



***Welcome to  
The Phygital World***

# Technology Changes

*It is not the strongest or the most intelligent who will survive but those who can best manage change*

*\_Prof. Leon. C. Megginson*





●●●● **World's first Phygital  
Company with  
Fast Growing  
Industries**



**E-Commerce**



**Referral  
Marketing**



**Direct  
Selling**



**Health &  
Wellness**

# E - Commerce Online Retail Revenue



Year	Revenue
2009	\$3.9 Billion \$390 Crore
2016	\$38 Billion \$3800 Crore
2026	\$200 Billion \$20000 Crore <i>Expected to grow</i>

## Successful Business Models

facebook

amazon

PayPal

Uber

OLA

Flipkart





# Direct selling booming

- Network marketing
- turn over around the world



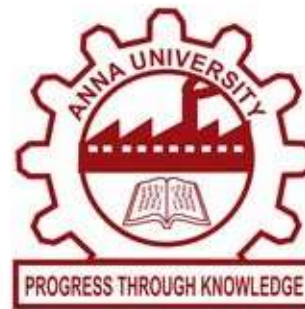
## JOIN THE REVOLUTION

Country	Population	Turn over
USA	33 CR	3,37,810 CR
CHINA	141 CR	1,31,787 CR
JAPAN	12 CR	96,922 CR
KOREA	5 CR	1,54,058 CR
BRAZIL	21 CR	61,389 CR
GERMANY	8 CR	49,128 CR
MEXICO	12 CR	52,250 CR
FRANCE	6 CR	38,201 CR
MALAYSIA	3 CR	30,550 CR
INDIA	140 CR	19,000 CR

**INDIA IS A SLEEPING GIANT. ESTIMATED TO ACHIEVE 64500 CRORE BY 2025. HUGE POTENTIAL.**

**ABOVE 58 LAKH PEOPLE ARE INVOLVED IN THIS INDUSTRY IN INDIA. 53% OF THEM ARE WOMEN PARTICIPANTS.**

# Network Marketing Now a Syllabus at:



**Harvard  
Business  
School**

**DSOF** DIRECT SELLING  
EDUCATION FOUNDATION



THE DIRECT SELLING  
**ENTREPRENEUR  
PROGRAM**  
YOU AND YOUR BUSINESS

 UNIVERSITY OF  
SAN FRANCISCO

**NSU** | NOVA SOUTHEASTERN  
UNIVERSITY  
Florida



# Incorporation Certificate



GST Registration Certificate

PAN Card



# Guidelines on Direct Selling Govt. of India



# State Guidelines as per rule



Karnataka

Sikkim

Telangana

Tamil Nadu

Kerala

  
 Government of India  
 F.No. 21/18/2014-IT(Vol-II)  
 Government of India  
 Ministry of Consumer Affairs, Food & Public Distribution  
 Department of Consumer Affairs

Krishna Bhawan, New Delhi  
Dated the 09<sup>th</sup> Sep, 2016

### OFFICE MEMORANDUM

Subject:- Advisory to State Governments /Union Territories on Model Guidelines on Direct selling

An Inter-Ministerial Committee was constituted by the Government to look into matters concerning the direct selling industry consisting of representatives from Ministry of Finance, the Department of Industrial Policy and Promotion, Department of Legal Affairs, Department of Information Technology and Ministry of Corporate Affairs, besides representatives of State Governments of Delhi, Andhra Pradesh and Kerala. Consultations with stakeholders were also held.

2. Based on the deliberation of the inter Ministerial Committee and consultation with Stakeholders, the model guidelines on direct selling have been formulated. State Governments/UTs may kindly take necessary action to implement the same. It is envisaged in the guidelines that the State Governments will set up a mechanism to monitor/supervise the activities of Direct Sellers, Direct Selling Entity regarding compliance of the guidelines for Direct Selling.

3. Any direct selling entity conducting direct selling activities shall submit an undertaking to the Department of Consumer Affairs within 90 days, stating that it is in compliance with these guidelines and shall also provide details of its incorporation.

Enclosure: Model Guidelines on Direct Selling.

  
 (Mohd. Zakir Hussain)  
 Director (IT)  
 Phone No 23384390

To  
All Chief Secretaries of States/ Administrators of UTs.

Copy for Kind information to:  
 1. Prime Minister Office.  
 2. CEO,NITI Aayog.  
 3. Department of Financial Service, Department of Industrial Policy and Promotion,  
 Department of Legal Affairs, Department of Information Technology and Ministry of Corporate Affairs.



GOVERNMENT OF KERALA  
Abstract

CONSUMER AFFAIRS DEPARTMENT- MONITORING MECHANISM FOR REGULATING DIRECT SELLING ENTITIES AND DIRECT SELLERS -ORDERS ISSUED.

CONSUMER AFFAIRS DEPARTMENT  
G.O.(P) No.6/2023/CAD Dated, Thiruvananthapuram, 28-03-2023.

- Read: 1. Office Memorandum F.No 21/18/2014-IT (Vol-II) dated 09-09-16 received from Department of Consumer Affairs, Government of India.  
 2. G.O.(P) No.8/2018/CAD dated 04/06/2018.  
 3. G.S.R. No 889(E) dated 28/12/2021 of the Ministry of Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs), Government of India.  
 4. G.S.R. 37 (E) dated 21/01/2022 of the Ministry of Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs), Government of India.

### ORDER

As per the Office Memorandum read above, Government of India have issued the model guidelines for Advisory mechanism on the regulation of Direct Selling Industry and also requested the State Government to implement the same in the State and to set-up a mechanism to monitor the activities of direct selling entities. Accordingly as per the G.O. read as 2<sup>nd</sup> paper above, Government have issued the guidelines on monitoring mechanism for regulating Multilevel Marketing /Direct Selling in the State.

2) As per the notification read as 3<sup>rd</sup> paper above, the Central Government have issued the Consumer Protection (Direct Selling) Rules, 2021 in exercise of the powers conferred by clause (zg) of Sub- Section (2) of Section 101 read with Section 94 of the Consumer Protection Act, 2019 and as per the notification read 4<sup>th</sup> above, the Central Government have withdrawn the Direct Selling Guidelines, 2016.

# DSA RULE 2021 DEC-28



## Advisory to State Governments/ Union Territories Model Framework for Guidelines on Direct Selling

These guidelines, may called the direct selling guidelines 2016. These are issued as guiding-principles for state Governments to consider regulating the business of Direct Selling and Multi-Level Marketing (MLM) and strengthen the existing regulatory mechanism on direct Selling and MLM, for preventing fraud and protecting the legitimate rights and interests of consumers





# News Reports



THE NEW  
**INDIAN EXPRESS**  
JULY 07 2018 SATURDAY

## Boby Chemmanur to lead Phygicart to India

Jeweller to invest ₹100 crore in unit

**S. ANAND**  
CHENNAI  
EAE-based e-commerce-direct marketing firm Phygicart.com plans to enter the Indian market aided by an initial investment of ₹100 crore by jeweller Boby Chemmanur, according to a top company official.  
"Having to end the Indian market for seven months, we are starting our operations from Kochi on Sunday," said Anish K Jay, founder and COO, Phygicart e-Commerce.  
Phygicart is a marketplace that both facilitates e-commerce transactions and enables direct marketing on a single platform. The firm deals in more than 5,000 products, 20% of which it manufactures. The range includes electronics, cosmetics, food, wellness and dress materials.  
On the firm's expansion plans, he said jeweller Boby Chemmanur, who holds 70% stake, would invest the ₹100 crore. The remaining stake is held by Mr. Jay and Jolly Antton.  
"The investment would be used to make our own products for which we are setting up an assembling unit in Abudhabi," said Mr. Jay. "It would be ready in two years," he added.

## കേരളകൗമുദി

JULY 07 2018 SATURDAY

### ഇ-കൊമേഴ്സ്, ഡയറക്ട് സെല്ലിംഗ് രംഗത്തേക്ക് ബോബി ചെമ്മന്നൂർ ഗ്രൂപ്പ്

■ ഇ-കൊമേഴ്സിലേക്ക് നേരിടുന്ന മുന്നോട്ട്

ബോബി ചെമ്മന്നൂർ ഗ്രൂപ്പിന്റെ ഇ-കൊമേഴ്സ് രംഗത്തേക്ക് നേരിടുന്ന മുന്നോട്ട്. ഇ-കൊമേഴ്സിലേക്ക് നേരിടുന്ന മുന്നോട്ട്.



ബോബി ചെമ്മന്നൂർ ഗ്രൂപ്പിന്റെ ഇ-കൊമേഴ്സ് രംഗത്തേക്ക് നേരിടുന്ന മുന്നോട്ട്.

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## ദേശാഭിമാനി

JULY 07 2018 SATURDAY

### ഇ-കൊമേഴ്സ് ചാറ്റ്ബോം ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്

ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്

ഇ-കൊമേഴ്സ് ചാറ്റ്ബോം ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്. ഇ-കൊമേഴ്സ് ചാറ്റ്ബോം ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്.

ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്. ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്.

## മലയാള മനോരമ



ബോബി ചെമ്മന്നൂർ ഗ്രൂപ്പിന്റെ ഇ-കൊമേഴ്സ് രംഗത്തേക്ക് നേരിടുന്ന മുന്നോട്ട്.

**in brief**  
**ഡയറക്ട് മാർക്കറ്റിംഗ് രംഗത്തേക്ക് നേരിടുന്ന മുന്നോട്ട്**  
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**ഫിജികാർട്ട്.കോം ഇന്ത്യയിൽ തുടങ്ങി**  
ഇ-കൊമേഴ്സ് ചാറ്റ്ബോം ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്. ഇ-കൊമേഴ്സ് ചാറ്റ്ബോം ഫിജികാർട്ട്.കോം ഇന്ത്യയിലേക്ക്.

## മാതൃഭൂമി



ബോബി ചെമ്മന്നൂർ ഗ്രൂപ്പിന്റെ ഇ-കൊമേഴ്സ് രംഗത്തേക്ക് നേരിടുന്ന മുന്നോട്ട്.

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# **Phygicart** **Indian Launch**



*Inaugurated by Honorable Minister P. Thilothaman with the presence of cine actress Thamanna Bhatia. On 8th July 2018, at Adlux Convention Center, Angamaly, Kerala.*



**Official  
Programme in Dubai**



PHYGICART IS ONE & ONLY PHYSICAL DIGITAL WAY OF SHOPPING



*2018 February 23 Al Tawar, Dubai.*



# Management

**Dr. Bobby Chemmanur (BOCHE)**  
*Chairman (Boby Group of Companies)*

*Jewellery Outlets | NBFC Branches | Boby Bazaar  
Chits Pvt Ltd | Nidhi Ltd | Micro Finance  
Boby Oxygen Resorts | Boby Tours & Travels  
Boche Caravan Tourism*



**Chemmanur International Group** (Traditionally trusted for 160 years)





## **Vision**

*To be the leader in technology based retailing by converging power of digital world and personal advocacy so as to provide the ultimate customer experience.*

## **Mission**

*We stand to make life better for people by providing a phygital way of shopping and an opportunity to create a fortune in the E-commerce industry.*





# Our Infrastructure





# Phygi Stores





# Phygi Brands





# Popular Brands





## ***How to Enter the Platform***

**KYC Documents**

**PAN Card**

**Bank Account Details**



# Promotion



## **Online Promotion**

*Replicated  
web link through  
Social Media*



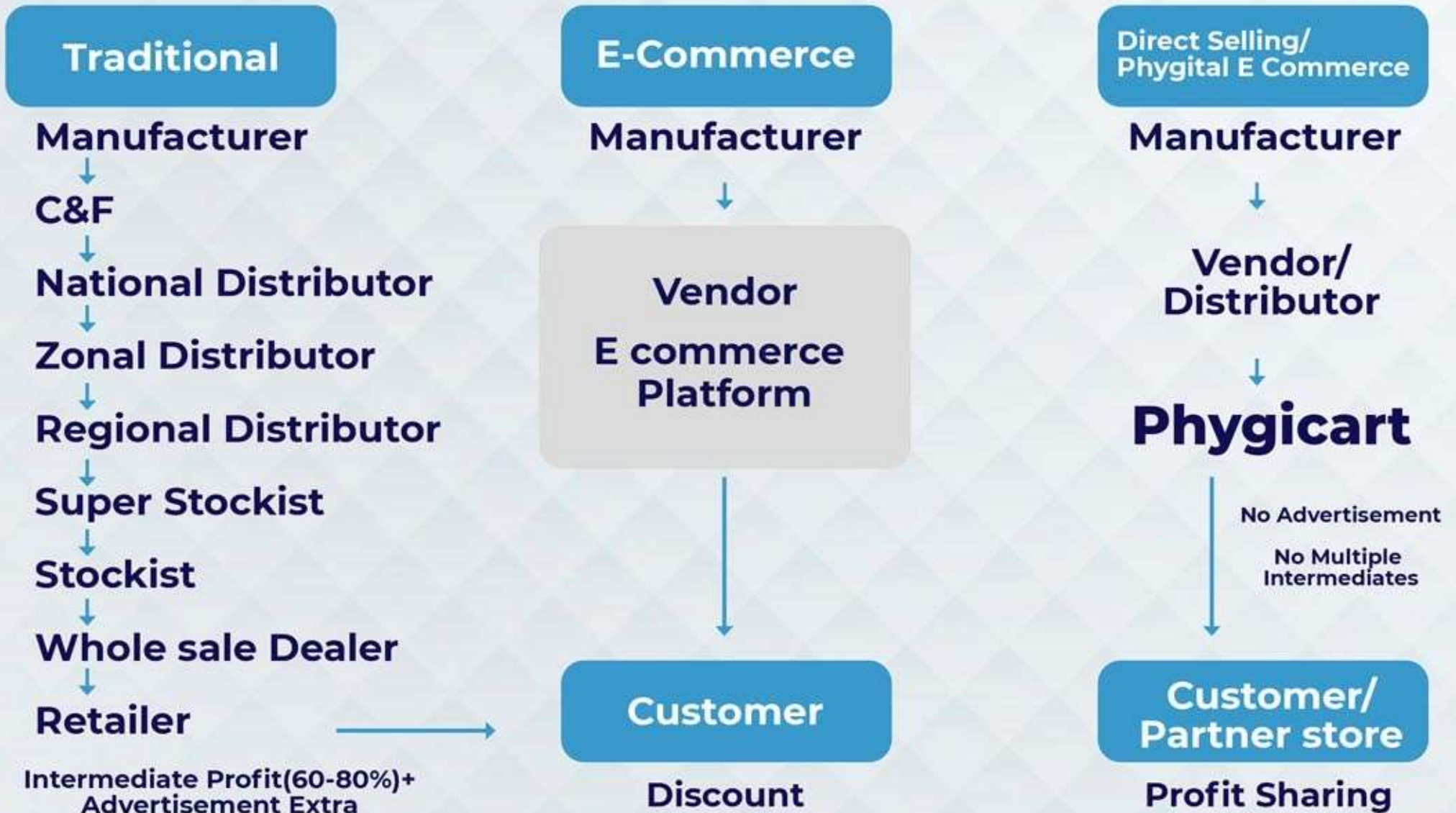
## **Physical Promotion**

*Directly to your  
contacts*

**Note: Digital & Physical presentation program &  
Education program by Phygital Academy.**

# Trade with Technology

Defference between Traditional V/S Direct selling & E-Commerce.





# **Profit Sharing Plan**



***Retail Profit***

***Business Expansion Bonus***

***Generation Bonus***

***Monthly Performance Bonus***

***Annual Profit***

***Awards & Rewards***

**Retail  
Profit**



**Partner Store**



# Business Expansion Bonus



<b>1</b> Sales Volume	<b>1</b> Sales Volume	<b>₹ 20/-</b>
<b>100</b> Sales Volume	<b>100</b> Sales Volume	<b>₹ 2000/-</b>
<b>500</b> Sales Volume	<b>500</b> Sales Volume	<b>₹ 10000/-</b>
<b>500</b> Sales Volume	<b>1000</b> Sales Volume	<b>₹ 10000/-</b>
<b>1500</b> Sales Volume	<b>1500</b> Sales Volume	<b>₹ 30000/-</b>

*500 Sales Volume  
carry forward*

*Daily Ceiling Commission*

***Upto first 100 Sales Volume matching. Commission is calculated as 1:2 or 2:1***

# **Generation Bonus**



***20% to 50% of the total Business Volume (BV)***

***Monthly based on TL Career***



# Monthly Performance Bonus



<i>Sales Manager</i>	<i>300sv (matching)</i>
<i>Sales team Manager</i>	<i>600sv (matching)</i>
<i>Sales Development Manager</i>	<i>900sv (matching)</i>
<i>Divisional Sales Manager</i>	<i>1200sv (matching)</i>
<i>Divisional Sales Team Manager</i>	<i>1800sv (matching)</i>
<i>Divisional Sales Development Manager</i>	<i>2600sv (matching)</i>
<i>Zonal Sales Manager</i>	<i>3500sv (matching)</i>
<i>Zonal Sales Team Manager</i>	<i>5000sv (matching)</i>
<i>Zonal Sales Development Manager</i>	<i>10000sv (matching)</i>
<i>National Sales Manager</i>	<i>25000sv (matching)</i>
<i>National Sales Team Manager</i>	<i>40000sv (matching)</i>



**Distributed among all monthly qualified Sales Manager and above ranking stores.**

## **Criteria for Qualification:**

25 SV - UPTO ZSTM

50 SV - UPTO ZSDM

100SV - ALL RANKS

# **Annual Profit**



***0.5% to 1.5% of the total  
Business Volume***

***Distributed among all qualified  
Zonal Sales Development Manager  
and above ranking stores.***

***ZSDM - 8\* TL, NSM - 10\* TL & NSTM - 12\* TL (In every month)***







## *Awards & Rewards*

### **⋮ Rider Fund**

*Divisional Sales Manager  
& 2 TL*

**₹ 50,000**





**Car  
Fund**

**Zonal Sales Team Manager  
& 3 TL 2 Times**

**₹ 5,00,000**





## *Awards & Rewards*

### *International Family Trip*

*Zonal Sales Development Manager  
& 4 TL 3 Times*

*2 pax*



## ***Awards & Rewards***

### ***Premium Car Fund***

***National Sales Manager & 6 TL 3 Times***

**₹ 50,00,000**







## *Awards & Rewards*

**Happy HomeFund**

*National Sales Team Manager  
& 8 TL 3 Times*

**₹ 1,00,00,000**

# **Ranks**



<b>RANKS</b>	<b>CRITERIA</b>	<b>CARRY FORWARD</b>
<i>Registered Store</i>	<i>Any Purchase</i>	
<i>Sales Representative</i>	<i>Activated Store</i>	<i>50000 SV</i>
<i>Sales Executive</i>	<i>500 SV (Matching)</i>	<i>50000 SV</i>
<i>Sales Development Executive</i>	<i>1000 SV (Matching)</i>	<i>50000 SV</i>
<i>Sales Manager</i>	<i>2000 SV (Matching)</i>	<i>100000 SV</i>
<i>Sales Team Manger</i>	<i>5000 SV (Matching)</i>	<i>150000 SV</i>
<i>Sales Developemnt Manager</i>	<i>10000 SV (Matching)</i>	<i>150000 SV</i>
<i>Divisional Sales Manager</i>	<i>20000 SV (Matching)</i>	<i>250000 SV</i>
<i>Divisional Sales Team Manager</i>	<i>35000 SV (Matching)</i>	<i>250000 SV</i>
<i>Divisional Sales Developmemt Manager</i>	<i>50000 SV (Matching)</i>	<i>300000 SV</i>
<i>Zonal Sales Manager</i>	<i>75000 SV (Matching)</i>	<i>350000 SV</i>
<i>Zonal Sales Team Manager</i>	<i>100000 SV (Matching)</i>	<i>500000 SV</i>
<i>Zonal Sales Developmemt Manager</i>	<i>200000 SV (Matching)</i>	<i>600000 SV</i>
<i>National Sales Manager</i>	<i>500000 SV (Matching)</i>	<i>800000 SV</i>
<i>National Sales Team Manager</i>	<i>1000000 SV (Matching)</i>	<i>1000000 SV</i>





*How Can We Achieve?*

# *Through Phygital Academy*



**PHYGITAL**  
ACADEMY

*Training And Skill Development*

*Digital Marketing*

*Physical Marketing*

*Entrepreneurship Development*

*Leadership Empowerment*



[www.phygicart.com](http://www.phygicart.com)

## **CORPORATE OFFICE:**

PHYGICART E-COMMERCE PVT LTD  
3RD FLOOR , E TOWN SHOPPING,  
EAST FORT THRISSUR, KERALA-680005

## **REGIONAL MARKETING OFFICE (KARNATAKA)**

PHYGICART ECOMMERCE PVT LTD,  
2ND FLOOR, 147, 5TH CROSS, 5TH MAIN,  
60 FT ROAD, KORAMANGALA,  
BENGALURU - 560096

## **REGIONAL MARKETING OFFICE (TAMILNADU)**

PHYGICART E-COMMERCE PVT LTD,  
9/250, GANDHI NAGAR, IRUGUR, COIMBATORE,  
TAMIL NADU-PIN-641103

## **REGIONAL MARKETING OFFICE (MAHARASHTRA)**

#201, UNITED BUSINESS PARK, ROAD 11,  
BEHIND OLD PASSPORT OFFICE, WAGLE INDUSTRIAL ESTATE,  
THANE MUMBAI MAHARASHTRA 400604

## **LOGISTIC DIVISION 1**

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CHITTISSERY  
THRISSUR - 680301

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