वर्ष मलेशिया में **DXN** की 25वीं वर्षगांठ के महोत्सव में शामिल होने के लिए **ITSI** और मलेशिया प्रमोशन ऑफर का अभियान अब एक आकर्षण बन चुका है। जब हम सेल्स और भर्ती को देखते हैं तो ऐसा प्रतीत होता है कि गल्फ और पेरू जैसे समकक्ष प्रतिद्वंदी देशों की तूलना में सबसे अधिक क्वालीफायर भारत से होंगे।

**VAT** और **CST** की जगह **GST** लागू होने के कारण हम उम्मीद है कि टैक्स संरचना अधिक सुव्यवस्थित होगी और यह निश्चित रूप से उत्पादों का निःशुल्क अंतर्राष्ट्रीय आवागमन को बढ़ावा देगा तथा कम्पनी का प्रशासकीय बोझ कम करेगा। इस दौरान हमें प्राधिकरण के निर्देशानुसार हमें मूल्य निर्धारण संरचना समायोजित करने की भी आवश्यकता पड़ी। **GST** के सुचारु कार्यान्वयन में हमारे डिस्ट्रीब्यूटर्स की समझ और सहयोग की हम सराहना करते हैं तथा उनके सम्पूर्ण समर्थन के आभारी हैं। हालांकि मूल्य निर्धारण समायोजन से कुछ ज्यादा फर्क नहीं पड़ जैसा मार्केट समझती रही थी। हम आपको आश्वस्त करते हैं कि यह अस्थाई है और प्राधिकरण के नियम-विनियम का अनुपालन महत्वपूर्ण है तथा हम इसे प्राथमिकता देते हैं।

भारतीय भूमि चुनौतियों से भरी है। **DXN** संस्कृति इन चुनौतियों को विकास का अवसर समझती है। सकारात्मक विचार के साथ इन चुनौतियों का सामना करें और अपना भविष्य सुनिश्चित करें।

आगे बढ़ें, क्राउन एम्बैसडर बनें!

त्योह हेंग चिंग

चीफ मार्केटिंग ऑफिसर



# Dare to Dream Big With DXN

Dear DXN Distributors,

Good Morning.

I would like to share few thoughts on the driving force of our DXN Business, which is very vital yet we are not serious about it.

Multi Level Marketing is a business model where the members/customers are the bosses of their business and this at times lacks a drive to perform better as there is no reporting superior to guide us. As the members are on their own directives, that turns out to be a bigger disadvantage resulting in a great struggle to climb up in this industry. In direct selling industry one need to work with self-discipline as he is an Independent person.

As mentioned above, the need of the hour is, a drive to perform with self discipline, and that drive could be:

1. **External drive** - External factors include our uplines, management, our team leaders who directs and inspires the team and the generations to be success in the business.
2. **Internal Drive** – Internal Drive is our inner motivation, to perform and to work with satisfaction

External power can make us to start the task and main force which will keep us going is our Internal Force/Drive

What is Internal force – It is your inner motivation which drives you and will keep you going.

Inner motivation – It is the DREAM FACTOR that fuel success in DXN business. It is the WHY factor that motivates and the most significant one, that results in enjoying the work done. There are members who enjoy in doing DXN business irrespective of the results they gain, it is because they clearly know their WHY Factor.



Dream and wishes are two different factors. While they are being discussed it always gets mixed up and confused. For EX: earning good money, being popular, being rich etc are wishes. But dreams are different.

How to Identify your Dream - If money and being rich aren't a trial in a person's life anymore, what you would like to do in your life. Eg: To buy a villa, go on an international vacation, buy jewellery, own a luxurious car etc., and of course these are the DREAMS and that is the WHY factor here.



Once the dreams are identified, one needs to inculcate a burning desire to achieve it. If it isn't present, then the dreams aren't real. Let's study more about it.

A feel good factor – Yes, once the dreams are identified it is always a feel good factor even though it is not achieved. The desire should make the person feel that they are living the dream. The "Feel Good Factor" is the precise dream or WHY factor, which is very vital in DXN business which keeps the business going.

Lets recap :

1. Identify your correct dream and have burning desire to achieve it
2. You should feel good when you think about your dream

Next step is to think about the dream – Remember the universal law "You will become what you think most of the time". Thus, thinking is very important, what we think is what we attract. If negative aspects are being thought, enticing all the situations of refraining from doing work makes the business more complicated. On the other hand, one will start attracting great energy and the situation will fall onto the advantage once the goods aspects of the business are being thought of.

What can be more good than a dream – The dreams should always live with us in our day-to-day activities. As it is evident that many of the DXN leaders are highly capacitive in



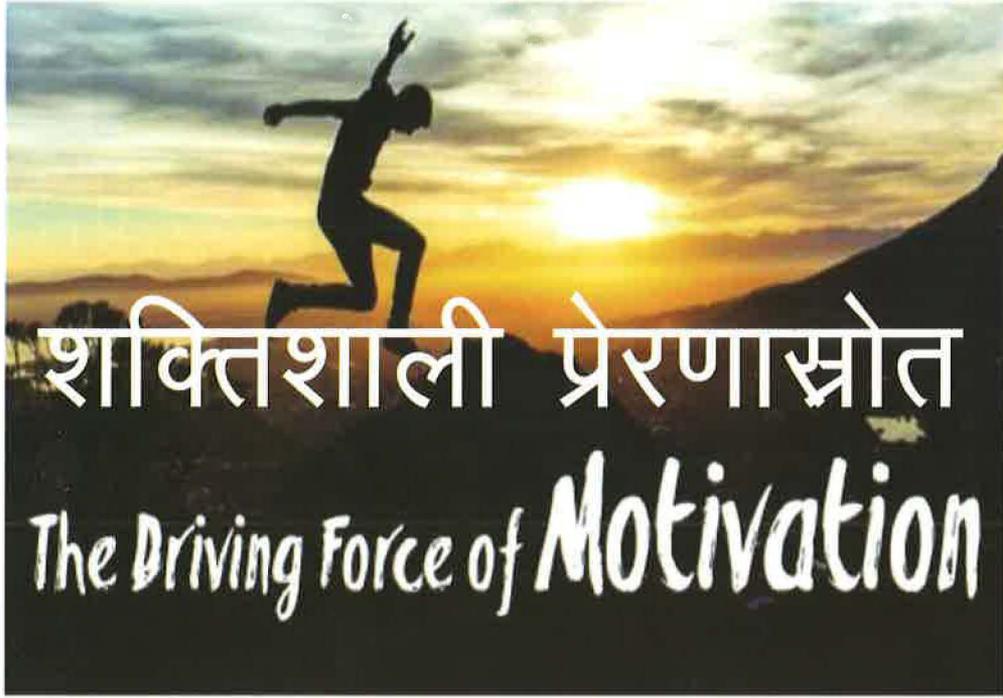
visualizing the dreams. Be it buying a villa, owning a luxurious car or whatever the dream may be, picture the dream in your bedroom which adds fuel to the thoughts and fan the fire in a person to achieve it

Finally, getting linked and associated with like-minded people, attending seminars and reading books keeps motivated and stay positive throughout one's career.

Next step is help your business associates to identify their dream, visualize it and create a plan for them to achieve their dreams.

Hope the above will help you and your family to reap all the success and wishing you all the best.

**K.M. RABIQUE**  
Vice President - South



# शक्तिशाली प्रेरणास्रोत

## The Driving Force of Motivation

DXN में बड़े  
सपने का  
हौसला  
आवश्यक

प्रिय DXN डिस्ट्रीब्यूटर्स  
गुड मॉर्निंग!

DXN बिज़नेस आगे ले जाने वाली कुछ प्रेरणादायक विचार में साझा करना चाहूंगा। जो लोग अभी तक DXN बिज़नेस के लिए गम्भीर नहीं हुए उनके लिए यह जानना बहुत आवश्यक है।

मल्टी लेवल मार्केटिंग एक ऐसा बिज़नेस मॉडल है जहां मेम्बर स्वयं का बॉस है और अंकुश लगाने के लिए वरिष्ठ व्यक्ति का अभाव होता है इसलिए अधिकांशतः एक अच्छी शुरुआत से वंचित हो जाता है। सावधानी नहीं बरतने की स्थिति में इस इंडस्ट्री में विकास के लिए संघर्ष का सामना करना पड़ता है और कभी-कभी उन्हें नुकसान भी उठाना पड़ सकता है। डायरेक्ट सेलिंग इंडस्ट्री में किसी व्यक्ति का अपने काम के प्रति स्वानुशासन अनिवार्य है क्योंकि वह अपने मूल्यों पर काम करता है।

उपर्युक्त बातों से हम यह समझते हैं कि स्वानुशासन के साथ-साथ काम के प्रति प्रेरणा अनिवार्य है और यह प्रेरणा निम्न स्रोत से प्राप्त की जा सकती है :

1. बाह्य शक्ति – बाह्य घटक के अंतर्गत हमारे अपलाईन, मैनेजमेंट और टीम लीडर आते हैं जो हमें सही रास्ता दिखाते हैं और टीम को उत्साहित करते हैं जिसके फलस्वरूप वह सफल होते हैं और उनकी पीढ़ियां सुधर जाती हैं।
2. आंतरिक शक्ति – यह मंज़िल पाने की हमारे अंदर की भूख है जो हमें उम्दा और संतुष्टि भरे प्रदर्शन के लिए प्रेरित करती है।

बाह्य शक्तियां हमारे अभियान को आरम्भ करने के लिए प्रेरित करती हैं मगर मुख्य शक्ति हमारी आंतरिक शक्ति है जो उस अभियान को स्वचालित रखने के लिए अनिवार्य है।

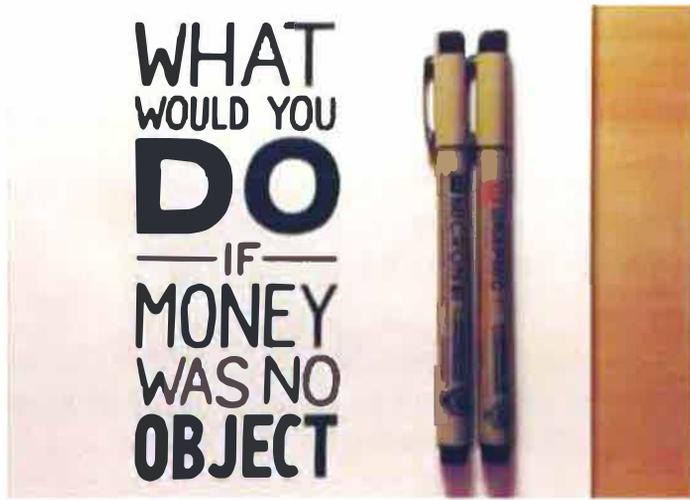
हमें यह समझना आवश्यक है कि आंतरिक शक्ति क्या है? यह मंज़िल प्राप्त करने के लिए हमारे अंदर की भूख है जो हमें निरंतर आगे बढ़ने की आग को हवा देती है।

आपके अंदर की भूख आपके अंदर पल रहे सपने हैं जो DXN बिज़नेस में सफलता के लिए प्रेरित करता है। अब हमें व्हाई फैक्टर समझना आवश्यक है, यह प्रेरणा प्राप्त करने और काम के प्रति दिलचस्पी के लिए आवश्यक है। जो सदस्य परिणाम की चिंता नहीं करते और DXN बिज़नेस का आनन्द लेते हैं, उनकी सफलता सुनिश्चित है क्योंकि उनका व्हाई फैक्टर प्रबल है।



सपना और अभिलाषा दोनो एक दूसरे से भिन्न है। जब एक साथ इन विषयों पर चर्चा होती है तो आपस में मिश्रित हो जाती है और भ्रांति उत्पन्न करती है। उदाहरण स्वरूप— ज्यादा पैसे कमाना, लोक-प्रिय होना, समृद्धि प्राप्त करना इत्यादि हमारी अभिलाषा हो सकती है मगर सपने की परिभाषा अलग है।

अंदर पल रहे सपने को आप इस प्रकार समझ सकते हैं कि जब आपके पास पैसे आ जाएं, आप समृद्धि हासिल कर लें इसके बावजूद आपकी जिन्दगी में आपको क्या करना है उस पर प्रभाव नहीं पड़ता, आपका इरादा ज्यों का त्यों बना रहता है। उदाहरण स्वरूप— विला खरीदना, विदेश भ्रमण, हीरे—जवाहरात खरीदना या महंगी गाड़ी खरीदना इत्यादी और बेशक यहीं आपके सपने हैं और व्हाई फ़ैक्टर भी।



एक बार जब सपना स्पष्ट हो जाए तो उसे प्राप्त करने की आग अपने अंदर प्रज्वलित कीजिए। अगर आप के अंदर यह आग नहीं है तो आपका सपना वास्तविक नहीं है। इसी से सम्बंधित कुछ अन्य बातें भी चर्चा योग्य है।

फील—गुड फ़ैक्टर — जी हां, जब सपने स्पष्ट रूप से दिखने लगते हैं तो उसकी कल्पना मात्र से ही आपको फील—गुड का एहसास होता है। आकांक्षा इंसान को उसके सपनों से रूबरू कराती है और वह आनंदित होता है। फील—गुड फ़ैक्टर ही आपके सपने या आपके व्हाई फ़ैक्टर का यथार्थ रूप है जो DXN बिज़नेस के लिए अतिमहत्वपूर्ण है और आपके बिज़नेस को आगे ले जाता है।

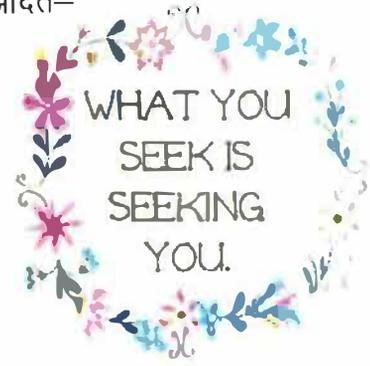
एक बार फिर उपर्युक्त बातों का पूर्ववलोकन करते हैं —

1. अपने सही सपने को पहचानिए और उसे प्राप्त करने की तीव्र इच्छा प्रज्वलित कीजिए।
2. सपने की कल्पना मात्र से आनंद की अनुभूति कीजिए।

अगली चीज़ है सपने की अनुभूति — अधिकांशतः यह सर्वविदित है कि " जो आप सोचते हैं, आप वैसा ही बनते हैं" इस बात को याद रखें, आपकी सोच बहुत मायने रखती है क्योंकि आप वहीं सोचते हैं जो आपको आकर्षित करता है। अगर आप नकारात्मक पहलु के बारे में सोचेंगे, आपको शॉर्टकट या काम से बचने के उपाय लुभावने लगेंगे तो आपका बिज़नेस उलझ जाएगा। दूसरी ओर अगर कोई व्यक्ति बिज़नेस के सकारात्मक पहलु को सोच कर पूरी उर्जा से बिज़नेस स्टार्ट करता है तो सभी परिस्थितियां उसके अनुरूप कार्य करने लगती हैं।

ड्रीम से सम्बंधित कुछ अच्छी आदतें—

वास्तविकता यह है कि हमारे ड्रीम्स हमारी दिनचर्या के हिरसा होते हैं। अधिकांश DXN लीडर्स स्पष्ट रूप से अपने सपने की परिकल्पना में समर्थ हैं। आप भी वैसा करें, आपकी जो भी ड्रीम हो जैसे विला खरीदना, महंगी गाड़ी खरीदना आदि अपने बेडरूम में उसकी रेखा—चित्र तैयार कीजिए जो निश्चित रूप से उसे प्राप्त करने में आपके अंदर उर्जा का संचार करेगी।



अंततः सकारात्मक विचार वाले लोगों से जुड़ें, सेमिनार में भाग लें, ज्ञानप्रद किताबें पढ़ें यह सारी बातें कैरियर के लिए सकारात्मक रूप से प्रोत्साहित करेंगी।

अगले चरण में आप अपने बिज़नेस से जुड़े लोगों को उनके सपने की पहचान कराएं, उसकी अनुभूति कराएं और योजनाबद्ध तरीके से उसे यथार्थ रूप देने में सहायता करें।

भविष्य की ढेर सारी शुभकामना के साथ आशा है कि सफलता पाने के लिए उपर्युक्त बातें आपके और आपके परिवार के लिए सहायक सिद्ध होंगी।

**K.M. RABIQUE**  
Vice President - South

# R.K. Sharma & Suman Sharma

3<sup>rd</sup> DXN India's  
Crown Ambassador



## BORN LEADERS

If you want to become a millionaire or billionaire and want to achieve health freedom (by living a healthy and wealthy life), time freedom, and travel around the world, joining DXN is the right answer for you!

Why you should join DXN? Because DXN covers three world's main industries:

- (1) Health Care and Wellness Industry
- (2) Consumer Industry (FMCG Market), and
- (3) Network Marketing Industry.

DXN is from the word DAXEN that stands for integrity, trustworthiness and cheerfulness. Aside from the comfortable lifestyle that DXN can provide for you, DXN can develop every potential individual as leader because the company promotes business of effective leadership.

To become successful in DXN, it is recommended to follow the four steps:

- Be a Role Model. Your team will follow your professional qualities and the subject becomes easier for them.
- Have a Good Mentor. To get guaranteed success, having a good mentor is compulsory. Without a mentor, you cannot achieve success.
- Lead from the Front. If you lead the team from the

- **Lead from the Front.** If you lead the team from the front then your team will do the wonders.

- **Follow the System.** Dato' Dr. Lim Siow Jin, DXN Founder and CEO, gave us the perfect system and we should follow the system. Those who follow the system can get 100-percent success in DXN. An ordinary person can become extraordinary by the system.

We can say that DXN is an amazing company because they can provide "complete solution" for problems that majority of the Indians are facing such as health, financial and unemployment problems.

Hence, India is the best suited market for above difficulties that each family has been facing. It is also the simplest business for every family and individual, because you have to select only 20 suitable families for your team and help them educate and improve their knowledge through basic trainings and meetings. As soon as these 20 families become consumers, distributors and Diamonds you can become the next Crown Ambassador.

R.K. & SUMAN SHARMA (CA)

# श्री आर के एवं श्रीमति सुमन शर्मा

डी एक्स एन इण्डिया  
के तृतीय क्राउन एम्बेसडर



## महान लीडर्स

अगर आप करोड़पति बनना चाहते हैं, स्वस्थ तथा समृद्ध जीवन के साथ स्वास्थ्य समस्या से मुक्ति चाहते हैं, समय के अभाव से मुक्ति चाहते हैं तथा विश्व की सैर का अवसर चाहते हैं, आप डी एक्स एन से जुड़ कर यह सब कुछ हासिल कर सकते हैं।

आप डी एक्स एन से अवश्य जुड़ें क्योंकि डी एक्स एन विश्व की तीन प्रमुख इंडस्ट्री कवर करती है।

1. हेल्थ केयर एवं वेलनेस इंडस्ट्री
2. कन्ज्यूमर इंडस्ट्री (FMCG मार्केट) और
3. नेटवर्क मार्केटिंग इंडस्ट्री

DXN, डैक्सेन शब्द से बना है जिसका अर्थ अखंडता, भरोसा और खुशहाली है। DXN में आप 36 महीने की छोटी अवधि में ही एक शान व शौकत भरी जिन्दगी प्राप्त कर सकते हैं। DXN में एक साधारण मगर कर्मठ व्यक्ति लीडर बन सकता है क्योंकि कम्पनी प्रभावी नेतृत्व के बिज़नेस को बढ़ावा देती है।

DXN में सफल होने के लिए 4 चरणों का पालन करना अतिआवश्यक है।

- ❖ एक रोल मॉडल बन कर उभरें। आपकी टीम आपके पेशेवर गुणों का अनुसरण करेगी और सबकुछ उनके लिए आसान हो जाएगा।
- ❖ एक अच्छा मार्गदर्शक रखें। सफलता सुनिश्चित करने के लिए एक अच्छे मार्गदर्शक का सपोर्ट अनिवार्य है। अच्छे मार्गदर्शक के अभाव में आपका सफल होना असम्भव है।

❖ सामने आकर नेतृत्व करें। अगर आप सामने से नेतृत्व करेंगे, आपकी टीम असम्भव को भी सम्भव कर दिखाएगी।

❖ सिस्टम का पालन करें। DXN के संस्थापक व CEO दातो डॉक्टर लिम सियाओ जिन से हमें एक उम्दा सिस्टम प्राप्त हुआ है और हमें सिस्टम का पालन करना चाहिए। जो व्यक्ति सिस्टम के साथ चलेगा शत प्रतिशत सफल होगा। एक साधारण व्यक्ति भी सिस्टम का अनुसरण कर अराधारण बन सकता है।

हम यह कह सकते हैं कि DXN एक अद्भुत कम्पनी है क्योंकि यह उन सभी समस्याओं का पूर्ण समाधान है जिसका सामना अधिकांश भारतीय कर रहे हैं अर्थात् यह स्वास्थ्य समस्या, वित्तीय व बेरोजगारी की समस्या का पूर्ण समाधान है।

अतः भारत एक उपयुक्त बाज़ार है जहां अधिकांश परिवार उपर्युक्त कठिनाईयों को सामना कर रहे हैं। यह सभी परिवार व व्यक्ति के लिए एव सरल बिज़नेस प्रक्रिया भी है क्योंकि आपको टीम निर्माण के लिए केवल 20 उपयुक्त परिवारों का चयन करना है और बुनियादी प्रशिक्षण व मीटिंग व माध्यम से उन्हें प्रशिक्षित करना है। जैसे ही यह 20 लोग उपभोक्ता और डिस्ट्रीब्यूटर की श्रेणी से गुज़रते हुए डायमंड बनेंगे, आप अगले भावी क्राउन एम्बेसडर बन जाएंगे।

R K and Suman Sharma (CA)

# Felicitation with R.K. Sharma & Suman Sharma



To uplift the status and show prestige on achieving the highest status in DXN, the felicitation of new and 3<sup>rd</sup> DXN India's Crown Ambassador, R.K. and Suman Sharma, was conducted at Meeirut, Uttar Pradesh on 2nd April 2017, with the presence of the state leaders and Management led by VP-South Mr. Rafique Ahmed and VP-North Mr. Debya Prakash.

Mr. Sharma has also been named as 1<sup>st</sup> Crown Ambassador who came from Uttar Pradesh state, with grand salute and high respect from the co-leaders and distributors.

# Let Us Help Your Business



If you are really serious about growing your business, climbing the ladder of success in DXN, and achieving your goals and target where there are some useful tips and effective steps you can take, as follows:

- First, enroll as member, which can be purchased at nearest DXN branch or stockist
- Buy DXN products and maintain your PV.
- Sponsor new members as status achievement is based on the number of downlines you have.
- Attend DXN's seminars and leadership camps to learn and exchange knowledge with other DXN members.
- Regularly promote DXN to your family and friends.
- Ensure you have full knowledge of all DXN products, its benefits and DXN's Marketing Plan.
- Utilize all DXN's Marketing Tools such as event photos and videos, product videos, etc to promote your business.
- Make full use of advanced systems of DXN like Web Based Marketing Tools, and Mobile Applications for easy recruitment and product purchase.
- Keep track of your sales, recruitment, purchases and status with DXN's tools like DXN eWorld and DXN App.
- Use all the available free mediums on the Internet such as social media, etc. to promote and grow your business.

- Research marketing ideas such as kiosks, periodical meetings, etc to promote DXN products and your business.
- Read about marketing techniques and tips from books, magazines, and online websites to improve your business.
- Teamwork is key because as your downlines get promoted, you will advance, too.

## This can be summarized as follows:

<b>JOIN</b>	<b>USE</b>	<b>SHARE</b>	<b>BUILD</b>
Register as DXN member	DXN Products	The Benefits of DXN Products and tell others what, why and how to use	Your DXN network after using and sharing the products
Source: <a href="http://www.dxn2u.com">www.dxn2u.com</a>			

- With just the purchase of everyday household items, you can maintain a minimum requirement for earning bonus.
- Join hands with 1 person every month, who can also buy products with minimum maintenance to earn bonus.
- Now duplicate this system every month.
- The Sky is the Limit - by focusing on a mere 1 person every month and taking healthy products, you can earn enough to realize your dreams, now imagine the growth with your potential and your full effort.

*Tomorrow is too late. Yesterday is over. Now is exactly the right moment to start.*

# आपका बिज़नेस, हमारा सुझाव



अपने बिज़नेस के लिए अगर आप वास्तव में गम्भीर हैं, DXN में सफलता की सीढ़ी चढ़ना चाहते हैं, लक्ष्य प्राप्त करना चाहते हैं और इस के लिए कुछ दमदार टिप्स या प्रभावी फैसले लेना चाहते हैं तो इससे सम्बंधित निम्नलिखित बिन्दु प्रस्तुत है :

- सर्वप्रथम नज़दीकी DXN शाखा या स्टॉक प्वाइंट पर स्वयं को इनरॉल कराएं।
- DXN उत्पाद खरीदें और पी वी अर्जित करें।
- नए सदस्य रॉन्सर करें क्योंकि DXN में स्टेटस आपके नीचे जुड़े सदस्यों की संख्या पर निर्भर करती है।
- सीखने के लिए DXN सेमिनार और लीडरशिप कैम्प में भाग लें और दूसरे सदस्यों के साथ जानकारी साझा करें।
- अपने परिवार और दोस्तों के बीच DXN को प्रमोट करते रहें।
- सुनिश्चित करें कि आप को उत्पाद की, उसके स्वास्थ्यलाभ की और मार्केटिंग प्लान की पूर्ण जानकारी है।
- DXN मार्केटिंग टूल्स जैसे कि इवेंट फोटो, विडियो, प्रोडक्ट विडियो इत्यादि का भरपूर उपयोग करें और अपना बिज़नेस प्रमोट करें।
- DXN की नवीन तकनीक का भरपूर इस्तेमाल करें जैसे वेब पर आधारित मार्केटिंग टूल्स और उत्पाद की आसान खरीद तथा भर्ती के लिए मोबाईल ऐप्प।
- DXN टूल्स जैसे DXN ई वर्ल्ड और DXN ऐप्प के माध्यम से अपनी खरीद, बिक्री, ज्वाइनिंग तथा स्टेटस पर नज़र बनाए रखें।
- बिज़नेस बढ़ाने व प्रमोट करने के लिए इंटरनेट पर उपलब्ध मुफ्त माध्यम का इस्तेमाल करें जैसे- सोशल मीडिया।

- मार्केटिंग आईडियाज़ पर अनुसंधान करें जैसे- कियोस्क, पेरियोडिकल मीटिंग इत्यादि जो निश्चित रूप से बिज़नेस बढ़ाने में सहायक होगी
- बिज़नेस में सुधार के लिए किताब, पत्रिका आदि के माध्यम से मार्केटिंग तकनीक और टिप्स का अध्ययन करें।
- टीमवर्क एक ज़रूरी हिस्सा है क्योंकि जब आपका डाउनलाइन प्रमोट होगा तो उसका फायदा आपको भी मिलेगा।

## This can be summarized as follows:

<b>JOIN</b>	<b>USE</b>	<b>SHARE</b>	<b>BUILD</b>
Register as DXN member	DXN Products	The Benefits of DXN Products and tell others what, why and how to use	Your DXN network after using and sharing the products

Source: [www.dxn2u.com](http://www.dxn2u.com)

- घर में इस्तेमाल होने वाले डेली यूज़ आईटम खरीद कर आप बोनस के लिए अनिवार्य पी वी अर्जित कर सकते हैं।
- प्रत्येक माह एक व्यक्ति चुनें जो उत्पाद खरीदे और बोनस अर्जित करने लायक पी वी मंटेन करता रहे।
- अब इसी सिस्टम को दुहराते रहें।
- प्रत्येक माह केवल एक व्यक्ति को जोड़ उसे हेल्दी उत्पाद उपलब्ध कराने के पश्चात आपके सपने इस प्रकार साकार होंगे कि आसमान भी छोटा पड़ जाएगा। अपने मेहनत, लगन और अपने अन्दर की ताकत से आप क्या कुछ कर सकते हैं एक बार ज़रूर सोचिए।

कल की सोचेंगे तो देर हो जाएगी, बीता हुआ समय वापस नहीं आता। शीघ्रता करें, शुरुआत के लिए यहीं सही समय है।

**R**elished sumptuous foods, viewed the world's breathtaking landscapes, enjoyed shopping spree, and ultimate bonding moments with colleagues and newly-found friends - this is indeed a great experience shared among deserving DMI qualifiers.

With 5-day-4-night journey by 78 individuals - all unique network leaders, who possessed the right leadership skills and worked hard for DMI during the previous fiscal year - finally enjoyed Dubai experience as the company-organized annual incentive called Travel Seminar Incentive Point (TSIP) from 9th to 13th May 2017.

Upon arrival in Dubai where they checked-in at Grand Excelsior Hotel Bur Dubai, they proceed immediately to magnificent Dhow Cruise, Dubai Creek for freshly prepared gourmet specialties that mainly include original Emirati dishes topped off with a luscious array of desserts. A traditional Arabian dhow cruise was also staged with a spectrum of onboard activities that includes live music performances and traditional Tanura dance shows.

The second day was scheduled for a Dubai City tour and Desert Safari, where the qualifiers explored both historic and glittering side of Dubai often referred to as the Middle East's gem, while a six-hour Desert Safari adventure followed. As one of the highlights of the trip, most of the participants got the opportunity to ride a camel and walk over desert sand.

Most of the qualifiers had also chance to witness the Dolphin Show, visit the Dubai Mall, and posed at the largest building Burj Khalifa, an 830m-tall tower dominating the skyscraper-filled skyline, where they viewed the Underwater Zoo and Aquarium.

They also shopped at Mina bazaar in Gold Souk, a traditional market in Dubai and located at the heart of Dubai's commercial business district in Deira, in the locality of Al Dhagaya.

On the fourth day, a grand event organized by DXN Dubai office was held at Sharjah Expo Center and Gala Dinner followed in the evening.

Dubai, a city and emirate in the United Arab Emirates, has been known for luxury shopping, ultramodern architecture and a lively nightlife scene.



# Dubai

Great Experience  
9<sup>th</sup> to 13<sup>th</sup> May 2017





# Secrets to Healthy Immunity Unlocked!

**T**he atmosphere we live in is filled with various health risks. We need a stronger and more effective defense against harmful illnesses that can attack our immune system.

Immune system is our body's system that keeps us safe from infection and diseases. Our immune system plays a crucial role in maintaining proper health. Any exterior disease causing bacteria or any other agent that enters our body is prevented from causing any damage to the body as the immune system deals with it. Thus, our immune system is responsible for keeping our whole body healthy, free from illness and infections.

A well-balanced and healthy immune system is the foundation of good health. Balanced immune function and proper diet are the keys to helping your body perform normally. The basic elements of a healthy diet include the right proportion of protein, fat, fiber, carbohydrates, vitamins, minerals, and water to attain good health.

For several years, we believed that these basic elements, especially vitamins and minerals, are the most needed elements needed for optimum health. However, most physicians considered that enzymes as the most vital nutrients of all.

**Enzymes** are a type of active protein and one of the most essential elements that our bodies need every day, from speeding up reactions to breaking down the foods we eat.

Every single cell in our body depends on enzymes. There are three main types of enzymes namely metabolic enzymes, digestive enzymes and food enzymes.

Metabolic enzymes are responsible for speeding up reactions in the body and for the cell's ability to produce energy and eliminate substances or detox.

Digestive enzymes are responsible for breaking down of foods into nutrients and waste. If our foods are not digested properly, our bodies cannot absorb the nutrients. This is when one may start experiencing the gastrointestinal symptoms such as bloating and nutrient deficiencies.

Food enzymes are not something exclusive to the human body. Raw foods we eat also naturally contain enzymes! However, since protein is heat sensitive, cooking and processing of foods can kill these natural enzymes.

***Balanced immune function and proper diet are the keys to helping your body perform naturally.***



# Secrets to Healthy Immunity Unlocked!



There is much we can protect our bodies with the absorption of enzymes. More importantly, we need to consume herbal supplements that will be effectively taken care of our immune system with long-term effects on our body.

DXN offers these supplements that are rich in Vitamin C and minerals called **Noni Juice** and **Morinzhi Juice**.

DXN **Morinzhi Juice** is a combination of **Noni** and **Roselle**, which helps promote good digestion and assist in regulations of structure and body and brain cells. It also supports the body defenses against respiratory, urinal and nervous problems and immune deficiencies.

According to some researches, around 150 properties have been identified in the Noni Fruit that comprises of

of essential vitamins, minerals, alkaloids, trace elements and active enzymes. It is also a powerful antioxidant that has the ability to rid your body from toxins and free radicals.

Likewise, DXN boasts of the unique qualities of Noni fruit cultivated in DXN Farm, specifically in pollution-free DXN Noni plantation.

Noni is also cultivated in DXN Farm with clean and safe environment to ensure the highest product quality, and is manufactured and processed following strict guidelines and control process.

With the above given information, we can say that the "secrets" to healthy immunity have indeed unlocked with the 100% natural ingredients from DXN Morinzhi and DXN Noni Juice that both promote healthy immune and digestive systems.

## DXN Noni Juice

## Morinzhi 100% Natural



DXN NONI JUICE and DXN MORINZHI is a nutritional and botanical beverage specially formulated from *Morinda citrifolia* that is also rich in vitamins, minerals and antioxidants.



DXN NONI JUICE is made of *Morinda citrifolia* and enriched with tamarind.



DXN MORINZHI JUICE is a combination of *Morinda citrifolia* (Noni) and Roselle.



# Morinzhi

**DMI NATIONWIDE LAUNCHING**

**20th May 2017**

## SOUTH INDIA

The new health and beverage product, **DXN Morinzhi**, was launched in DXN Marketing India Private Limited (DMI) on **20<sup>th</sup> May 2017**.

With constant and careful planning from the committed DMI Management Team as supported by the Leaders per India state wise, the nationwide product launching was proven to be successful.

Other than the marketing and promotional campaigns that have been released to market prior to launching, product presentation also became effective in boosting the sales of the new product with its following useful contents:

1. What is Morinzhi
2. Origin of Morinzhi
3. Health Benefits of Morinzhi
4. Why DXN Morinzhi Special
5. How to Consume Morinzhi
6. Other applications
7. Innovative usage
8. Pricing, PV/SV details

### CHENNAI



### GOA



### KARNATAKA



### KERALA



### MAHARASHTRA



### ODISHA



# Morinzhi

DMI NATIONWIDE LAUNCHING

## NORTH INDIA

The short video presentation of Morinzhi taken from reliable source has been also useful learning tools for the attendees.

As a defense for better immune system, DXN Morinzhi is a nutritional beverage formulated from Noni or *morinda citrifolia* and enriched is Roselle that is also good for digestive system and nutrient absorption.

The launching was simultaneously held all over India on the same day, both in South and North India, as represented by State PICs, along with the network leaders and distributors.

With the recent launch of new products in India market, expect more products to be launched in the coming months to excite the market, which will definitely help in increasing the current sales and recruitment of distributors, and in turn, boost the number of achievers.

### BIHAR & JHARKHAND



### CHANDIGARH



### CHHATTISGARH



### DELHI



### HARYANA



### MADHYA PRADESH



### UTTAR PRADESH



### UTTARAKHAND



### WEST BENGAL





# COCOA

## Food of the Gods

**T**he Latin name for cocoa – Theobroma – literally means, “food of the gods.” This valuable crop played an important role in many ancient South American cultures.

During ancient times, the Mayans used cocoa to create a ritual beverage that was shared during betrothal and marriage ceremonies, providing one of the first known links between chocolate and romance.

For nearly 100 years after the Spaniards were introduced to chocolati, the coveted drink of New World inhabitants, they kept the secret of its production to themselves.

After a century, Spain lost its monopoly on the European chocolate market. By the mid 1600s, the drink made from the little brown beans had gained widespread popularity in France. It was praised as a delicious, health-giving food enjoyed by the wealthy. One enterprising Frenchman opened the first hot chocolate shop in London and by the 1700s, these “chocolate houses” were a common sight in England.

By the 18<sup>th</sup> century, every country, from England to Austria, was producing confections from the fruit of the cocoa tree. During this period, the introduction of the steam engine mechanized cocoa bean grinding, reducing production costs and making chocolate affordable to all.

From German chocolate cake to Swiss cocoa, today, people around the world enjoy chocolate in thousands of different forms, consuming more than 4.5 million tons of cocoa beans annually. Throughout its evolution, one thing has remained constant – chocolate has never lacked an avid following of people who the “food of the gods.”

### Health Benefits of Cocoa

According to some researches, cocoa offers anti-inflammatory, anti-carcinogenic, and anti-oxidant qualities with positive effects by imparting numerous health benefits.

Cocoa is rich in minerals such as iron, magnesium, calcium, copper, phosphorous and manganese. It is also a good source of selenium, potassium and zinc while providing the body with carbohydrates, protein and dietary fiber.

Flavanoid-rich cocoa helps aid in lowering blood pressure brought by the presence of antioxidants in cocoa that keeps blood vessels relaxed.

Scientists also suggested that flavanoid-rich cocoa may extend its beneficial effects to maintaining a healthy brain. Based on findings, the consumption of cocoa-based products enhances the flow of blood to the brain.

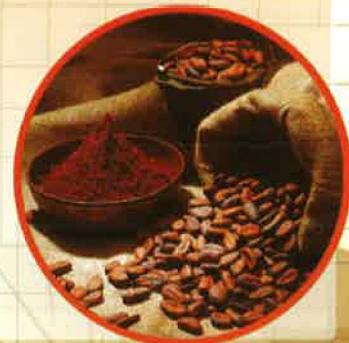
Cocoa also has been found to be effective in maintaining good skin.

### Nutrition Found in Cocoa

- Carbohydrates. Provides the main source of energy to our body.
- Fat. Provides two times more calories value compare to carbohydrate.
- Minerals. The potassium content in cocoa helps in biological reaction and balances osmotic pressure in our cell.
- Vitamins. Acts as co-enzymes to assist the function of enzymes in our body.
- Protein. Helps build body compound such as hormones, enzymes and hemoglobin.

### More Facts about Cocoa

- Cocoa beans are fruit of the cacao tree.
- Cocoa beans are called cocoa beans and not cacao beans due to a spelling mistake made by English importers in the 18th century when chocolate became popular.
- Cocoa beans are the seeds inside melon-shaped pods about 30 cm long.
- Cocoa powder is made by squeezing the cocoa butter (fat) from chocolate liquor and then pulverizing it.
- Cocoa is a Mayan word for ‘bitter juice’ while the chocolate comes from ‘sour water’.



# The Goodness of

# Chocolate



**T**he uniqueness of cocoa comes in its products such as chocolate and cocoa drinks that provide balanced nutritional value to our diet.

One of the popular products of cocoa is chocolate, because it is made from tropical *Theobroma cacao* tree seeds and its earliest consumption is believed to be in Olmec civilization in Mesoamerica.

After the European discovery of the Americas, chocolate became very popular worldwide and its demand exploded.

Chocolate has since become an incredibly popular food product that millions indulge in everyday because of its unique, rich and sweet taste.

## Facts on Chocolate

- In the past, chocolate consumption has been associated with conditions such as diabetes, coronary heart disease and hypertension.
- Chocolate has been praised by some experts for its antioxidant content.
- Some studies have suggested chocolate could lower cholesterol levels and prevent memory decline.
- Chocolate contains a large number of calories.
- The average American consumes around 4.5 kg of chocolate each year.

## Health Benefits of Chocolate

According to Rashed Latif, who published a review of chocolate's health effects in the *Netherlands Journal of Medicine*, chocolate is not only about causes of acne, obesity, high blood pressure, coronary heart disease and diabetes.

He says "the recent discovery of biologically active phenolic compounds in cocoa has changed this perception and research on its effects in aging, oxidative stress, blood pressure regulation and atherosclerosis."

Today, chocolate is lauded for its tremendous antioxidant potential. The higher the cocoa content, the more health benefits there are and the less sugar content, which is better for overall health.

The three potential benefits of eating chocolate may include:

- **Helps lowering cholesterol levels.** According to one study, published in *The Journal of Nutrition*, chocolate consumption might help reduce low-density lipoprotein (LDL) cholesterol levels, also known as "bad fats".
- **Helps prevent cognitive decline.** Scientists at Harvard Medical School suggest that drinking two cups of hot chocolate a day could help keep the brain healthy and reduce memory decline in older people.
- **Helps reduce the risk of cardiovascular problems.** Research, published in *The BMJ*, suggests that consuming chocolate could help lower the risk developing heart disease by one-third.

Source: Medical News Today  
(website: [www.medicalnewstoday.com](http://www.medicalnewstoday.com))





# CocoZhi

DMI NATIONWIDE LAUNCHING  
15<sup>th</sup> July 2017

## SOUTH INDIA

One of the highly anticipated new products has finally arrived in DXN Marketing India Private Limited in the mid-quarter of 2017.

Leveling up the excitement among housewives and their kids, the new DXN CocoZhi, healthy chocolate beverage products formulated from the finest cocoa and pure Ganoderma extract, was launched last 15<sup>th</sup> July 2017 all over India.

With support from distributors and intensive and thorough planning from the Management side led by VP-South Mr.K.M. Rafique and VP-North Mr. Debya Prakash, the launching of new DXN CocoZhi was attended by business partners and prospects from both South and North India.



CHENNAI



GOA



GUJARAT



KARNATAKA



KERALA



MAHARASHTRA



ODISHA

# Cocozhi

**NORTH INDIA**

**DMI NATIONWIDE LAUNCHING**

**15<sup>th</sup> July 2017**

The product presentation that focuses on the **features, health benefits and other relevant information** about cocoa and chocolate became also useful for the attendees and help generate sales and new recruits.

It is also interesting to note that the launching activity became an exciting family gathering where distributors had the chance to bring their kids to

enjoy the goodness of chocolate as one of the main ingredients of DXN Cocozhi.

Meanwhile, in this new edition of newsletter, we provide some useful additional information about cocoa and chocolate (as stated in the health and products feature).



**BIHAR & JHARKHAND**



**CHANDIGARH**



**CHATTISGARH**



**DELHI**



**HARYANA**



**MADHYA PRADESH**



**RAJASTHAN**



**UTTAR PRADESH**



**UTTARAKHAND**



**WEST BENGAL**

# Congratulations

## LIST OF ACHIEVERS

Jan '17 to May '17



### Exec. Double Diamond

099543923 SATHI. T Kerala

099384856 REETA DEVI MRS. UP

099522523 SADAN KUMAR DEY MR. Bihar

099078692 BHUPATI BHUSON DAS MR. Odisha



### Double Diamond

099384856 REETA DEVI MRS. UP

099688745 ANIL ANANTA BHOSALE Maharashtra

091103548 MAHENDRA KUMAR GARG MP

099558628 KETAN JAGANNATH PATIL Maharashtra

091325859 RINKU DEVI Bihar

099917362 SHASHI KANT Bihar



### Exec. Senior Star Diamond

099917362 SHASHI KANT Bihar

091325859 RINKU DEVI Bihar

091103548 MAHENDRA KUMAR GARG MP

099392967 SOUMYA JENA MRS. Odisha

099908380 KUSUM DEVI UP



### Exec. Senior Star Diamond

099853004 AJAY KETAN DAS Odisha

091285562 MINTA KUMARI Bihar

099614134 ASHWINI KUMAR SINGH UP



### Senior Star Diamond

091129458 PUNITA KUMARI Bihar

091335714 KUNDAN KUMAR Bihar

091338228 RENU DEVI Bihar

099670341 MAHAMUNI YOGINI DATTATRAY Maharashtra

099970347 SHRIKRISHAN MISHRA MR. UP

099677436 PRITY PODDAR MRS Odisha

091305999 EAPEN KOSHY C DR Tamil Nadu

099427222 SHANKER PAL MR. UP

091160532 MITHLESH KUMAR Bihar

099886363 PANKAJ LAL Bihar

091007010 MAHALINGAPPA PARAPPA BILAGI Karnataka

099172850 ANKUSH RAMCHANDRA SHINDE MR Maharashtra

099949330 ASHWINI SUTAR Maharashtra

099103209 MUNUSAMY P Tamil Nadu

091130315 ASHISH KUMAR SINGH UP

# LIST OF ACHIEVERS

Jan '17 to May '17

## Senior Star Diamond

099952000	NIVA KUMARI	Bihar
990009632	UMESH KUMAR	Bihar
099884174	KUMARA.C	Karnataka
091171938	DEVKALI DEVI	Bihar
091364622	REKHA DEVI	Bihar
990043030	GUDIYA DEVI	Bihar

## Exec. Star Diamond

091371353	SHYAMBARANRAM	Bihar
099505734	MARISWAMY GOWDA M MR	Karnataka
099898420	JAYACHANDRAN J.S	Kerala
091109995	MANARANJAN PARIDA	Odisha
099985622	SETAB ALAM	Bihar
099252483	BIJU P GEORGE MR	Kerala
091171938	DEVKALI DEVI	Bihar
091337227	VIKASH KUMAR	Bihar
990026506	KANCHAN DEVI	Bihar
091160476	SHASHI DEVI	Jharkhand
091169273	SANTOSH KUMAR BARNWAL	Jharkhand
091162364	MARYKUTTY MATHEW	Kerala
099834657	ANIL KUMAR.M	Kerala
099880848	JAGDISH PRASAD MAURYA	UP

## Exec. Star Diamond

990049137	PRADEEP KUMAR	UP
091031847	NITA DEVI	West Bengal
091182963	SUNITA KUMARI	Bihar
091190401	REETA DEVI	Bihar
099354776	RANJAY KUMAR RANJAN MR.	Bihar
099869467	RENU DEVI MRS	Bihar
099985624	MD. RAISUL QUADRI	Bihar
990043030	GUDIVA DEVI	Bihar
091118662	TEK BHADUR JHAKREE	Chandigarh
091119300	MAMATA DEVI	UP
091194340	DEVENDRA KUMAR SHARMA	UP
091036153	VIBHA DEVI	Bihar
091250083	BASHANT TATI	Bihar
091285619	SUSHILA DEVI	Bihar
099825548	SANTOSH KUMAR SINGH	Bihar
990012305	SUBODH KUMAR	Bihar
990026688	JAYANTI DEVI	Bihar
091150578	RAM PARTAP MR.	Delhi
091222184	ASHOK. B. KATTI	Karnataka
091284691	RAJASHEKAR. H.B. DR	Karnataka
091268041	SHIVSAGAR YADAV	UP
091329502	GOVIND MURAV	UP

**Congratulations**

# LIST OF ACHIEVERS

Jan '17 to May '17



## Star Diamond

091234788	VASMATI DEVI	Bihar
091239422	ANJANA KUMARI	Bihar
099963021	MUKESH KUMAR	Bihar
990012305	SUBODH KUMAR	Bihar
990051770	SARITA DEVI	Bihar
990082699	SHAILA DEVI	Bihar
091217700	DROPADI DEVI	Jharkhand
099801232	MR.DEEPAK M.	Karnataka
091171668	SOPAN KRISHNA MISAL.	Maharashtra
099647735	MANDAKE VINAYAK RAMCHANDRA	Maharashtra
099575429	SOMPRAKASH SHARMA MR.	UP
099970374	SADHANA BHARTI	UP
091364603	JITENDRA KUMAR PANDEY	Bihar
990054006	PRATIMA DEVI	Bihar
990107541	LAKSHMIN DEVI	Bihar
091310484	SHIVARAM G. KURSE	Karnataka
091326613	EAPEN CHUNDAMANNIL KOSHY	Kerala
099927806	OMANA A N MRS	Kerala
091145833	DEVENDRA SHARMA	Madhya Pradesh
091179430	VIJAYA ANANTA BHOSALE	Maharashtra
091039374	RAJENDRA KUMAR SAHOO	Odisha
091126366	RAJWINDER KAUR MS	Punjab
099574579	SANJAY PAL MR.	UP
099655505	YASH PAL SINGH MR.	UP

099943062	DOLLY	UP
990002298	DR. UMESH CHANDRA	UP
990008542	RAJEEV GOEL	UP
091127771	RADHESHYAM M. GARG	Andhra Pradesh
091036153	VIBHA DEVI	Bihar
091227110	SURYA KANT KUMAR	Bihar
091266154	UPENDRA PANDIT	Bihar
091271537	ARTI DEVI	Bihar
091363674	CHANDRBAHAN KUMAR	Bihar
099531076	BUDHA DEV GHOSH MR.	Bihar
990039138	REKHA DEVI	Bihar
099591556	NEERAJ NAGAR MRS.	Haryana
091186197	BABITA DEVI	Jharkhand
091181989	HANAMANT DODDATAYAPPA SANNAKKINAVAR	Karnataka
091008060	R.KUMARAVEL	Kerala
091247573	SOUDAMINI T.D.	Kerala
091343009	MAHENDRA VITTHAL EBHAD	Maharashtra
099414542	VILAS ANANT KAD MR	Maharashtra
099562262	MANMIT VILAS CHOUDHARI	Maharashtra
099605923	SHOBHA UTTAM PARDESHI	Maharashtra
990078870	SUNIL TUKARAM NANDIKURALE	Maharashtra
091225769	AKSHAY NAYAK	Odisha
099344333	ABDUL NAZIR N	Tamil Nadu
091183819	DHARMRAJ BIND	UP
091252615	UDAYABHAN YADAV	UP
099912238	HUBRAJI DEVI	UP



**Star Diamond**

# LIST OF ACHIEVERS

Jan '17 to May '17

091056309	GITA DEVI	Bihar
091121214	PRIYADARSHI NAVE NDU	Bihar
091177142	MOHAMMAD HASNAIN	Bihar
091312064	SHOBHA DEVI	Bihar
091317098	KAVITA KUMARI	Bihar
990007384	BINOD KUMAR	Bihar
990024114	SARITA KUMARI	Bihar
990059707	SAVITA DEVI	Bihar
990118079	SUNITA KUMARI	Bihar
990137673	SANJAY KEVAT	Bihar
990053411	PRADIP KUMAR MEHTA	Jharkhand
091222184	ASHOK. B. KATTI	Karnataka
099782736	STELLA ROBIN PAUL	Maharashtra
099774507	KANWALJIT SINGH MALHI S.	Punjab

091153361	RAJPATI	UP
091186683	RISHI DEO PRASAD	UP
091268041	SHIVSAGAR YADAV	UP
091031657	VINAY KUMAR	Bihar
091060821	ANITA DEVI	Bihar
091321629	SAPNA KUMARI	Bihar
990011139	USHA DEVI	Bihar
990020413	RENU KUMARI	Bihar
990031712	VANDANA KUMARI	Bihar
990122927	PINTU KUMARI	Bihar
990125204	KANCHAN DEVI	Bihar
091284474	SANTOSH HIREKERUR	Karnataka
099605648	SHANTA KUMAR PANDA MR	Odisha
091333945	SHANTI	UP
990145520	RAJ KUMAR	UP



# CONGRATULATIONS

## TOP STOCKISTS NATIONWIDE

January '17 to May '17



**Top-1**

M/s. Mahaveer Gano Health Care (990019338)  
Bihar Sharif, Bihar  
Mr. Surendra Prasad



**Top-2**

M/s. Sri Sri Ma Banailiya Health  
Care (09962725)  
Sonauli, Uttar Pradesh  
Mr. Ambrish Kumar Jaiswal



**Top-3**

M/s. Umanath DXN Health Care  
(990148836)  
Barh, Bihar  
Mrs. Champa Devi

# CONGRATULATIONS

**TOP  
ACHIEVERS**

Jan '17 to May '17



**R.K SHARMA & SUMAN SHARMA**

(Code: 099234179)

3rd Crown Ambassador (Feb '17)

Uttar Pradesh



**SANTOSH DEOKAR**

(Code: 099381103)

4th Crown Ambassador (Mar '17)

Gold Crown Diamond (Jan '17)

Maharashtra

DMI made history where three new Crown Ambassadors - Suresh Dadaji (Maharashtra) (featured in previous edition of DXN Life India), R.K Sharma and Suman Sharma (UP) and Santosh Deokar (Maharashtra) - were promoted in only a span of one year that never happened in other DXN international branches.

**NEW CROWN  
DIAMONDS**



**KRISHNA KUMAR AGRAWAL**

(Code: 099525167)

Crown Diamond (Apr '17)

Bihar

**CROWN DIAMONDS  
NEXT LEVEL**



**SURENDRA PRASAD**

(Code: 091056401)

Triple Crown Diamond (Feb '17)

Bihar



**PARWANA J S DR.**

(Code: 099129614)

Double Crown Diamond

Punjab

**THE NEXT CROWN  
DIAMONDS**



**ARATI PRAVIN SALUNKHE**

(Code: 099539398)

Crown Diamond (Apr '17)

Maharashtra

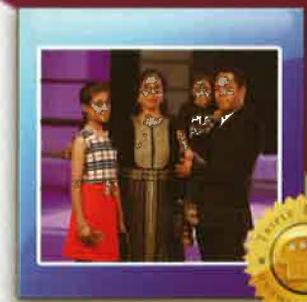


**AJAY PRAKASH GUPTA**

(Code: 099653215)

Gold Diamond (Feb '17)

30 Bihar



**RAJEEV KUMAR**

(Code: 099529084)

Triple Diamond (Mar '17)

Chandigarh

# How to Qualify for Malaysia Trip Promo

## DXN's 25th Anniversary Grand Celebration

### PROMOTION CRITERIA – FOR NON SA CATEGORY

- Maintain minimum 3,000 PPV every month during the contest period (1<sup>st</sup> June 2017 to 31<sup>st</sup> January 2018)

Jun '17	July '17	Aug '17	Sept '17	Oct '17	Nov '17	Dec '17	Jan '18
3,000 PPV							

### PROMOTION CRITERIA – FOR SA & ABOVE CATEGORY

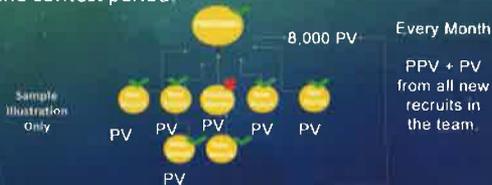
- Maintain 3,000 PPV every month and with total 30,000 PPV during the contest period.

Jun '17	July '17	Aug '17	Sept '17	Oct '17	Nov '17	Dec '17	Jan '18
Min 3,000 PPV							

3000 x 8 months = 24000 ppv + 6000 ppv more in any of the months to complete 30000ppv during the contest period

### PROMOTION CRITERIA – FOR NON SA CATEGORY

- Generate minimum 8,000 PV every month from Personal + all the newly recruited members during the contest period.



### PROMOTION CRITERIA – FOR SA & ABOVE CATEGORY

- Should have at least 6 new lines in 1<sup>st</sup> generation and each line should generate 10,000GPV in total during the contest period.



Each new recruit should complete 10,000 GPV from June 2017 – Jan 2018.

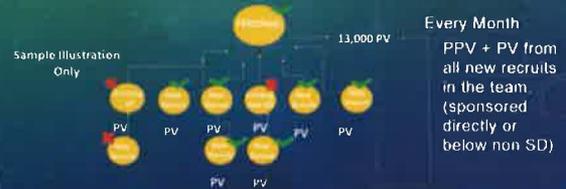
### PROMOTION CRITERIA – FOR NON SA CATEGORY

- Should generate minimum 175,000 PV in total from all newly recruited members in the team (sponsored and under existing and new downlines) during the entire contest period (excluding personal PV).



### PROMOTION CRITERIA - FOR SA CATEGORY

- Generate minimum 13,000 PV every month from Personal + all the newly recruited members from non Star Diamond's downlines during the contest period.



### PROMOTION CRITERIA – FOR NON SA CATEGORY

- A qualifier will be breakaway and will not be considered for his/her upline's qualification.
- All status above refers to the status as of May 2017.
- eg: If you are non SA in May 2017 and you become SA during contest time, say in the month of August, still you are considered for non SA category.

### PROMOTION CRITERIA – FOR SA & ABOVE CATEGORY

- Should generate minimum 175,000 PV from 6 new lines in 1<sup>st</sup> generation + all newly recruited members from non SD downlines (sponsored and under existing and new downlines) during the entire contest period (excluding personal PV).



### PROMOTION CRITERIA – FOR SA & ABOVE CATEGORY

- A qualifier will be breakaway and will not be considered for his/her upline's qualification.
- All status above refers to the status as of May 2017.

### TERMS & CONDITIONS

- All distributors of India are eligible for this promotion.
- Promotion period from 1st June 2017 to 31st January 2018 (8 months).
- Only the new recruited members and PV made in India will be counted.
- Cost of Visa and other travel documents to be borne by the member.

### TERMS & CONDITIONS

- Qualifier can participate in Malaysia trip for 6 days and 5 nights inclusive air ticket, accommodation and ground tour. Transportation fee to the congregation site which is designated by the Company will be borne by the qualifier.
- ITSI 2018 qualifiers will not be eligible for this promotion.
- The qualification from the promotion is not transferable.
- DXN reserves the right to change the terms and conditions without prior notice or consent.



**DXN MARKETING INDIA PRIVATE LIMITED**

*Malaysia*

**25<sup>TH</sup>**

**ANNIVERSARY**

**PROMOTION**

**1st June 2017 to 31st January 2018**

**6 DAYS & 5 NIGHTS**

