



# ACTIVE DIRECT PLATFORM ASSOCIATE

**Don't Wait For Opportunity, Create It**

**BUSINESS PLAN**

# LEGALITIES



**UDYAM REGISTRATION CERTIFICATE**

UDYAM REGISTRATION NUMBER: UDYAM LP-73-002661

NAME OF ENTERPRISE: ADP ASSOCIATES

TYPE OF ENTERPRISE: MICRO1 Based on FY 2020-21

MAJOR ACTIVITY: **TRADING**  
(For trading benefits of Priority Sector Lending (PSL) 100%)

NOMINAL CATEGORY OF ENTERPRISE: SC

NAME OF UNITS:

S. No.	Name of Unit
1	ADP ASSOCIATES

DATE OF DISOPERATION/REGISTRATION OF ENTERPRISE: 06/04/2022

DATE OF COMMENCEMENT OF PRODUCT/BUSINESS: 06/04/2022

NATIONAL INDUSTRIAL CLASSIFICATION (NIC):

S. No.	NIC 1 Digit	NIC 2 Digit	NIC 3 Digit	NIC 4 Digit	Activity	Trading
1	50	509	5091	50910	Wholesale and retail trade; commission agents, other than motor vehicles and motor cycles and motorcycles	
2	51	519	5191	51910	Wholesale and retail trade of motor vehicles, motor cycles and motor cycles	
3	52	529	5291	52910	Wholesale and retail trade of motor vehicles, motor cycles and motor cycles	

**Registration Certificate**  
Government of Uttar Pradesh  
Department of Industries and Drug Administration  
Food Safety and Standards Authority of India,  
Registration certificate under FSSAI Act, 2006

1. Name of the proprietor/owner of the business: \_\_\_\_\_

2. Name of the business: \_\_\_\_\_

3. Address of the business: \_\_\_\_\_

4. Date of registration: \_\_\_\_\_

5. Validity: \_\_\_\_\_

6. Category: \_\_\_\_\_

7. State: \_\_\_\_\_

8. District: \_\_\_\_\_

9. Block: \_\_\_\_\_

10. Village/Panchayat: \_\_\_\_\_

11. Pin Code: \_\_\_\_\_

12. Telephone No.: \_\_\_\_\_

13. Mobile No.: \_\_\_\_\_

14. E-mail: \_\_\_\_\_

15. Signature of the proprietor/owner: \_\_\_\_\_

16. Signature of the Registrar: \_\_\_\_\_

17. Date: \_\_\_\_\_

18. Place: \_\_\_\_\_

19. Seal of the Registrar: \_\_\_\_\_

20. Seal of the Government: \_\_\_\_\_

21. Seal of the Department: \_\_\_\_\_

22. Seal of the District: \_\_\_\_\_

23. Seal of the Block: \_\_\_\_\_

24. Seal of the Village/Panchayat: \_\_\_\_\_

25. Seal of the State: \_\_\_\_\_

26. Seal of the Country: \_\_\_\_\_

27. Seal of the World: \_\_\_\_\_

28. Seal of the Universe: \_\_\_\_\_

29. Seal of the Cosmos: \_\_\_\_\_

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31. Seal of the Solar System: \_\_\_\_\_

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98. Seal of the Sun: \_\_\_\_\_

99. Seal of the Stars: \_\_\_\_\_

100. Seal of the Universe: \_\_\_\_\_

# LEGALITIES





**Certificate Of Compliance**





This is to Certify that the Management System of the  
**ADP ASSOCIATE**  
 PARDHA, MAU, UTTAR PRADESH - 275101

has been independently assessed and confirmed to be in accordance with the requirements  
 of the standard mentioned below

**ISO 9001:2015**

This Certificate is Valid for the following scope  
 "WHOLESALE AND TRADER OF GARMENTS, T SHIRTS"

Certificate Number: Q2A-2024-0103731101  
 Initial Registration Date: 03-APR-2024  
 Certificate Issue Date: 03-APR-2024  
 1st Surveillance on or before: 28-SEP-2025  
 2nd Surveillance on or before: 28-SEP-2026  
 Valid & Until: 02-APR-2027

\*Validity of the Certificate is subject to Successful Completion of surveillance audits on or before of the date. In case surveillance is not allowed to be conducted, the certificate shall be suspended/revoked. Further clarification regarding the scope of this certificate and the applicability of standard may be obtained by consulting the organization. This Certificate remains property of Q2A:UK and must be returned on request. Q2A:UK is an independent spirit product and personal assessment body for ease of compliance, certification & surveillance audits and verify certificate with: info@q2a.co.uk, visit: <http://certification.q2a.co.uk> or scan QR code, Q2A:UK is UK Office: 957, Finsbury Street, London, WC2A 1UR, United Kingdom

certificación


certificado

証明書

certificat

Zertifikat

Certificate





Annexure B

Goods and Services Tax Identification Number: 896VGV0171001L2J

Legal Name: DHEERAJ  
 Trade Name, if any: ADP ASSOCIATE

Details of Proprietor:

1		Name: DHEERAJ	DHEERAJ
		Designation/Class: PROPRIETOR	Proprietor
		Residence of State: Uttar Pradesh	Uttar Pradesh


Goods and Services Tax

# ABOUT US



Under the guidance of **MR. DHEERAJ SAMRAT**, Director of **ADP ASSOCIATE** has envisioned it's one of the latest brand **ADP** to become a household brand for every Indian family. With multiple products to choose from under various categories of personal care, health and wellness with the hybrid concept of e-commerce and Direct Selling.

# OUR MISSION

A large, light blue target icon with an arrow hitting the bullseye is positioned on the left side of the slide, partially overlapping the dark blue background.

We empower people by spreading success. We have setup novel benchmarks by implementing high business standard and ethics. We offer legitimate, innovative and equal earning opportunities coupled with excellent customer satisfaction and protection.

# OUR VISION



- ❖ To bring financial independence to every household.
- ❖ To provide excellent customer satisfaction.
- ❖ To protect, serve, promote and increase effectiveness of our advisors.
- ❖ To ensure availability of product with magnificent business ethics.
- ❖ To spread the power of optimism, positivity and happiness.



# POST OF COMPANY DIRECTOR



**Direct Selling Experience**

**(10 Years)**



**MR. DHEERAJ SAMRAT**



# ADP PRODUCT CATEGORY







MR RAM (Majdoor)

## MINIMUM INCOME

$2 + 2$	4
$3 + 3$	6
$4 + 4$	8
$5 + 5$	10



MR BAJAJ (Malik)

## LEVERAGE INCOME

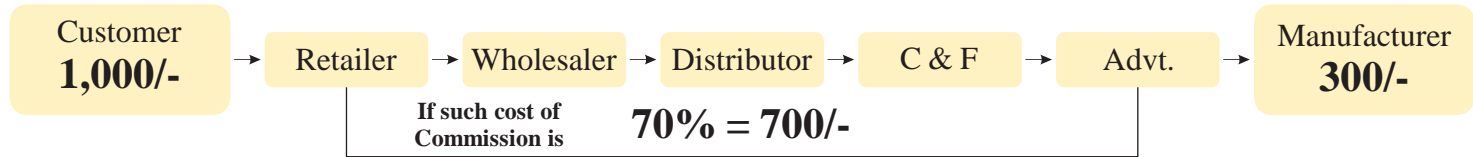
$2 \times 2$	4
$3 \times 3$	9
$4 \times 4$	16
$5 \times 5$	25



# WHAT IS DIRECT SELLING ?

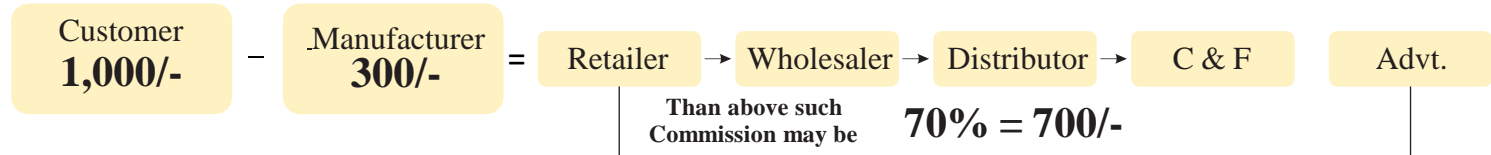
## TRADITIONAL BUSINESS

Example-



## ADP DIRECT SELLING

Example-



\*Margin of agent, C&F, wholesaler as well cost of advertisement distribute **among direct seller team as per achieved sales by them**

**From ADP you can earn upto  
50% margin**



# How to Become a Direct Seller

- a) Free Registration.
- b) Register through our website [www. adpassociate.co.in](http://www.adpassociate.co.in)
- c) Update KYC (Photo + Pan Card + Aadhar Card).
- d) Go through term & conditions.
- e) Direct Seller get his/her user ID and password instantly.

## From Where ADP DS Can Purchase Product?

- a) ADP Head Office.
- b) Authorised Shopping Point/DD of the Company.

# JOINING PACKAGE



**Rs. 1199  
Only**

## Joining + Product



# ADP INCOME



1) **CASHBACK  
INCOME**

2) **DIRECT  
REFERRAL  
INCOME**

3) **LEVEL  
INCOME**

4) **DREAM  
AUTOPOOL  
CLUB**

5) **FRANCHISEE  
INCOME**

6) **RE-TOP UP  
INCOME**

7) **PIN  
INCOME**

8) **RETAIL LEVEL  
INCOME**

9) **RANK REWARD  
PRIZE & INCOME**

10) **ROYALTY  
INCOME**

# CASHBACK INCOME



**50** ADP  
Points for  
3 Months





DIRECT REFERRAL INCOME



**200** ADP Points  
On  
Each Referrals

RE-TOP UP REFERRAL INCOME



**100** ADP Points  
On  
Each RE-TOP UP

# RANK REWARD PRIZE INCOME



First Level

500 Rs

+

Certificate



RANK REWARD PRIZE INCOME



Second Level

TOUR



# RANK REWARD PRIZE INCOME



Third Level

4000 Rs  
+  
Silver Coin



# RANK REWARD PRIZE INCOME

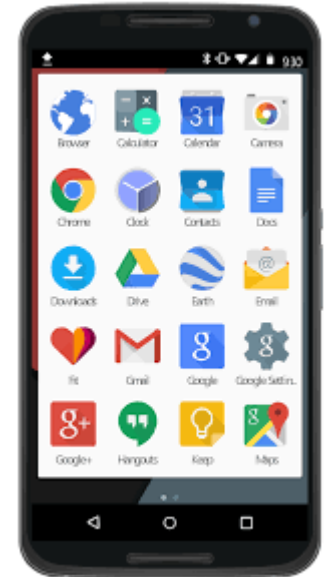


Fourth Level

8000 Rs

Or

Android Mobile





# RANK REWARD PRIZE INCOME



Fifth Level

**12000** Rs  
Or  
**Godrej Fridge**



# RANK REWARD PRIZE INCOME



Sixth Level

20000 Rs

Or

32" LED TV



# RANK REWARD PRIZE INCOME



Seventh Level

25000 Rs

Or

Voltas AC



# RANK REWARD PRIZE INCOME



Eighth Level

75000 Rs

Or  
Bike



# RANK REWARD PRIZE INCOME



Ninth Level

1,00,000



RANK REWARD PRIZE INCOME



Tenth Level

CAR





# INCOME



LEVEL	LEVEL POINTS	LEVEL NAME	TOTAL TEAM	Capping Limit
1 <sup>st</sup>	5	Start Up	15	500
2 <sup>nd</sup>	3	Start Up Leader	100	1000
		Senior Start Up Leader	300	1500
4 <sup>th</sup>	1	Royal Leader	600	2000
5 <sup>th</sup>	0.5	Silver Leader	1200	2500

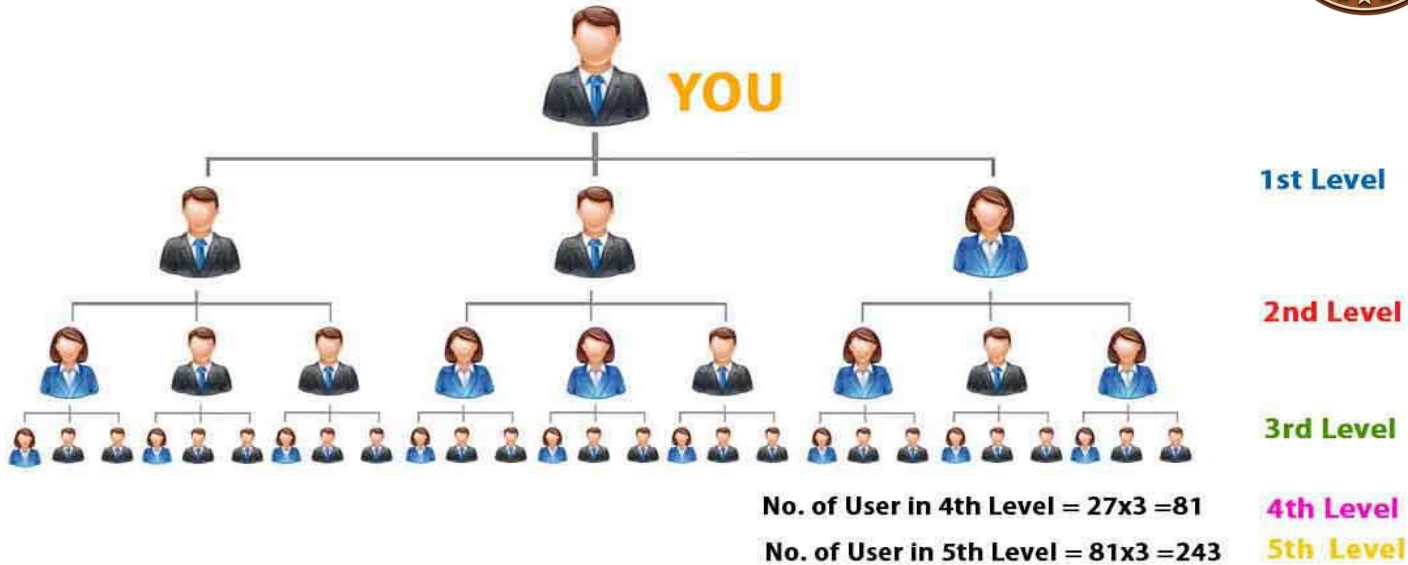
# INCOME



LEVEL	LEVEL POINTS	LEVEL NAME	TOTAL TEAM	Capping
6 <sup>th</sup>	0.5	Ruby Leader	2500	3000
7 <sup>th</sup>	0.25	Gold Leader	5000	3500
8 <sup>th</sup>	0.25	Diamond Leader	10000	4000
9 <sup>th</sup>	0.25	Double Diamond Leader	20000	4500
10 <sup>th</sup>	0.25	Crown Leader	50000	5000



# DREAM AUTOPOOL CLUB 2500Rs Achiever



**Note:** As soon as you upgrade your id with 2500 ADP Points, 1 self ID will be auto generated in matrix of 3 as shown in the image above. When your 1st Level is completed i.e., 3 autopool Id below, you will be rewarded with 2500ADP Points. Same process will be followed for 2nd, 3rd, 4th and 5th level as given in the chart.

# DREAM AUTOPOOL CLUB INCOME



Level No	Total Team	ADP Points
1	3	2500
2	9	5000
3	27	10000
4	81	15000
5	243	20000

# PIN INCOME



Buy **10** Pin  
& Get  
Discount of  
Rs. **500**

Buy **20** Pin  
& Get  
1 Pin  
**Free**



Get **10%** instant discount

On minimum product purchase of  
Rs. **1 Lakh**.

Get extra **10%** commission on user  
product purchase from franchisee  
center.



# EMERGENCY ADVANCE INCOME



**Get Emergency Advance  
Income of Rs. 2000**

**Company will Deduct  
EMI Amount  
From Wallet**

**Note: Direct Team of 15 is  
compulsory**



# MARRIAGE HELP



## विवाह अनुदान योजना से धूमधाम से करें बेटी की शादी

ADP लाये है गरीब बहनों और बेटियों के लिए विवाह अनुदान योजना ।

गरीब परिवार की बेटियों की शादी में किसी तरह की आर्थिक परेशानी न हो इसलिए ADP एक योजना चलाने जा रही जिससे गरीब बहन और बेटियों की शादी के समय आर्थिक मदद हो सके। आप भी इस योजना में मदद कर सकते हैं और पुण्य का भागीदार बन सकते हैं। अधिक जानकारी के लिए ADP से संपर्क करें ।

**Note: Get Marriage Help of Rs. 5100 if you complete 10 Directs and Team of 30 activate users.**



**Royalty Income**



**STAR CLUB**

Those who achieve the Post of  
CROWN, will receive Rs 10 from each  
new ID.



# TERMS AND CONDITIONS



1. **Registration Free.**
2. **Activation by 1199 Rs.**
3. **1 KYC = 1 Id is applicable.**
4. **Minimum Withdraw Request is 100.**
5. **Daily Closing at 12:00 AM night.**
6. **Admin Charge 15 % and Withdraw Charge is 10 Rs.**
7. **Withdraw First 100 Rs without any conditions.**
8. **Refer 2 Direct in first month and 1 Direct each next month is compulsory.**
9. **1 Direct is compulsory for each level to get Level Income.**
10. **On income of 5000 Rs you have to Re-top up your ID by 1200 Rs.**
11. **If any user do not follow the rule of 1 Direct in each month then no income will be generated.**
12. **On Government holidays, closing will not be done.**
13. **Complete Activated Team of 25 users and get Emergency Advance Income of Rs 2000.**

# Payment Details



## SCAN & PAY



## BANK DETAILS

Account Holder Name :  
ADP ASSOCIATE

Account Number:  
7371213857

IFS CODE  
IDIB000M670



# STORE / ADP POINT



Store will be open with the product of 1,00,000/- (10% on DP) being a discount  
**(10,000 Stock should be Maintained)**



# ACTIVE DIRECT PLATFORM ASSOCIATE



UTTAR PRADESH



[adpassociate.co.in](http://adpassociate.co.in)



+91- 7518751140



[info@adpassociate.co.in](mailto:info@adpassociate.co.in)