

संकल्प, विश्वास और समृद्धि की



उड़ान



“It’s my commitment to your infinite success journey.”

Dheeraj Rawal
Mr. Dheeraj Rawal

नई सोच, नई उड़ान

Why Indian Direct Selling Industry Lacks Behind?



History of Direct Selling



High Price

Products at High Price as compare to traditional market.



Bulk Purchase

Bulk Purchase to maintain levels.



Business Plan

Outdated Business Plan with Lots of Conditions and very low payout at depth level.



High Dropout Rate

Early Exit from Lack of Results.



Worldwide
92 Years

In India
27 Years

mysvn.in



Are you working for your dreams... or someone else's?

No limits. No restrictions.

With SVN, you build your own path to a life of true Udaan.



TRADITIONAL MARKET



DIRECT SELLING MARKET



Dependency Plan (Traditional Income Model)

Start Working at Age of 18-21 Years



You are financially dependent on working your entire life.

✗ No Work = No Income

✗ Income stops after retirement (60+)



Time-bound income
No financial freedom
Retirement uncertainty
Limited savings

Active & Passive Modern Income Model



Why Direct Selling is the Future



Lifestyle Improvement

Opportunity to achieve luxury lifestyle goals, travel and better living standards.



Work From Anywhere

Run the business online or offline from any location.



Unlimited Income Potential

Your earnings grow based on your performance, leadership and team growth.



No Special Degree Required

Success depends more on dedication, consistency and learning attitude.



Flexible Working Hours

Work at your own pace and manage business along with studies, job or family.



Recognition & Rewards

Earn incentives, awards, trips, bonuses, ranks and lifestyle rewards for achievements.



No Employees, No Inventory

Start and grow your business without the burden of hiring staff or managing stock and warehouse expenses.

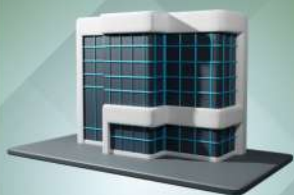


Personal Growth & Confidence

Develop communication, leadership, presentation and networking skills.



Why Choose Us as Your Success Partner?



**INDIA & NEPAL
FASTEST GROWING
COMPANY**



**OWN FORMULATION
PRODUCT**



**ACTIVE & PASSIVE
INCOME**



**AROUND 80+
PRODUCT'S BASKET**



**24X7 DISTRIBUTOR
SUPPORT**



**VISIONARY
MANAGEMENT**



**FREE UTILITY
SERVICES**



**HIGHEST CASHBACK
IN INDIA & NEPAL**



**THERAPY
COLLABORATION FIRST
TIME IN INDIA & NEPAL**



**UNIQUE
PRODUCTS AND PLAN**



**NO PV/BV,
DISTRIBUTION ON
RUPEES (STARTUP)**



**INSTANT PAYOUT &
MONTHLY REPURCHASE
PAYOUT**



**FREE PRODUCT
DELIVERY
ABOVE 2000**



**AYUSH/FDA CERTIFIED
PRODUCT WITH LAB
REPORT**



**LIFE TIME ROYALTY
OPPORTUNITY**



**REWARDS AND
RECOGNITION**



**HIGHEST PAYOUT
DISTRIBUTION**



**SEMINAR, TOURS,
LDP & OTHER
ACTIVITIES**

About Us

SVN Enterprises Private Limited, incorporated in 2016, was established with a long-term vision of building a strong, value-driven organization committed to excellence in product quality and sustainable business opportunities. After strengthening its operational foundation, the company formally entered the Direct Selling Industry in 2022 with a mission to emerge as a leading direct selling company offering world-class products backed by an innovative Hybrid Marketing Plan based on sales revenue rather than the traditional system. This transparent and progressive model ensures fairness, clarity and sustainable income growth for business associates. With roots dating back to 2004 in Ayurvedic healthcare trading under Divine Pharmaceuticals, the group brings deep expertise in herbal wellness, product formulation and natural healthcare solutions. Over the years, it has gained valuable experience as a wholesaler and depot holder, developing strong supply chain capabilities and a practical understanding of distributor networks.

Under experienced leadership with over fifteen years of direct selling expertise, SVN Enterprises focuses on building realistic, scalable and associate-centric business systems. Strengthening its global presence, it has collaborated with reputed Korean manufacturers such as Ionia Limited, JB Thermal & Mom Health Care to introduce advanced wellness technologies in India. With a strong commitment to natural, organic and Ayurvedic products supported by modern scientific validation, SVN Enterprises promotes transparency, ethical practices and consumer well-being. Backed by manufacturing heritage, global partnerships and performance-driven reward programs, the company continues to set new benchmarks in professionalism and growth within the direct selling industry.



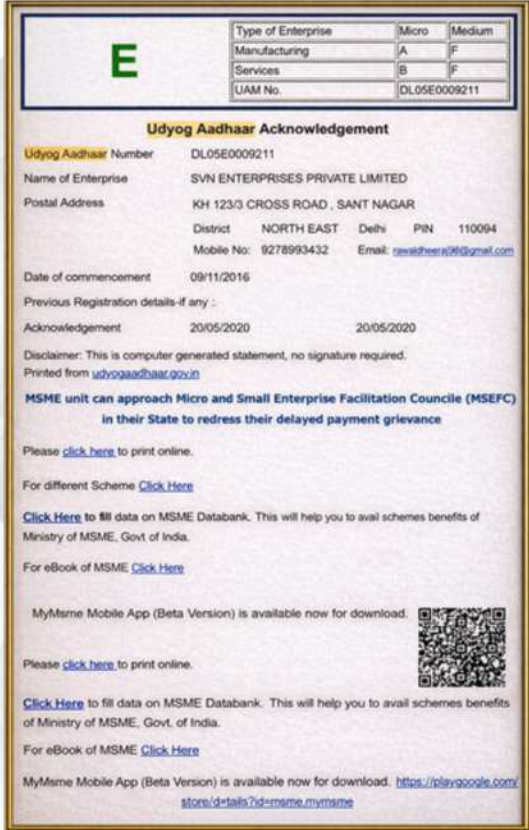
Vision:

To build a trusted direct selling company that creates real entrepreneurs and meaningful opportunities for people from all walks of life. Our vision is to make good quality products accessible at affordable prices while helping individuals achieve financial independence, confidence and long-term success.



Mission:

Our mission is to empower individuals through a transparent and ethical direct selling platform where anyone with dedication can grow as an entrepreneur. We are committed to offering high-quality, safe, reliable and affordable products while providing strong training, support and systems to help our partners build sustainable businesses with honesty and excellence.





From the Desk of
MANAGING DIRECTOR



Dr. R. S. Rajput

Managing Director & Founder, SVN Enterprises Private Limited

I strongly believe that innovation and trust are the foundation of long-term success. As the Managing Director and head of the Research & Development division at SVN Enterprises Pvt. Ltd. my focus has always been on developing safe effective and science-based products that deliver real value to both customers and distributors.

With deep-rooted expertise in Ayurveda and decades of experience as a medical practitioner I have been connected to the principles of ancient Ayurvedic science since the 1990s. Every product is carefully formulated under my guidance by combining traditional Ayurvedic wisdom with modern scientific research premium quality ingredients and evolving market trends.

I have also been actively associated with the direct selling industry since 1998 and I truly believe it is one of the most powerful platforms for creating equal growth opportunities. My vision is to continue building products and systems that inspire trust promote wellness and contribute toward sustainable growth for the entire community.

Together we are committed to creating a healthier future backed by quality integrity and innovation.

“Direct Selling – Where Dreams Don’t Need Backgrounds, Just Belief.”



From the Desk of **CEO & DIRECTOR**



Mr. Dheeraj Rawal

CEO, Director & Founder, SVN Enterprises Private Limited

I believe success is not only about achieving financial growth but also about empowering people and creating meaningful opportunities. With an MBA in Marketing & Finance from SRM University, my journey has always been driven by entrepreneurship, leadership and innovation in direct selling.

I secured 2nd Rank in the International Summer Entrepreneurship Program at Hebei University, organized by Canada Summer Overseas and also participated in the HPAIR Asia Conference in Kuala Lumpur, organized by Harvard Project for Asian and International Relations, which enhanced my global business perspective.

Being honored with the Global Youth Icon Award has further inspired me to continue building strong teams, driving sustainable growth and helping individuals achieve success through vision, dedication and leadership.

Together, we are building not just a business, but a platform for growth, empowerment and long-term success.

“ I have a goal to give the best opportunity to Direct Sellers and provide them a key to maximize their wealth.”





Our Management



Mr. Shadab Ahmad

Chief Marketing Officer (CMO)

With over 18 years of experience in the direct selling industry, Mr. Shadab Ahmad believes marketing is about purpose, trust and delivering real value not just promotion. He leads strategic branding, digital campaigns and field engagement initiatives to strengthen the company's presence. His leadership empowers direct sellers and drives sustainable growth aligned with the company's vision of wellness and entrepreneurship.



Ms. Snehal Shah

Chief Operating Officer (COO)

With a strong focus on operational efficiency system development and performance improvement Ms. Snehal Shah ensures the smooth functioning of the company's operations in alignment with its long-term vision and brings 12 years of experience in operations management. She is an Honorary Doctorate recipient known for her impactful leadership and commitment toward empowering teams and with her disciplined and innovative approach she builds strong systems simplifies processes and drives sustainable performance-based growth.



Mr. Surender Tripathi

Chief Legal Officer (CLO)

Mr. Surendra Tripathi combines strong business insight with deep legal expertise, holding an MBA along with LLB and LLM qualifications. With years of experience, he ensures regulatory compliance, protects the company's interests and strengthens corporate governance. Known for his ethical approach and practical legal understanding, he supports transparency, security and long-term stability.



Mr. Dev Rawal

Chief Information Officer (CIO)

Mr. Dev Rawal holds a BCA and MCA and brings a focused, results-driven approach to technology and operations. He manages the company's technology infrastructure to ensure smooth, scalable and efficient systems. Working closely with the operations team, he strengthens order management and backend processes. His emphasis on reliability and timely execution helps maintain a seamless and high-performing operational environment.



Our Product Range



SELF PURCHASE BONUS (CONSISTANCY EXPLAINED)

Buy products worth 500 BV before the 12th of every month for
3 consecutive months and get a ₹750 FREE voucher from mySVN Store!!



9 X 500BV = 4500 BV = ₹2250/- Products Free

Buy 750+ BV Before the 12th for 3 Consecutive Months
and get a mySVN Store Voucher worth (Total BV/3) X 2 !!



Total BV 16300BV = ₹10,200/- Products Free

NOTE

- Delivery Charges should be Borne by the Distributor.
- Consistency Offer Cannot be Clubbed with any Other Offer

INDIA'S FIRST PRODUCT BASED UTILITY PLATFORM



Monthly Offers

Exciting Deals
Every Month



Redeem Wallet Points

Save on Every Purchase



Free Delivery

Shop More Save More,
Free Delivery all Over
India Above ₹2000



Consistency Offers

3 Months Regular
Purchase Reward



Retail Profit

Earn Higher Margins
(MRP-DP)



Free Prime Membership

Get Cashback on Every Mobile
Recharge, Utility Transaction
Get 5% Cashback
(1.5% in E-Wallet | 3.5% in S-Wallet)



BENEFITS AS A CONSUMER

Free Registration

Start your Business
without Any Investment.



Welcome to SVN's Startup Freedom Plan - The Future of Earning Active Income Starts Here

BUILD ONCE EARN FOREVER

We're delighted you've chosen to partner with SVN Enterprises Private Limited to build your own business. Unlike traditional PV/BV-based models, our unique Freedom Plan operates directly on rupees, ensuring complete transparency and clarity. With unlimited direct sponsoring and an instant payout system, you can start earning immediately, recover your initial expenses and grow without limits. Backed by a partner-first approach, flexible opportunities and performance-driven rewards, SVN Enterprises empowers you to build active income and create long-term wealth with confidence.

Your journey to success begins with the choice to grow with us.

“ 4 Earning Opportunities with Startup Freedom Plan ”



**QUICK
START**

D.P. ₹599/-

**SMART
START**

D.P. ₹1199/-

**P. CARE
COMBO**

D.P. ₹1599/-

**POWER
START**

D.P. ₹3599/-

**PRIME
START**

D.P. ₹7199/-



LEVEL INCOME

(Upto 30%)



Level Income is a special and one of the most attractive income opportunities offered by mySVN to its distributors. It is designed for instant earning, where you receive income immediately whenever you sell products. The best part is that there are no complex criteria or conditions, just sponsor, sell and earn, making it simple, transparent and highly rewarding for every partner.





MATCHING INCOME (24%)

Matching Income is a powerful leadership income offered by mySVN, designed on a rupee-based model instead of traditional PV/BV systems for complete transparency. It allows leaders to earn from unlimited depth levels, helping them grow a strong network while increasing their income as their team expands.



Quick Start

Upto ₹3,000/- Weekly Payout



Smart Start

Upto ₹17,500/- Weekly Payout



Personal Combo

Upto ₹17,500/- Weekly Payout



Power Start

Upto ₹45,000/- Weekly Payout



Prime Start

Upto ₹1,00,000/- Weekly Payout



Mega Start

Upto ₹3,00,000/- Weekly Payout



YOU



TEAM A - ₹1000/-



TEAM B - ₹1000/-

(1 STARTUP POINT)

₹1,000/- : ₹1,000/- MATCHING

24% of Company's Startup Business Turnover

Total Startup Points Collected Weekly

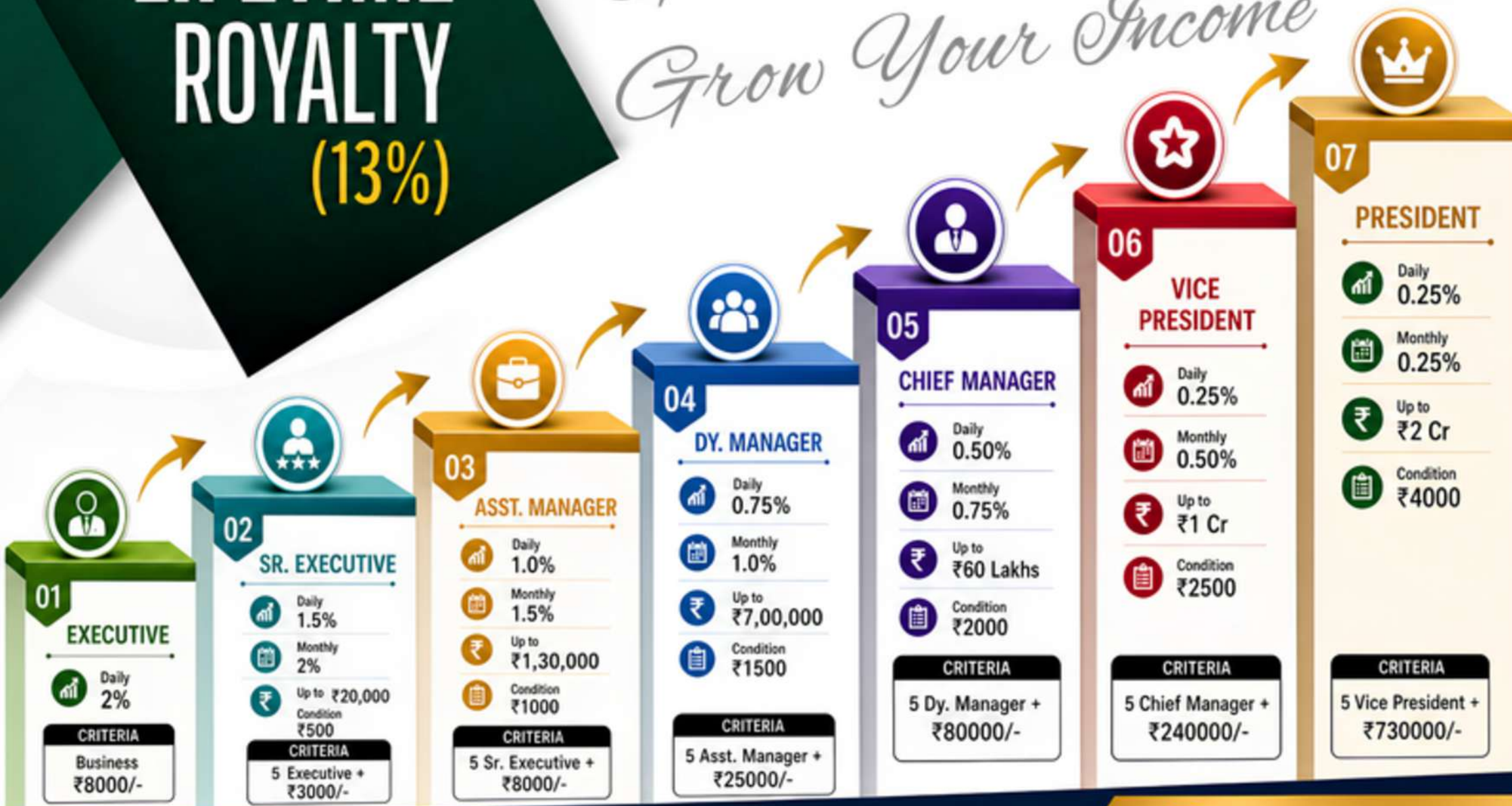
T & C APPLY*

To obtain this fund, self-activation is required and one direct left and one direct right power side carry forward after above criteria is fulfilled. WEEKLY CLOSING.



LIFETIME ROYALTY (13%)

Grow Your Rank,
Grow Your Income



**HIGHER LEVEL
HIGHER INCOME**
Move up and multiply your earnings.



**CLEAR PLAN
STRONG FUTURE**
Follow the path and achieve your dreams.



**LIMITLESS POTENTIAL
FINANCIAL FREEDOM**
Your growth is your greatest reward.



RISE. EARN. LEAD.
Your Success Journey
— STARTS HERE! —

Welcome to SVN's Wealth Creation Repurchase Plan - Way to Wealth with Passive Income

REPURCHASE BUSINESS PLAN

FORTNIGHTLY CLOSING



DIRECT REFERRAL

5%



GROWTH FUND

40%



MENTORSHIP BONUS

10%

BV
BASED EARNINGS
★★★★★

★ MORE REPURCHASE
MORE EARNINGS ★

MONTHLY CLOSING

01



ACHIEVER FUND

5%

02



TRAVEL FUND

3%

03



BIKE FUND

5%

04



SUCCESS FUND

10%

05



CAR FUND

7%

06



HOUSE FUND

7%

07



PERFORMANCE FUND

3%

08



STAR FUND

3%

09



LUXURY FUND

3%



STRONG PLAN



TEAM GROWTH



FINANCIAL FREEDOM



SUCCESS FOREVER

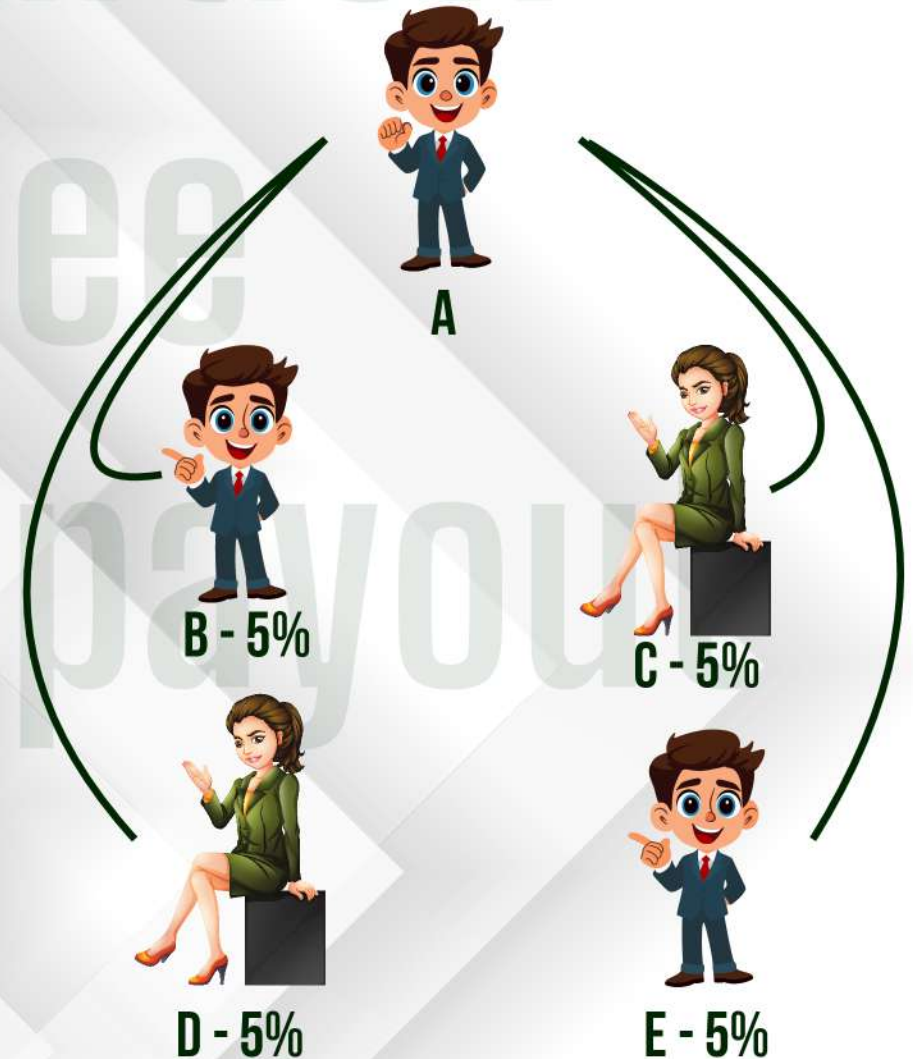
DIRECT REFERRAL BONUS (5%)

Suppose you are A and you directly refer 4 people B, C, D and E. Whenever they purchase products or make transactions, you earn a 5% Direct Referral Income from each of their purchases. For example, if they collectively generate 50,000 BV in purchases, you earn ₹2,500/- as commission.

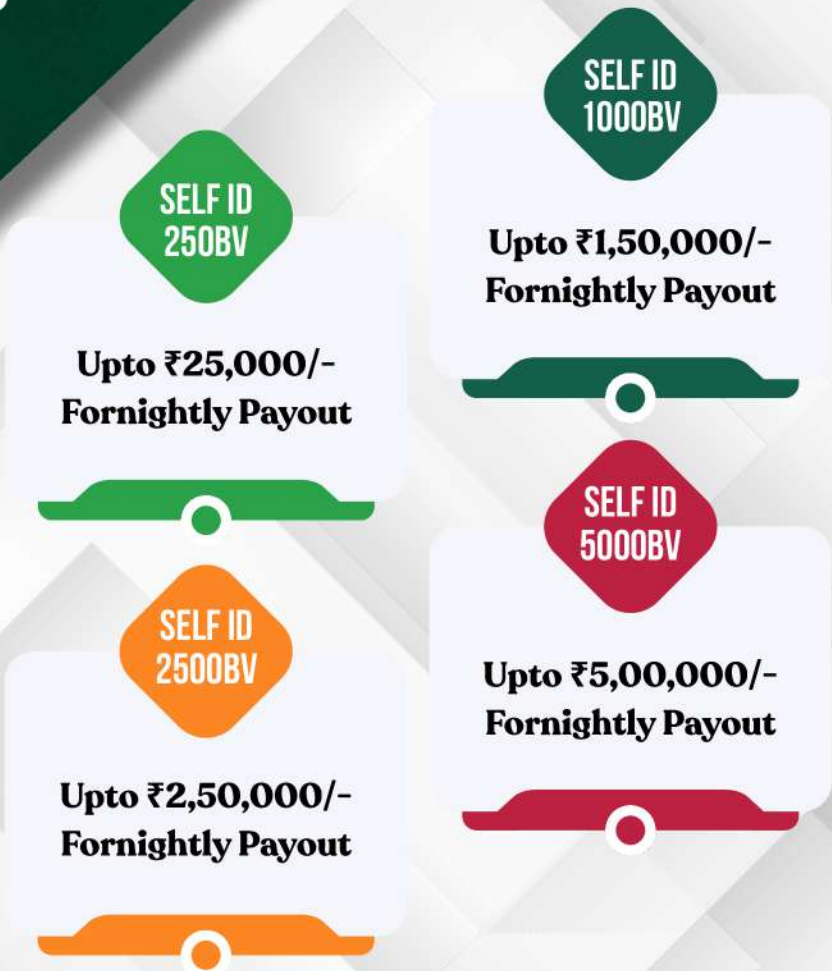
✓ This is a lifetime earning opportunity from your direct referrals as long as they remain active.

T & C APPLY*

- ✓ Only one time activation is required to achieve this income.
- ✓ Direct Referral Bonus will be calculated from Direct Referrals Only.
- ✓ N numbers of Direct Referrals can be done.



GROWTH FUND (40%)



TEAM A - 1000BV **TEAM B - 1000BV**
(1 GROWTH FUND POINT)
1,000 BV : 1,000 BV MATCHING

40% of Company's Fortnight BV Turnover
Total Growth Fund Points Collected in Fortnight Closing

T&C APPLY*

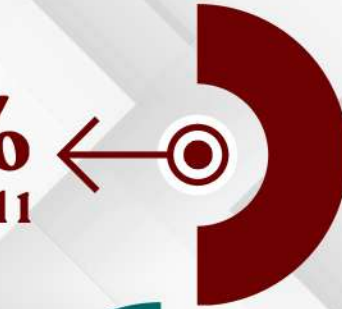
- ✓ To qualify for this fund, a minimum of 250 Personal BV is required in the 1st fortnight of every month.
- ✓ To receive the Growth Fund, 2 active direct sponsors with 500 BV each are mandatory in both Team A and Team B.
- ✓ Self ID activation will be applicable as per the payout value of that particular fortnight.
- ✓ Fortnightly carry forward is applicable in the Power Team only.



MENTORSHIP BONUS (10%)



5%
Level 1



3%
Level 2

2%
Level 3



MENTORSHIP BONUS
₹ 5,000/-



PAY CHEQUE
1.0 LACS FROM GROWTH FUND

T&C APPLY*

- ✓ This income is based on your direct sponsor's TGF income and so on.
- ✓ Only a one-time activation is required to qualify for this income.



ACHIEVER FUND (5%)



**TEAM A
3000 BV**



**TEAM B
3000 BV**

$$1 \text{ Point} = \frac{5\% \text{ of Company's BV Turnover}}{\text{Total Achiever Fund Points Collected}}$$

**1 POINT – ACHIEVER FUND
(CAP LIMIT 3 POINTS)**

T&C APPLY*

- ✓ To qualify for this fund, a minimum of 250 Personal BV is required.
- ✓ Maximum Cap Limit: 3 points from the Achiever Fund.



TRAVEL FUND (3%)



YOU



**TEAM A
10000 BV**



**TEAM B
10000 BV**

$$1 \text{ Point} = \frac{3\% \text{ of Company's BV Turnover}}{\text{Total Travel Fund Points Collected}}$$

(CAP LIMIT 1 POINT)

T&C APPLY*

✓ To qualify for this fund, 500BV Personal is required.

✓ One point capping is applicable.

✓ Once the Travel Fund is achieved, the Achiever Fund eligibility will be discontinued.



BIKE FUND (5%)



first step



YOU



TEAM A
20000 BV



TEAM B
20000 BV

$$1 \text{ Point} = \frac{5\% \text{ of Company's BV Turnover}}{\text{Total Bike Fund Points Collected}}$$

(CAP LIMIT 1 POINT)

T&C APPLY*

✓ To qualify for this fund, 500 Personal BV is mandatory.

✓ One point capping is applicable.

✓ Once the Bike Fund is achieved, the Travel Fund eligibility will be discontinued.



SUCCESS FUND (10%)

passive income opportunity



$$1 \text{ Point} = \frac{10\% \text{ of Company's BV Turnover}}{\text{Total Success Fund Points Collected}}$$

(CAP LIMIT 5 POINT)

T&C APPLY*

- ✓ To qualify for this fund, 500 Personal BV is mandatory.
- ✓ Maximum Cap Limit: 5 Points from Success Fund.
- ✓ Once you achieve the Success Fund, you will no longer receive the Achiever Fund and Travel Fund.
- ✓ You will continue to receive the Bike Fund until you qualify for the House Fund.





CAR FUND (7%)



achieve

your

dream car



YOU

2 MONTH
MAINTAIN



TEAM A
40000 BV

TEAM B
40000 BV



1 Point =

7% of Company's BV Turnover

Total Car Fund Points Collected

To distribute the Car Fund, the company allocates 7% of the total business volume turnover. The Car Fund payout is calculated as per the formula mentioned below:

- Car Fund = Car Fund Points × Car Fund Point Value
- Car Fund Point Value = 7% of the company's total monthly BV turnover ÷ Total Car Fund points collected in the month.

T&C APPLY*

✓ To qualify for this fund, 500 Personal BV is mandatory.

✓ Maintaining the same business volume for 2 consecutive months is required to qualify for the Car Fund.

✓ No cap limit on the Car Fund.



HOUSE FUND (7%)

dream home



YOU

3 MONTH MAINTAIN



TEAM A
40000 BV



TEAM B
40000 BV

$$1 \text{ Point} = \frac{7\% \text{ of Company's BV Turnover}}{\text{Total House Fund Points Collected}}$$

To reward and support dream home achievers, the company allocates 7% of the total business volume (BV) turnover towards the House Fund.

House Fund Calculation Formula

- House Fund = House Fund Points × House Fund Point Value
- House Fund Point Value = $\frac{7\% \text{ of Company's Total Monthly BV Turnover}}{\text{Total House Fund Points Collected in the Month}}$

T&C APPLY*

- ✓ 1000 Personal BV is required to qualify for this fund.
- ✓ Maintain same business for 3 months to become eligible for the House Fund.
- ✓ No cap limit on House Fund earnings.



 **PERFORMANCE
FUND
(3%)**



financial
freedom
journey



$$1 \text{ Point} = \frac{3\% \text{ of Company's BV Turnover}}{\text{Total Performance Fund Point Collected}}$$

(CAP LIMIT 1 POINT)

T&C APPLY*

- ✓ To qualify for this fund, 1000 Personal BV is required.
- ✓ Maximum cap limit: 1 Point from Performance Fund.

STAR FUND (3%)



achieve
your
dream
lifestyle



$$1 \text{ Point} = \frac{3\% \text{ of Company's BV Turnover}}{\text{Total Star Fund Point Collected}}$$

(CAP LIMIT 1 POINT)

T&C APPLY*

- ✓ To qualify for this fund, 1000 Personal BV is required.
- ✓ Star Fund achievers are not entitled to receive the Performance Fund.
- ✓ Maximum cap limit: 1 Point from Star Fund.

LUXURY FUND (3%)



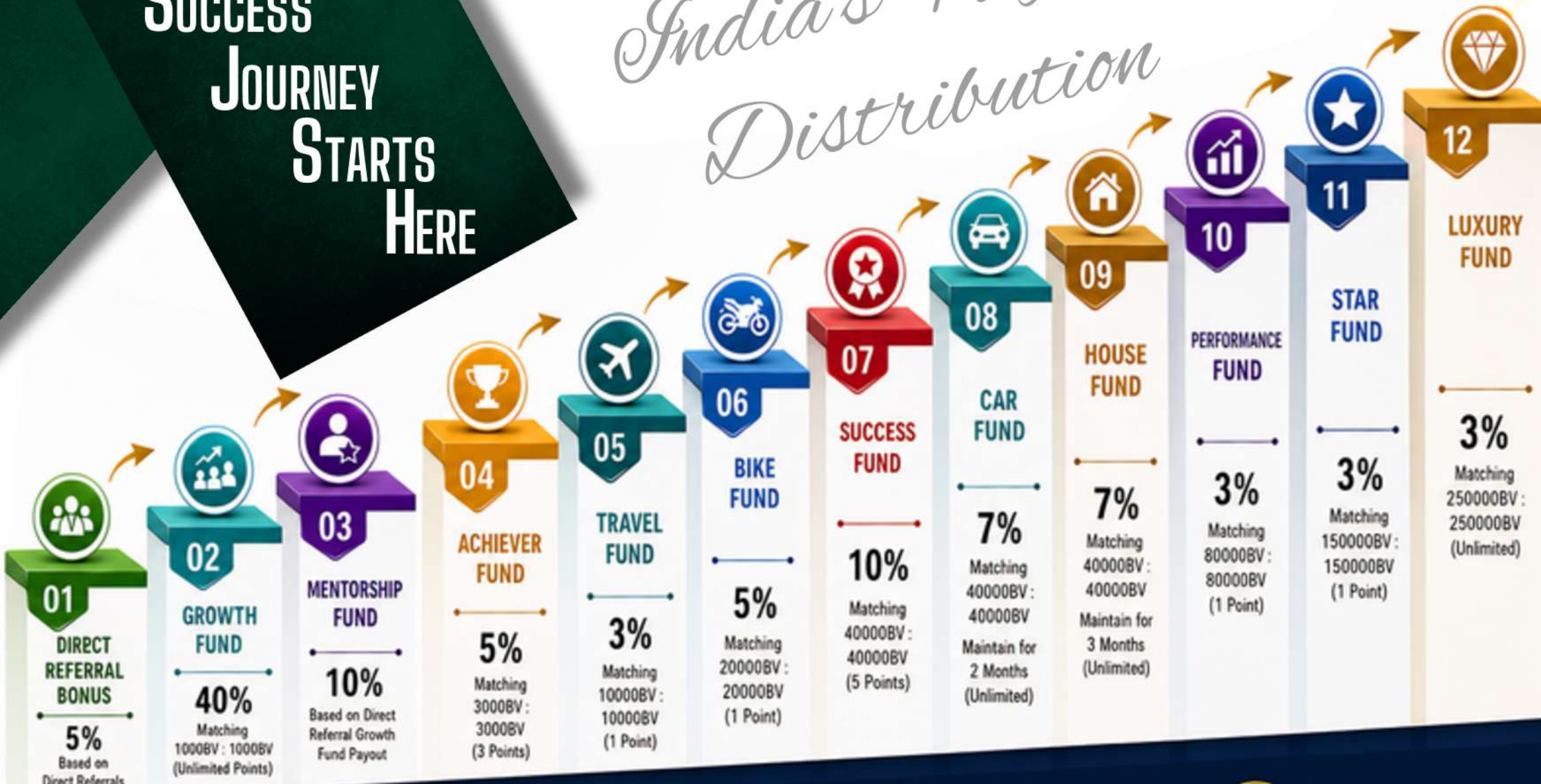
$$1 \text{ Point} = \frac{3\% \text{ of Company's BV Turnover}}{\text{Total Luxury Fund Point Collected}}$$

T&C APPLY*

- ✓ To qualify for this fund, 2000 Personal BV is required.
- ✓ Luxury Fund achievers are not entitled to receive the Performance Fund and Star Fund.
- ✓ Multiple points can be earned from the Luxury Fund.

**YOUR
SUCCESS
JOURNEY
STARTS
HERE**

*India's Highest
Distribution*



STRATEGIC GROWTH

A structured plan that rewards every milestone of your journey.



SMART & SIMPLE PLAN

Easy to understand. Powerful to execute. Built for everyone.



SUSTAINABLE REWARDS

Multiple income streams. Long-term benefits. Financial independence.



LEAD & INSPIRE

Empower others. Build a team. Create a lasting legacy.

YOUR EFFORT TODAY, YOUR FREEDOM TOMORROW.

Keep Rising!



**PATHWAY
TO SUCCESS**

Rank and Recognition



Host. Inspire. Grow. We Support Your Vision!

MATCHING BV	RANK	EVENT TYPE	MEETING SUPPORT	ATTENDANCE	CONFIRMATION
40,000 BV MATCHING	 SPARK WARRIOR	 Business Startup Meet	UP TO ₹2,500	MINIMUM 40 PERSONS	AT LEAST 4 DAYS PRIOR
80,000 BV MATCHING	 IGNITER WARRIOR	 Leadership Startup Meet	UP TO ₹5,000	MINIMUM 80 PERSONS	AT LEAST 7 DAYS PRIOR
1,50,000 BV MATCHING	 STAR WARRIOR	 Success Training Meet	UP TO ₹8,000	MINIMUM 120 PERSONS	AT LEAST 7 DAYS PRIOR
2,50,000 BV MATCHING	 GOLD WARRIOR	 Leadership Seminar	UP TO ₹12,000	MINIMUM 150 PERSONS	AT LEAST 7 DAYS PRIOR
5,00,000 BV MATCHING	 PLATINUM WARRIOR	 Business Growth Seminar	UP TO ₹18,000	MINIMUM 200 PERSONS	AT LEAST 10 DAYS PRIOR
10,00,000 BV MATCHING	 DIAMOND WARRIOR	 Mega Leadership Seminar	UP TO ₹30,000	MINIMUM 250 PERSONS	AT LEAST 20 DAYS PRIOR
25,00,000 BV MATCHING	 UNIVERSAL WARRIOR	 Elite Mega Leadership Event	UP TO ₹50,000	MINIMUM 250 PERSONS	AT LEAST 20 DAYS PRIOR



LIFETIME REWARDS

- ✓ **No Time Limit**
- ✓ **Commulative Rewards**
- ✓ **1000BV | 1000BV = 1 Point**
- ✓ **₹2000/- | ₹2000/- = 1 Point**



REWARDS

Earn Points. Redeem Rewards. Enjoy More!



01



T SHIRT

★ 10 Points

Cumulative Points

02



SMART WATCH

★ 25 Points

Cumulative Points

03



SUIT LENGTH

★ 50 Points

Cumulative Points

04



WELCOME KIT

★ 100 Points

Cumulative Points

05



2N/3D DOMESTIC TOUR

★ 200 Points

Cumulative Points

06



TABLET

★ 500 Points

Cumulative Points

07



SMARTPHONE

★ 1000 Points

Cumulative Points



Earn Points

With Your Activities



Reach More

Climb Higher



Redeem Rewards

You Deserve



Enjoy More

Every Time!



Cruise Trip
2000 Points



International Couple Tour
5000 Points



**Bike Fund upto
₹1.25 Lakh**

10000 Points

FREEDOM

**Car Downpayment
upto ₹2.5 Lakh**

20000 Points

**Freedom Dream
Fund of 8 Lakh**

50000 Points





**Luxury Car DP upto
12 Lakh**

100000 Points

**Your Dream Flat
upto 45 Lakh**

250000 Points

1 Crore Cash

600000 Points

India & Nepal First Product Based Utility Platform

Want to Know More About Us

Scan the code & unlock your success journey



SVN Enterprises Private Limited

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Corporate Office: Galaxy Blue Sapphire Plaza, 95-5, Sector 4, Greater Noida, Ghaziabad, Uttar Pradesh 201016

CIN : U51909DL2016PTC307093

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