

# BE A NETWORK & SELLER PARTNER WITH **asort**



Asort offers a unique Loyalty program to all the seller partners who are associated with us. we take pride in creating a meaningful reward and earning ecosystem which facilitates growth, learning, and success. Even though getting successful in any industry is not an overnight journey but with hard work, passion & consistency, you can build a lifestyle you always aspired for.

Once you become Asort community partner, you become eligible to earn when:

- ✔ You place orders from Asort.
- ✔ You refer family, friends, followers & they place a order from Asort.
- ✔ You build your own micro-community and they place a order from Asort.



## THE SELL & EARN PLAN

Asort offers a unique SELL and EARN plan to all its network and seller partners.

- ✔ we have created opportunities for millions of our network and seller partners to sell and earn along with creating a community of like-minded people who in turn can carry on this process further.
- ✔ Once you become an Asort network and seller partner and start building your own community, you benefit by passing on your product knowledge and sales expertise within your community, which can lead to better performance and better earnings.
- ✔ Asort only offers business opportunities, not a job.

# CORE STRUCTURE OF ASORT'S LOYALTY PROGRAM

Earning at Asort depends on your and Your Community's sale and consumption of Asort lifestyle products in various categories, as your community grows, chance of your reward earning increases.

## ASORT POINTS

- ✔ Asort Points or AP's are a type of point value in which we distribute earnings, discounts and group profits to our seller partners. The AP's get converted to ₹ and transferred to seller partner's account, each product in different categories will have different AP's assigned to them.

## YOU CAN EARN AP's IN FOLLOWING WAYS:

- ✔ AP's can be earned everytime you Place order.
- ✔ On orders placed by your community partners.
- ✔ AP's can be earned when you refer products with your family, friends and prospective customers and they make a purchase.

## DISCOUNTS

- ✔ Discount is fixed discount that is offered by Asort , basis your current title on your personal purchase.

## PERFORMANCE

- ✔ Is given in recognition of hard work and achievements.
- ✔ Based on your accumulation of Asort Points, your performance earnings will also be high.

# TITLE PROGRESSION CRITERIA

- ✓ Moving up the ladder in the Asort community requires certain simple specifications, which can vary as per your title. To upgrade your titles, you need to do a certain amount of business
- ✓ Develop specific titles within your team as per title progression criteria.

## ASORT TITLE BENEFITS & PROGRESSION CRITERIA



### ASORT PATRON

Every visitor at Asort can sign up as a patron and Place orders of their choice.

Once you become a Patron you will get following benefits:

- ✓ Flat discount equivalent to 8% of AP value of respective orders placed.
- ✓ 3% of AP value of respective orders placed will be added to the Growth fund account on your personal purchases.



### PROMOTER

From a Patron to Promoter, your journey can be fast. All you need to do is Place orders equivalent of ₹8000 or above in lifetime.

Once you become a Promoter you will get following benefits:

- ✓ Flat discount equivalent to 26% of AP value of respective orders placed.
- ✓ 3% of AP value of respective orders placed will be added to the Growth fund account on your personal purchases.
- ✓ 1.1% of AP value of respective orders placed will be added to the Growth fund account on purchases done by your community.
- ✓ Upto 18% of Total AP value of respective orders placed by your personal team will be added as group profit earning.



## MAVEN

To upgrade your title from Promoter to Maven, you need to Place orders equivalent to ₹40,000 or above in lifetime after becoming promoter. you can also become Maven by developing 5 Promoters who have been referred by you. Once you do this, you'll become a Maven.

Since there is a capping of personal shopping of ₹10,000 per month , hence to do a purchasing of ₹40,000 at one go, a promoter would have to get video verification done in order to become a Maven and you are also entitled to get 5 Promoter License.

**Once you become a Maven you will get following benefits:**

- ✔ Flat discount equivalent to 40% of AP value of respective placed orders.
- ✔ 3% of AP value of respective orders placed will be added to the growth fund account on your personal purchases.
- ✔ Upto 1.95% of AP value of respective orders placed will be added to the growth fund account on purchases done by your community.
- ✔ Upto 32% of Total AP value of respective orders placed by your personal team will be added as group profit earning.



## INFLUENCER

You need to develop 3 Mavens who have been referred by you. Once you do this, you'll become an Influencer.

**Once you become an Influencer you will get following benefits:**

- ✔ Flat discount equivalent to 54% of AP value of respective products purchased.
- ✔ 3% of AP value of respective orders placed will be added to the growth fund account on your personal purchases.
- ✔ Upto 2.55% of AP value of respective orders placed will be added to the growth fund account on purchases done by your community.
- ✔ Upto 46% of Total AP value of respective orders placed by your personal team will be added as group profit earning.
- ✔ Upto 18.5% of Total AP value of respective orders placed by community will be added as Influencer generation profit combined earning.



## ACE (ASORT COMMUNITY ENTREPRENEUR)

To become an ACE from an Influencer, you need to fulfil the following conditions:

- ✔ Develop 4 Influencers who have been referred by you.
- ✔ Submit the ACE challenge form.
- ✔ You need to sell or consume products through your community equivalent of ₹15,00,000 (Taxable Value) or above in 6 Consecutive business cycles after submitting challenge form
- ✔ Once you have fulfilled the above mentioned conditions, you will be an ACE.

Once you become an ACE, you will get following benefits:

- ✔ Flat discount equivalent to 57% of AP value of respective products purchased.
- ✔ 3% of total AP value of respective orders placed will be added to the growth fund account on your personal purchases.
- ✔ Upto 2.85% of total AP value of respective orders placed will be added to the growth fund account on purchases done by community.
- ✔ Upto 49% of Total AP value of respective orders placed by your personal team will be added as group profit earning.
- ✔ Upto 18.5% of Total AP value of respective orders placed by community will be added as Influencer generation profit combined earning.
- ✔ Upto 8.1% of Total AP value of respective orders placed by community will be added as ACE generation profit combined earning.
- ✔ 4.4% of Total AP value of respective orders placed by the personal team will be added as ACE group bonus earning.



## ABO (ASORT BUSINESS OWNER)

To upgrade your Title from an ACE to ABO, you need to fulfill the following conditions:

- ✔ Develop 4 ACES who have been referred by you.
- ✔ Submit the ABO challenge form .
- ✔ You need to sell or consume products through your community equivalent of ₹1,50,00,000 (Taxable value) or above in 6 Consecutive business cycles after submitting challenge form

Once you have fulfilled the above-mentioned conditions, you'll be an ABO.

Once you become an ABO, you will get following benefits:

- ✔ Flat discount equivalent to 59% of AP value of respective products purchased.
- ✔ 3% of total AP value of respective orders placed will be added to the growth fund account on your personal purchases.
- ✔ Upto 2.95% of total AP value of respective orders placed will be added to the growth fund account on purchases done by community.
- ✔ Upto 51% of Total AP value of respective orders placed by your personal team will be added as group profit earning.
- ✔ Upto 18.5% of Total AP value of respective orders placed by community will be added as Influencer generation profit combined earning.
- ✔ Upto 8.1% of Total AP value of respective orders placed by community will be added as ACE generation profit combined earning.
- ✔ Upto 3% of Total AP value of respective orders placed by community will be added as ABO generation profit combined earning.
- ✔ 4.4% of Total AP value of respective orders placed by the personal team will be added as ACE group bonus earning. This is applicable if there is no active ace in community.



## VETERAN ABO

Once you are an ABO, the next Title is Veteran ABO - It is the highest Title you can reach in our community as Seller Partner. You can become Veteran ABO by fulfilling the following conditions:

- ✔ Develop 4 ABO's who have been referred by you.
- ✔ Submit the Veteran ABO Challenge form.
- ✔ You need to sell or consume products through your community equivalent of ₹10,00,00,000 (Taxable Value) or above in 6 Consecutive business cycles after submitting challenge form

Once you become an Veteran ABO you will get following bene-

- ✔ Flat discount equivalent to 60% of AP value of respective products purchased.
- ✔ 6% of total AP value of respective orders placed will be added to the growth fund account on your personal purchases.
- ✔ Upto 3% of total AP value of respective orders placed will be added to growth fund account on purchases done by community.



- ✔ Upto 52% of Total AP value of respective orders placed by your personal team will be added as group profit earning.
- ✔ Upto 18.5% of Total AP value of respective orders placed by community will be added as Influencer generation profit combined earning.
- ✔ Upto 8.1% of Total AP value of respective orders placed by community will be added as ACE generation profit combined earning.
- ✔ Upto 3% of Total AP value of respective orders placed by community will be added as ABO generation profit combined earning.
- ✔ 4.4% of Total AP value of respective orders placed by the personal team will be added as ACE group bonus earning. This is applicable if there is no active ACE or ABO in community.

## INCENTIVE PLAN

1 PERFORMANCE EARNING								
Title	Maximum Discount	GROWTH FUNDS (ON SELF PURCHASES)	MAXIMUM GROWTH FUNDS (ON DOWNLINE COMMUNITY PURCHASES)	Maximum Group Profit	Maximum Generation Profit (Influencer)	Maximum Generation Profit (ACE)	Maximum ACE Group Bonus	Maximum Generation Profit (ABO)
Patron	8%	3%	--	--	--	--	--	--
Promoter	26%	3%	1.1%	18%	--	--	--	--
Maven	40%	3%	1.95%	32%	--	--	--	--
Influencer	54%	3%	2.55%	46%	18.5%	--	--	--
ACE (Asort Community Entrepreneur)	57%	3%	2.85%	49%	18.5%	8.1%	4.4%	--
ABO (Asort Business Owner)	59%	3%	2.95%	51%	18.5%	8.1%	4.4%	3.0%
Veteran ABO	60%	6%	3%	52%	18.5%	8.1%	4.4%	3.0%

All earnings and discounts will be calculated only on APs and 2 APs will be weighed as ₹ 1.  
**\*Potential Earning= personal sale and community sales volume**

## GROUP BONUS

- ✔ Applicable only for ACE on sales generated from his personal team.
- ✔ Sales generated by equal or higher title partner's community will not be considered for your group bonus calculation.



## GROUP PROFIT

- ✔ Group Profit is earned in line of reference by individuals of the title of Promoters and above
- ✔ An earning that you get based on sales done by your community partner who is at a lower title than yours.

## GROWTH FUND

- ✔ Growth Point is a currency that you get to invest in your learning journey.
- ✔ All Growth Points accumulated in your account are called Growth Fund.
- ✔ You will earn Growth Points from every orders placed by you or your referrals. You can redeem these to avail unique experiences, specifically curated for the community.
- ✔ Growth Points can only be redeemed to avail experiences and can not be converted to cash.
- ✔ For titles ACEs and above GPG is mandatory to earn growth points from community sales.

### 2 AP DISTRIBUTION IN GROWTH FUND

Title	Patron	Promoter	Maven	Influencer	ACE	ABO	V. ABO
AP distribution on Patron order	3%	1.1 %	0.85 %	0.6 %	0.3 %	0.1 %	0.05 %
AP distribution on Promoter order	--	3 %	1.1 %	0.8 %	0.6 %	0.4 %	0.1 %
AP distribution on Maven order	--	--	3 %	1.5 %	0.7 %	0.5 %	0.3 %
AP distribution on Influencer order	--	--	--	3 %	1.7 %	1.1 %	0.2 %
AP distribution on ACE order	--	--	--	--	3 %	2 %	1 %
AP distribution on ABO order	--	--	--	--	--	3 %	3 %
AP distribution on V. ABO order	--	--	--	--	--	--	6 %

All earnings and discounts will be calculated only on APs and 2 APs will be weighed as ₹ 1.

## GENERATION PROFIT

- ✔ Influencer and above Title holders are eligible for generation profit.
- ✔ After the first Influencer, ACE or ABO from the point of sale, each of the next five individuals of such title in the line of reference is eligible for generation profit .

# GPG (GENERATION PROFIT GAINER)

- ✓ GPG is personal purchase that is required to be made in order to enjoy the generation profit earning.
- ✓ All Influencers & above are supposed to do a GPG in any cycle 15 days of month for ₹2400 or getting a direct Promoter referred in their personal community.
- ✓ If GPG/Cycle sale target is done in the first cycle then it would be valid for 2nd cycle as well. (No need of doing additional GPG in 2nd cycle).
- ✓ In case the GPG/Cycle sale target is done in the 2nd cycle of the month then it will not be considered for the first cycle of the same month nor considered for the following cycle of next month.
- ✓ In GPG it will be mandatory to include a AEP(Asort Exclusive Program) order.
- ✓ In case GPG is not done, then the generation earning percentage will flow to the next eligible Title in the line of reference.

## 3 GENERATION PROFIT DETAILS

Influencer Generation Profit	Direct 1	Direct 2	Direct 3	Direct 4	Direct 5
Generation 1	7.50 %	7.50 %	7.50 %	7.50 %	7.50 %
Generation 2	1.50 %	4.50 %	4.50 %	4.50 %	4.50 %
Generation 3	--	1.50 %	3 %	3 %	3 %
Generation 4	--	--	1.50 %	1.50 %	2 %
Generation 5	--	--	--	--	1.50 %

ACE Generation Profit	Direct 1	Direct 2	Direct 3	Direct 4	Direct 5
Generation 1	3.00 %	3.00 %	3.00 %	3.00 %	3.00 %
Generation 2	0.80 %	2.00 %	2.00 %	2.00 %	2.00 %
Generation 3	--	0.80 %	1.50 %	1.50 %	1.50 %
Generation 4	--	--	0.80 %	0.80 %	0.80 %
Generation 5	--	--	--	--	0.80 %

ABO Generation Profit	Direct 1	Direct 2	Direct 3	Direct 4	Direct 5
Generation 1	0.90 %	0.90 %	0.90 %	0.90 %	0.90 %
Generation 2	0.30 %	0.70 %	0.70 %	0.70 %	0.70 %
Generation 3	--	0.30 %	0.60 %	0.60 %	0.60 %
Generation 4	--	--	0.30 %	0.30 %	0.50 %
Generation 5	--	--	--	--	0.30 %

All earnings and discounts will be calculated only on APs and 2 APs will be weighed as ₹ 1.

# CHALLENGE PROCESS

( Applicable for ACE, ABO, & V.ABO titles)

## 1 Complete Team building criteria for respective titles

For ACE title            Develop 4 direct Influencers

For ABO title            Develop 4 direct ACEs

For V.ABO title        Develop 4 direct ABOs

2 After completing respective team building criteria in respective business cycle, Challenge Form will open automatically on respective community partners dealer panel on 1st first day of next business cycle

3 Submit challenge form & Complete B.V. Criteria as per details below:

## Challenge Form Important Timelines :

B.V. will be counted as per following

If a community partner submits form on :	Then B.V. Accounting will start from
1-5th Of month	1st of current month
6-15th of month	16th of current month
16-20th of Month	16th of curent month
21- last date of month	1st of next month

Title wise B.V. criteria	Taxable value
ACE	₹ 1500000
ABO	₹ 15000000
V. ABO	₹ 100000000

## IMPORTANT TERMS

### LICENSE

LICENSE ARE DIRECT PERMISSIONS FOR ANY PATRON REFERRED BY A PARTNER TO DIRECTLY START AS A PROMOTER.

### COMMUNITY

COMMUNITY REFERS TO ALL PARTNER IN YOUR LINE OF REFERENCE.

### PERSONAL TEAM

PERSONAL TEAM REFERS TO PARTNER IN LINE OF REFERENCE WHO ARE AT A TITLE LOWER THAN YOU UNTIL A SIMILAR TITLE APPEAR.

### DIRECT COMMUNITY

DIRECT COMMUNITY REFERS TO ALL PARTNER THAT HAS BEEN DIRECTLY REFERRED BY YOU.

### CYCLE

THERE ARE TWO CYCLES IN A MONTH, FIRST CYCLE OF MONTH WILL BE FROM 1ST TO 15TH DATE OF THE MONTH AND SECOND CYCLE WILL BE FROM 16TH TO LAST DATE OF THE RESPECTIVE MONTH.

# REFER & EARN

We're excited to introduce our Refer & Earn Program, where you get rewarded for bringing new partners into the Asort family!

- ✓ You get upto 100 Asort Gems when a friend signs up with Asort.
- ✓ They get upto 400 Asort Gems on successful sign up.

## WHAT IS ASORT GEMS?

With Asort Gold, we are introducing a new reward mechanism called Asort Gems .

- ✓ 1 Asort Gem = ₹1.
- ✓ Each product listing on Asort website/App will have mention of Maximum Asort Gems that can be redeemed on that particular product.

**Note:** Each Asort Gem is valid for 60 days. So, make sure to use them before they expire!

## FAQS:

### How does the Refer & Earn program work?

When you refer a friend to Asort using your unique referral link or referral code, and they sign up successfully, both you and your friend will earn Asort Gems as rewards.

### What do I earn when I refer someone?

You will receive upto 100 Asort Gems when your friend signs up using your referral link. Your friend will receive upto 400 Asort Gems too! A referrer will Have option to gift upto 400 Asort Gems. Earn to Gift Asort Gems Ratio will be 1: 4. So for example if a referrer decide to refer a referee with 400 Asort gems then referrer will get 100 Asort Gems.

### When will Asort Gems get credited?

As soon as referee signs up Asort gems will credited to both referee & referral account.

### How long are Asort Gems valid for?

Each Asort Gem is valid for 60 days from the day they are credited to your account. Make sure to use them before they expire!

### Is there a limit to how many friends I can refer?

No, there's no limit! You can refer as many friends as you like and keep earning Asort Gems for each successful signs up.

### How can I track my referrals and rewards?

You can easily track your referrals and see how many Asort Gems you've earned in your account dashboard under the "Refer & Earn" section.

### My friend didn't receive their Asort Gems. What should I do?

If your friend didn't receive their Asort Gems after signing up, please contact our customer support team at 0124-690 6900 or email to [care@asort.com](mailto:care@asort.com), and we'll help sort it out.