



MYBOOSTER

FRANCHISE OPTIONS

Mfd. By
Maxell
Made in Japan


 **SCANDNA**
simplifying health

Buder[®]

BECOME OUR FRANCHISE


- ✓ Join one of the fastest growing companies in India and start a MYBooster Franchise to be a part of our growth and reap the rewards of operating an establishment that comes with an incredible business model!
- ✓ MYBooster presents 3 unique Franchising Avenues with high volume revenue streams that ensure your business and accelerate your growth.
- ✓ Benefit from MYBooster's exclusive marketing support that is geared to multiply your business.
- ✓ As our Franchise, you gain a platform to boost your sales and earn a share in the sales made in your area of operation.

FRANCHISE MODELS




EXECUTIVE FRANCHISE (city franchise)

- Premium Leads
- Online and Offline Marketing Support
- Assured returns of **5%** on all sales generated in the designated Pincode
- Operational office with at least 1 product expert is mandatory.
- **Franchise Fees**
INR 15 00 000/-



METRO MASTER FRANCHISE

- Assured Returns of **8%** on direct sales
- **3%** on differential on sales from Executive Franchise under metro territory
- Premium Leads
- Online and Offline Marketing Support
- Operational office with at least 1 product expert is mandatory.
- Metro cities are as:
NCR, Mumbai, Chennai, Ahmedabad, Kolkata, Banglore, Hyderabad.
- **Franchise Fees**
INR 25 00 000/-



STATE MASTER FRANCHISE (excluding metro cities)

- Assured Returns of **8%** on direct sales
- **3%** on differential on sales from Executive Franchise
- Online and Offline Marketing Support
- Applicable for States excluding Metro Cities.
- Exclusive Premium Leads
- Targeted Marketing
- Priority Deliveries
- Operational office with at least 1 product expert is mandatory.
- **Franchise Fees**
INR 50 00 000/-

TERMS & CONDITIONS

1. **Lock in period is 12 months.** If franchisee surrenders within 12 months from the date of initiation of franchisee, in that case **25%** amount will be deducted from the franchisee fees.
2. Master Franchisee can appoint Executive / City Franchisee (Population >10 Lacks) in the state (Specified Territory) of Master Franchisee then MYBooster would **refund** to Master Franchisee sum of INR 5,00,000/- against the collection of 15,00,000/- against the deposit paid by Master Franchisee which will be **maximum paid up to 80% of total deposit amount** collected from Master Franchisee.

Existing and New Master Franchisee can avail the benefit of above for the tenure of 6 months.

3. If the Franchisee eligible the **Minimum maintenance commission** then -
 - i) **2%** Minimum maintenance commission and **60% Stock** on MRP.
- The Minimum maintenance commission is **@ 2%** for the period of 6 months, and later there will be the target of 3 machines per month.
 - ii) **Zero** Minimum maintenance commission and **100% Stock** on MRP.
4. Every Franchisee will be bound to sale the minimum stock **within 3 months** to avail the future benefits.
5. **Company will give demo machine** to franchisee for the demo purpose.
6. Franchisee must conduct **2 demos per week** for first 3 months and later **3 demos per week** , in case of failure to conduct demos INR 2,000 will be deducted from the franchisee commission.
7. For Executive franchisee **10%** of Franchisee fee & for Master Franchisee **5%** of the Franchisee fee is **Non-Refundable**.

ROLES & RESPONSIBILITIES OF THE FRANCHISE



DEMOS AND SEMINARS

The Franchise Demo Center is required to conduct a minimum of 3 Product Demos or Demo Center Per Week During its Operation.



DELIVERIES

The Franchise Demo Center Will Act As A Delivery Point for Orders from the Website to be fulfilled in the Franchise's Area of Operation.



SERVICE & INSTALLATION

The Franchise Demo Center Will Conduct Servicing, Maintenance and Installation at Locations As Specified by the Company.

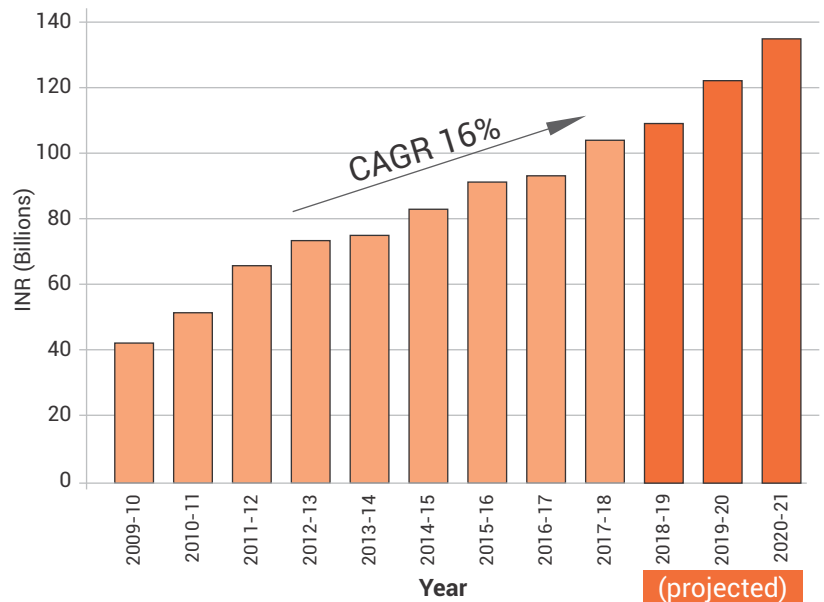
KEY BENEFITS OF ESTABLISHING A MYBOOSTER FRANCHISE

- ✓ The Company Reserves The Right Categorize The Franchise And Assign The Pincode As Per The Franchise Application.
- ✓ Franchise Fee Includes An Assortment Of Products From MYBooster For Display At The Franchise.
- ✓ Easy Surrender Policy: The Franchise Holder Has The Option To Surrender The Franchise After 12 Months.
- ✓ MYBooster will provide Exclusive Leads for the Franchise location and will support Online / Offline Marketing activities.
- ✓ MYBooster: Offering to deal in International Standards Products range in Health and Wellness Industry.

WHY DIRECT SELLING?

Well, let the statistics speak-

The Direct selling industry will hit a market size of **Rs 150 billion by 2021** showing sustainable growth across multiple sectors. This also highlights that the direct selling industry has almost doubled its volume since 2011 to reach almost Rs 100 Billion in 2016.



The Direct selling industry in India has almost **doubled since in 2011 to reach Rs 12,620 crore in 2016** & is expected to grow at a compounded annual growth rate (CAGR) of about 4.8% to reach Rs 15,930 crore in 2021.

WELLNESS INDUSTRY STATISTICS

India Beauty & Wellness Market - A CAGR of **18.40%** Expected During the Forecast Period, **2019-2024** - (Ref- Research And Markets.com)

The beauty and wellness market in India was valued at INR 901.07 Bn in 2018, and is **forecast to reach INR 2,463.49 Bn by 2024**, expanding at a compound annual growth rate (CAGR) of ~18.40% during the 2019-2024 period.

KEY GROWTH DRIVERS OF THE MARKET

The rise in the income of the middle-class has propelled the demand for beauty products and wellness services. In India, the labor force participation rate of females in 2017 was 22.05%, which increased from 21.27% in 2012. With more women joining the workforce in tier 1 cities, their purchasing power has



increased. The rise in their disposable incomes has resulted in the escalating demand for beauty products, and salon and spa services.

KEY DETERRENTS TO THE GROWTH OF THE MARKET



There is a lack of professionally trained and skilled beauty and wellness service providers in the market, which has led to increased manpower costs. As a result, consumers have to pay exorbitant amounts to avail beauty and wellness services. This presents a major challenge for the growth of this market. Consumers demand quality beauty and wellness products and services at affordable prices.

Though brand awareness is high among Indian consumers, they tend to switch brands if similar quality products are available at lower or similar prices.

ALKALINE WATER IRONIZOR INDUSTRY STATISTICS

The top player countries in Alkaline water industry are North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America). The global Water-Ionizer market is valued at 1.25 Bn US\$ in 2017 and will reach 2 billion US\$ by the end of 2025, growing at a CAGR of 5.5% during 2018-2025.



The various end users of these technologies are industrial, commercial and household. The commercial and household segments will see a high adoption of water purifying technologies. In India the household segment is expected to register a CAGR of 15.5%. The growing demand for affordable and portable water in Indian households is expected to play a critical role in shaping the trajectory of the India water purifier market. Comparatively all together India water purifiers market is forecasted to grow at a CAGR of more than 11% by 2023 by researchers.

COUNTRIES OF DISTRIBUTION

MYBooster has the Exclusive Distribution Access to market, promote and sell its products in Bhutan, Pakistan, Sri Lanka, India, Nepal, Bangladesh & UAE.

VALUE CREATION FOR MYBOOSTER



BRAND IDENTITY

Through Water Awareness Seminars & Social Media Marketing, MYBooster has established itself as a prominent procurer of Health & Wellness Products across India.



DISTRIBUTOR NETWORK

MYBooster has increased its distributor base by 45% in the last quarter which has helped it to cover North India and most parts of South India



LOYAL CUSTOMER BASE

Almost 70% of all MYBooster Customers return to buy / sell other products from MYBooster, through our Loyalty Programs & Incentives

STATUTORY FRAMEWORK

MYBooster Retail Pvt Ltd. Is formed in dec'2011 under companies act 1956. with CIN number: U74110PN2011PTC139744 and GST number: 27AAPCS9485B1ZS. MYBooster is in legal boundaries and follows all guidelines in mentioned in the direct selling guideline 2016.

Our organization abide by all the guidelines completely to mention few :
We are in direct selling with binary structure and not pyramid structure . We give a sufficient cooling-off period to our customers according to which the contract can be reversed if client wishes to do so within predefined period of time.

No registration / entry fees is charged to be a part of the our network There is no remuneration or incentive to direct seller to make a new entrant to join the network/ participate in business.

MYBOOSTER ASSOCIATIONS

MYBooster is a partner of Buder (Maxell) for 7 countries (for Buder alkaline water machines , Buter Hydrogen water bottles,) Terra wash , Nano supplements. MYBooster has created its position in India with these niche brands. For successful entry and acceptance ,MYBooster has entered in the Indian water ionizer segment as a MLM company and has already created its own space and has multiplied its customer base every quarter.

FUTURE ROADMAP

- With niche product range , well-defined targeted customer base, effective online and offline marketing and potential MLM network MYBooster's growth in last 2 quarters is inclining upward.
- The future milestones and roadmap

PHASE 01

- Expansion across all major cities of India - Focusing Punjab, Hariyana, Maharashtra, Gujrat, MP, Andrapradesh, Bangal, Uttar Pradesh etc
- Global presence in another 2-3 countries - Asian middle east and Asian south east countries , OEM original equipment assembling and manufacturing

PHASE 02

- Existance in pan India all tire1 and tire 2 Cities + Global presence in min 6 countries apart from India
- Sales Paradym shift with subtle changes in the strategy with 2 -3 more countries additions

PHASE 03

- Public listing of MYBooster

MYBOOSTER'S INNOVATIVE PRODUCTS



BUDER ALKALINE WATER IONIZER

Japanese Innovation that Enriches
lives and Energizes the body
HI-TA 817



BUDER HYDROGEN WATER BOTTLE

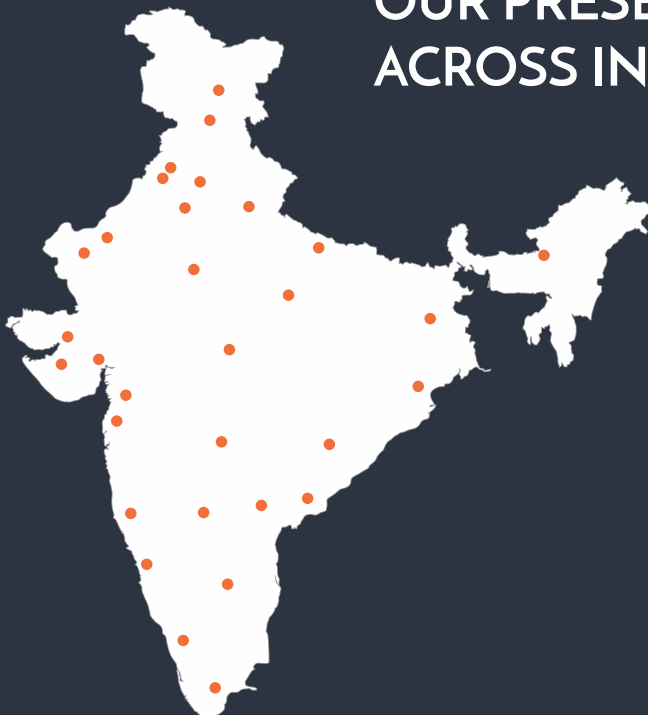
Portable Hydrogen Water
Generator for Achievers on
the move HI-TA 13



SCAN-DNA

An Advance Nutrigenomic
Program

OUR PRESENCE ACROSS INDIA



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