



BUSINESS PLAN

BUILDING A WINNING BUSINESS

Presented by



ABOUT MANIRAYA

- A fast-growing direct-selling company in biomagnetic therapy & agriculture.
- Focused on healthcare, wellness, and agriculture innovation.
- Offers business opportunities for individuals to grow as entrepreneurs.



WHY MANIRAYA ?



OUR ACHIEVEMENTS & RECOGNITION

- ₹5+ CRORE TURNOVER IN THE FIRST YEAR.
- ₹2.5 CRORE PAYOUT TO DISTRIBUTORS.
- FIRST YEAR LAKSHADHIPATHI 175+
- FIRST YEAR 70+ RESULT AND RESEARCH ORIENTED PRODUCTS
- FIRST YEAR 2 AWARDS
 1. AWARDED 'BEST AYURVEDIC START-UP OF 2024' BY NETWORK EXPRESS.
 2. RECOGNIZED AS 'BEST CHANGE MAKER IN CORPORATE BUSINESS SECTOR 2024' BY IIB.
- FOUNDER NITHIN MANJAPPA - YOUNGEST ACHIEVER IN DIRECT SELLING OWNERSHIP IN INDIA



- **MANIYARA IS 100% LEGAL DIRECT SELLING COMPANY IN INDIA**



NITHIN MANJAPPA **Managing Director**

Nithin Manjappa is a highly experienced professional with over 8 years of expertise in both the IT sector and direct selling. His career demonstrates a unique blend of technical knowledge and business acumen, allowing him to navigate the complexities of both industries with ease. His vision focuses on "Learning while Earning". addressing gaps in the direct sales industry and fostering entrepreneurship



HARSHITHA . G Director

Harshitha is a dynamic and inspiring woman entrepreneur who has carved a unique path in the world of business with her commitment to innovation, sustainability, and women's empowerment. A B.E. Biotechnology graduate with extensive research experience, Harshitha's journey is a testament to her dedication to combining science, entrepreneurship, and a deep passion for creating a healthier future.

CHOOSE YOUR JOURNEY WITH MANIRAYA

WHERE EVERY BOX OPENS DOORS TO HEALTH, WEALTH, AND GROWTH.

FROM STARTER TO ELITE, WE HAVE A PERFECT BOX TO MATCH YOUR VISION AND INCOME GOALS.

MANIRAYA Product Boxes & Prices

Entry Box – ₹4,000

Mini Explorer Box – ₹9,995

Explorer Box – ₹10,499

Boost Kit – ₹13,100

Power Box – ₹16,000

Single Full Therapy – ₹17,000

Elite Box – ₹18,000

Elite Comfort Box – ₹18,500

Wellness Bundle – ₹23,000

Super Family Box – ₹25,000

Family Pack Full Therapy – ₹33,000

Buy Back Box ₹25,500 t&c apply



RS 4,000: BOX

ORGANISATION 1

1,000 PV

Rs.4,000

Left Promotion: Rs. 500

Right Promotion: Rs. 500

Matching Income (Max PV Match × ₹0.33)

$2,000 \times ₹0.33 = ₹660$

Total Income:

ORGANISATION 2

1,000 PV

Rs. 4,000

Rs. ₹1,660

Entry Box



RS 4000

- 2 STEM CELL



CONTACT US

- +91 8884448586.
- WWW.MANIRAYA.COM.
- #33, 9TH A CROSS, HIG A SECTOR, YELAHANKA, NEW TOWN.
- GROWMANIRAYA@GMAIL.COM

₹9,995 Box

ORGANISATION 1

3000 PV

₹9,995,

Left Promotion: Rs. 750

Right Promotion: Rs. 750

Matching Income (Max PV Match × ₹0.33)

$6000 \times ₹0.33 = ₹1,980$

Total Income:

ORGANISATION 2

3000 PV

₹9,995

Rs. ₹3,480



MINI EXPLORER BOX **RS 9,995/-**

Product :

- **SINGLE BLANKET (4.5×6.5 FT)**



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₹10,499 Box

ORGANISATION 1

3500 PV

Rs10,499

Left Promotion: Rs. 750

Right Promotion: Rs. 750

Matching Income (Max PV Match × ₹0.33)

$7,000 \times 0.33 = 2,310$

Total Income:

ORGANISATION 2

3500 PV

Rs.10,499

Rs. ₹3,810



EXPLORER BOX ₹10,499

PRODUCT

- SINGLE MATTRESS
- 1 BRACELET
- 1 WATER PAD
- 1 HAND BELT
- 1 PILLOW PAD



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13,100 Package

ORGANISATION 1

4000 PV

Rs13,100

Left Promotion: Rs. 750

Right Promotion: Rs. 750

Matching Income (Max PV Match × ₹0.33)

$8,000 \times 0.33 = 2,640$

Total Income:

ORGANISATION 2

4000 PV

Rs. 13,100

Rs. ₹4,140



"BOOST KIT"

PRODUCT

₹13,100

- FULL-SIZE BLANKET (7.5×7.5 FT)



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T&C

Products is as per company policy

₹16,000 Package

ORGANISATION 1

7500 PV
Rs16,000

Left Promotion: Rs. 1,000

Right Promotion: Rs. 1,000

Matching Income (Max PV Match × ₹0.33)

$$15,000 \times 0.33 = 4,950$$

Total Income:

ORGANISATION 2

7500 PV
Rs.16,000

Rs. ₹6,950



POWER BOX

₹16,000

• Product

2 Single Blankets (4.5×6.5 ft)



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T&C
PRODUCTS IS AS PER COMPANY POLICY



Ultimate Wellness

Secure your health essentials—all in one powerful package!

₹16,000



- 2 BRACELET
- 2 STEM CELL
- 2 BERRY JUICE
- 2 MULTI CHARGE
- 2 SOAPS
- 2 RADIATION CHIP
- 2 FACE WASH
- 1 SANITARY PAD



- 7500 PV
- PROMOTION INCOME 1000
- SALES TEAM INCOME 4950RS

T&C
PRODUCTS IS AS PER COMPANY POLICY

₹17,000 Package

ORGANISATION 1

7500 PV
Rs17,000

Left Promotion: Rs. 1,000

Right Promotion: Rs. 1,000

Matching Income (Max PV Match × ₹0.33)

$$15,000 \times 0.33 = 4,950$$

Total Income:

ORGANISATION 2

7500 PV
Rs.17,000

Rs. ₹6,950



SINGLE FULL THERAPY

RS 17,000:

"YOUR HEALTH, YOUR WEALTH –
THE MANIRAYA WAY."



PRODUCTS:

3*6 MATTRESS 1PC ✓

4.5*6.5 BLANKET 1PC ✓

1 WATER PAD ✓

1 HAND BELT ✓

PREMIUM BAG ✓

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PRODUCTS IS AS PER COMPANY POLICY ^{T&C}

18,000 Package

ORGANISATION 1

7500 PV

Rs 18,000

Left Promotion: Rs. 1,000

Right Promotion: Rs. 1,000

Matching Income (Max PV Match × ₹0.33)

$15,000 \times 0.33 = 4,950$

Total Income:

ORGANISATION 2

7,500 PV

Rs.18,000

Rs. ₹6,950



ELITE BOX

RS 18,000

- "Build Health. Build Business. Build Legacy."



- Mattress (6×6 ft) – 1 pc ✓
- Pillow Pad – 2 pcs ✓
- Water Pad – 2 pcs ✓
- Hand Belt – 2 pcs ✓
- Bracelet – 2 pcs ✓



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PRODUCTS IS AS PER COMPANY POLICY

T&C

18,500 Package

ORGANISATION 1

7500 PV

Rs 18,500

Left Promotion: Rs. 1,000

Right Promotion: Rs. 1,000

Matching Income (Max PV Match × ₹0.33)

$15,000 \times 0.33 = 4,950$

Total Income:

ORGANISATION 2

7,500 PV

Rs.18,500

Rs. ₹6,950



"ELITE COMFORT BOX"

PRODUCT

₹18,500

x x x x
x x x x
x x x x
x x x x

- MATTRESS (3×6 FT) – 2 PC
- PILLOW PAD – 2 PCS
- WATER PAD – 2 PCS
- HAND BELT – 2 PCS
- BRACELET – 2 PCS



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23,000 and 25,000 Package

ORGANISATION 1

10,000 PV

**Rs 23,000 and
25,000**

Left Promotion: Rs. 1,500

Right Promotion: Rs. 1,500

Matching Income (Max PV Match × ₹0.33)

$20,000 \times ₹0.33 = ₹6,600$

Total Income:

ORGANISATION 2

10,000 PV

**Rs. 23,000 and
25,000**

Rs. ₹9,600

Super Family Box



RS
25,000

- 2 Mattress (6x6 ft)
- 3 Pillow Pad
- 3 Water Pads
- 3 Hand Belts
- 3 Bracelet

- PV 10,000
- DIRECT INCOME 1500



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PRODUCTS IS AS PER COMPANY POLICY



WELLNESS BUNDLE

RS 23,000

- "Build Health. Build Business. Build Legacy."



- Mattress (3x6 ft) – 3 pc ✓
- Pillow Pad – 3 pcs ✓
- Water Pad – 3 pcs ✓
- Hand Belt – 3 pcs ✓
- Bracelet – 3 pcs ✓

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₹33,000 Package

ORGANISATION 1

10,000 PV

Rs 33,000

Left Promotion: Rs. 2000

Right Promotion: Rs. 2000

Matching Income (Max PV Match × ₹0.33)

$20,000 \times ₹0.33 = ₹6,600$

Total Income:

ORGANISATION 2

10,000 PV

Rs.33,000

Rs. ₹10,600

SPECIAL
OFFER



FAMILY PACK ***FULL THERAPY***

PRODUCTS:

- Mattress (3×6 ft) – 2 pcs
- Blanket (4.5×6.5 ft) – 2 pcs
- Water Pad – 2 pcs
- Hand Belt – 2 pcs
- Premium Bag – 1 pc

RS 33,000



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PRODUCTS IS AS PER COMPANY POLICY

SPECIAL OFFER



**SPECIAL OFFER FOR ₹33K
PACKAGE BUYERS!**

**IF YOU EXCHANGE YOUR
OLD MATTRESS ,
GET A INSTANT
₹7,500
DISCOUNT ON THE
PACKAGE PRICE!**

Limited-time deal – Don't miss out!

 **Terms and Conditions apply.
Offer valid as per company policy.**



Entry Level Plan Beginner

Requirement: 1:1 direct sale (left & right)

Each side must generate 3000 PV. : 3000 PV

Reward:

Upon successful completion, they will receive ₹750 as a Welcome Bonus.

After this achievement, they will be promoted to the
Sales Promoter rank

DAILY PERFORMANCE

BONUS

(BASED ON DAILY FRESH PV)

Applicable for all

Packages:

Sales Promoter (S:P)

CAPPING FOR SALES PROMTOER

IS 24000

ORGANISATION 1		ORGANISATION 2
No. of Fresh Sales		No. of Fresh Sales
2 SALES	1000 Rs	2 SALES
4 SALES	3000 Rs	4 SALES
8 SALES	5000Rs	8 SALES
10 SALES	7000Rs	10SALES



Sales Head (S:H)

Requirement: 3:3 direct sale (left & right) Above 15,000 Package

These 3 Directors together must build a total of 30 IDs from each side
then

YOU BECOME SALES HEAD (S:H)

Daily Capping: ₹7,500

Monthly : ₹2,00,000 : 2,00,000 repurchase sales (left & right)

YOU WILL RECEIVE ₹15,000 PROMOTIONAL BONUS

DAILY PERFORMANCE BONUS

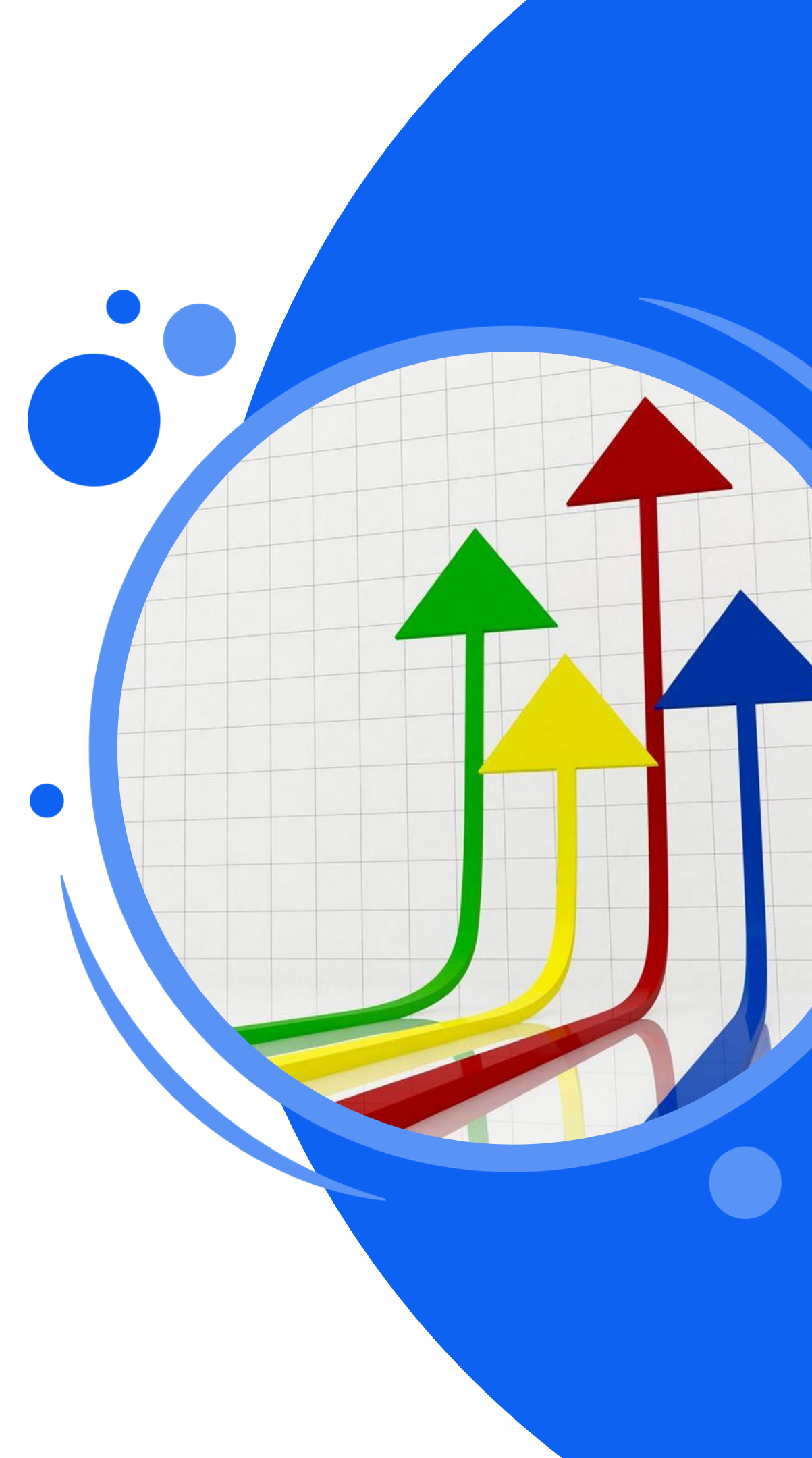
(BASED ON DAILY FRESH PV)

Applicable for all
Packages:

Sales Head (S:H)

CAPPING FOR SALES HEAD
IS 33,000

ORGANISATION 1		ORGANISATION 2
No. of Fresh Sales		No. of Fresh Sales
2 SALES	1000 Rs	2 SALES
4 SALES	4000 Rs	4 SALES
8 SALES	6000Rs	8 SALES
10 SALES	9000Rs	10SALES



Weekly Bonus (Fresh PV Both Sides Required)

Matching PV (Both Sides)	Bonus %	Bonus Amount
30,000 PV	10%	₹3,000
70,000 PV	12%	₹8,400
1,75,000 PV	15%	₹26,250
3,50,000 PV	18%	₹63,000
7,00,000 PV	20%	₹140,000



TARGET LEFT

RANK

TARGET RIGHT

● 1 SALES HEAD

● 2 SALES HEAD

● 3 SALES HEAD

● 4 SALES HEAD

● 5 SALES HEAD

SENIOR SALES HEAD

EXECUTIVE SALES HEAD

LEAD SALES HEAD

CHIEF SALES HEAD

MANAGER

● 1 SALES HEAD

● 2 SALES HEAD

● 3 SALES HEAD

● 4 SALES HEAD

● 5 SALES HEAD

TARGET LEFT

RANK

TARGET RIGHT

● 6 SALES HEAD

● 7 SALES HEAD

● 8 SALES HEAD

● 1 MANAGER

SENIOR MANAGER

EXECUTIVE MANAGER

CHIEF MANAGER

DIRECTOR

● 6 SALES HEA

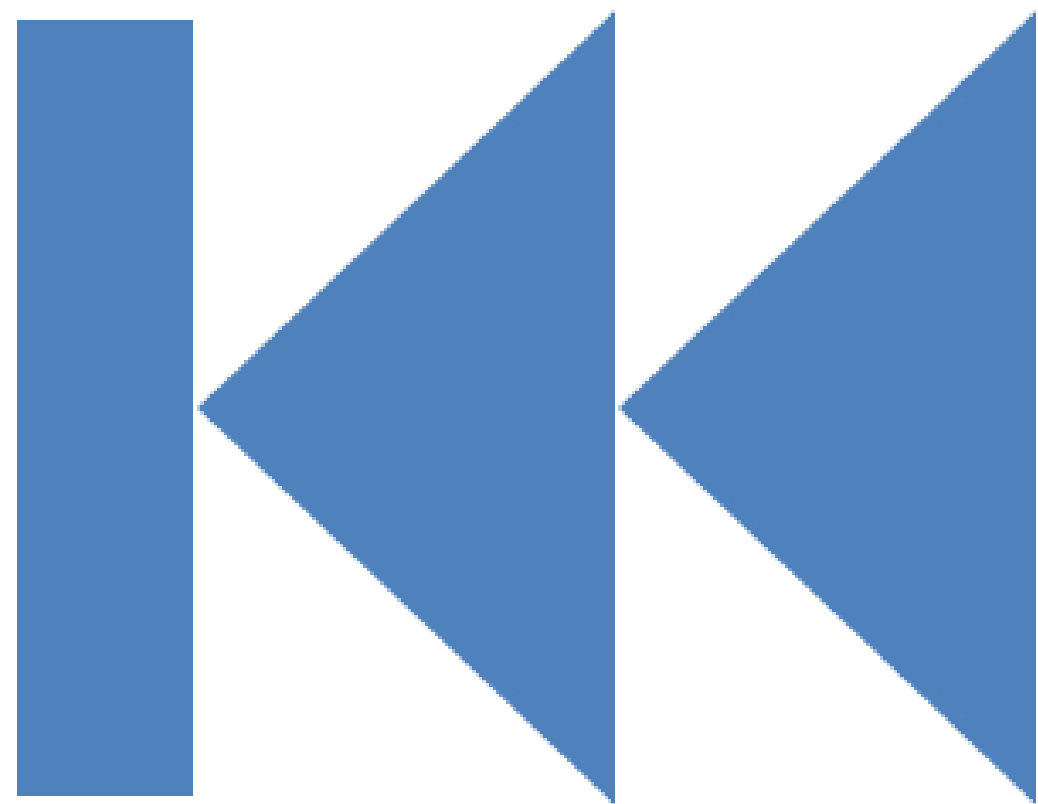
● 7 SALES HEAD

● 8 SALES HEAD

● 1 MANAGER

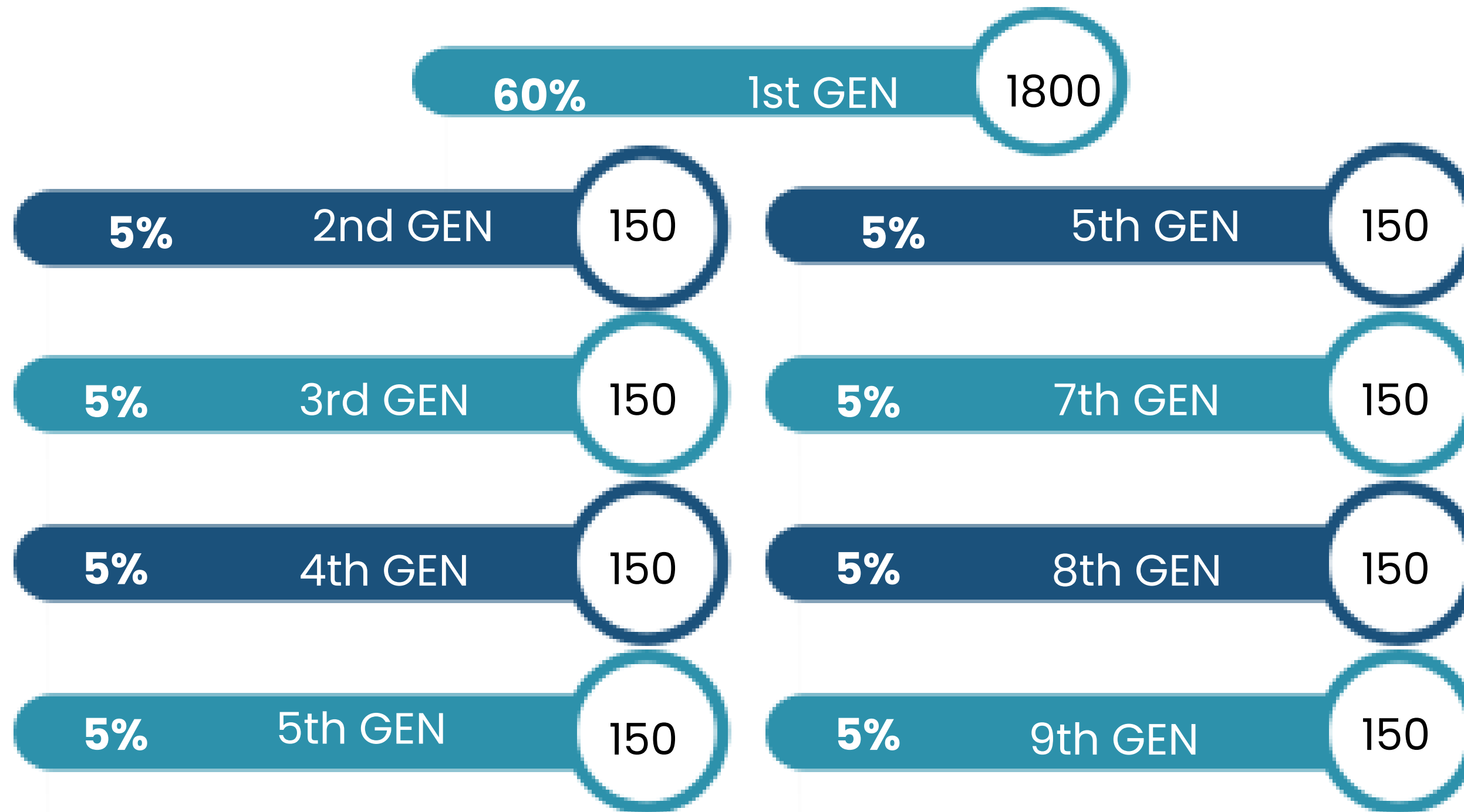
An aerial photograph of a vast, green agricultural field, likely a cornfield, with rows of crops stretching towards the horizon. A tractor is visible in the center, pulling a spray rig that is emitting a fine mist or spray across the field. The sun is low in the sky, creating a warm, golden glow and long shadows across the rows of crops.

BE PREPARED FOR AGRICULTURE
SALES THIS SEASON AND GET
READY FOR INTERNATIONAL TRIP



**GET READY FOR
SUPER7 FROM MAY**

SALES INCENTIVE ON SV UPTO 9TH GENERATION



EX: 10,000 MRP :
C.P. Flat 20% Discount on
MRP.
8000 • Billing Amount
DP price - 5000.
8000 - 5000 = 3000
Balance <- 3,000 /-
=3000SV

“ THIS IS CUSTOMER ”



“ 20% DISCOUNT ON
MRP 8000 BILL ”

T&C APPLY

HOW DOES DIRECT CUSTOMER SALES WORK ?

Team Sales Incentive Comes B/W CP-DP

1st GENERATION

60% on SV (CP - DP)

2nd GENERATION

TO

9th GENERATION

5% on SV (CP - DP)



IT'S TIME TO EARN DEVELOPER BONUS

ORGANISATION 1

2 L REPURCHASE

ORGANISATION 2

2L REPURCHASE

INCENTIVE +MG
(15000DB)+
HEALTH INSURANCE



T&C APPLY

REPURCHASE PLAN (ON BV)

20% BUSINESS MATCHING INCENTIVE IN RATIO OF 1:1
WITH CARRY FORWARD WITH UNMAYCHED BV

ORGANISATION 1

1000 BV

10,000 BV

50,000 BV

200 RS

2000 RS

10,000 RS

ORGANISATION 2

1000 BV

10,000 BV

50,000 BV

T&C APPLY

USER



BENEFITS

- **20 % FLAT OFF ON EVERY PRODUCT**
- **10% CASHBACK ON BV**
- **2500Rs * 3Months =**

4th Month 2500 Rs PRODUCTS 1rs

Up to 50% Off on MRP



10% Cashback on SELF

PURCHASE B V

CONSISTENCY OFFER

CUSTOMER PURCHASE

BENEFITS up to 5th

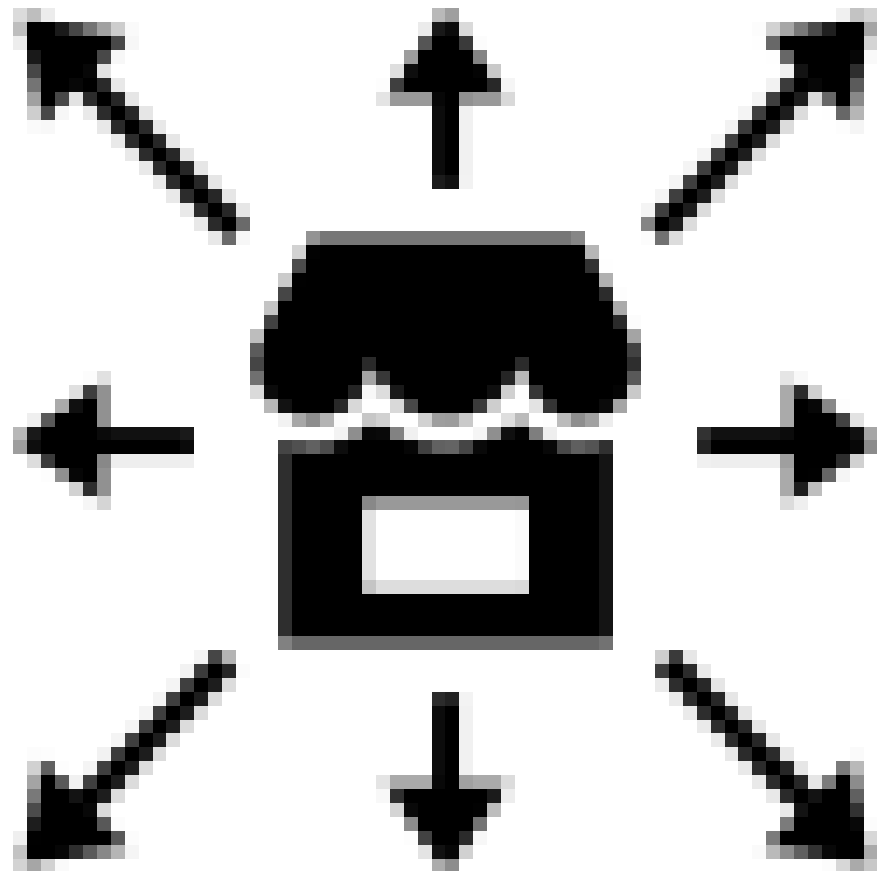
GENERATION



PROMOTE YOURSELF

AS DISTRIBUTOR

**PURCHASE 5000bv IN MULTIPLE
INVOICES IN SINGLE CALENDAR MONTH**



AWARDS (COMPOUNDING BV)

ORGANISATION 1

ORGANISATION 2

50,000 BV	ONE DAY RESORT	50,000 BV
1L BV	GOA TRIP	1L BV
3L BV	2D 3N ACHIEVERS DEVELOPMENT PROGRAM	3L BV
5L BV	25,000 DB	5L BV
10L BV	4D/3N INTERNATIONAL TRIP	10L BV
25L BV	2,00,000 DB	25L BV
50L BV	7 D Couple Europe trip	50L BV
1CR BV	10,00,000 DB	1CR BV
10CR BV	1CRORE DB	10CR BV
25CR BV	10 CR DB	25CR BV

T&C APPLY



Thank You