



INCOME POSSIBILITES

MANY WAYS TO GENERATE INCOME

September'2020 Onwards...

SECTION 1

- Retail Margin
- Trade Discount

SECTION 2

- Compensation Plan-Core Plan
 - « Monthly Commission
 - « Annual Commission

SECTION 3

- Founders Achievement Award (FAA) Commission
- TTCA (Global Award Recognition)

SECTION 4

- Core Plus⁺ Discretionary Incentive
 - « Early Incentive's
 - « Leader Incentive's

INCENTIVES ACROSS THE ADS LIFE CYCLE

Please read the brochure for details

Core Plus⁺ Incentives

[Click here to Understand How Core Plus Complements Core Plan](#)

Personal Group Growth Incentive (PGGI)

Frontline Growth Incentive (FGI)

Two Time Cash Incentive (TTCI)

BFI

BBI

CSI

Executive Diamond & Above

Founders Diamond

Emerald

Founders Platinum

21% Silver Producer
10,000+ Points

15%
4,000+ Points

9%

1,200+ Points

New or 0% Distributor

TTCA

Diamond, Diamond Plus Annual Commissions, FAA

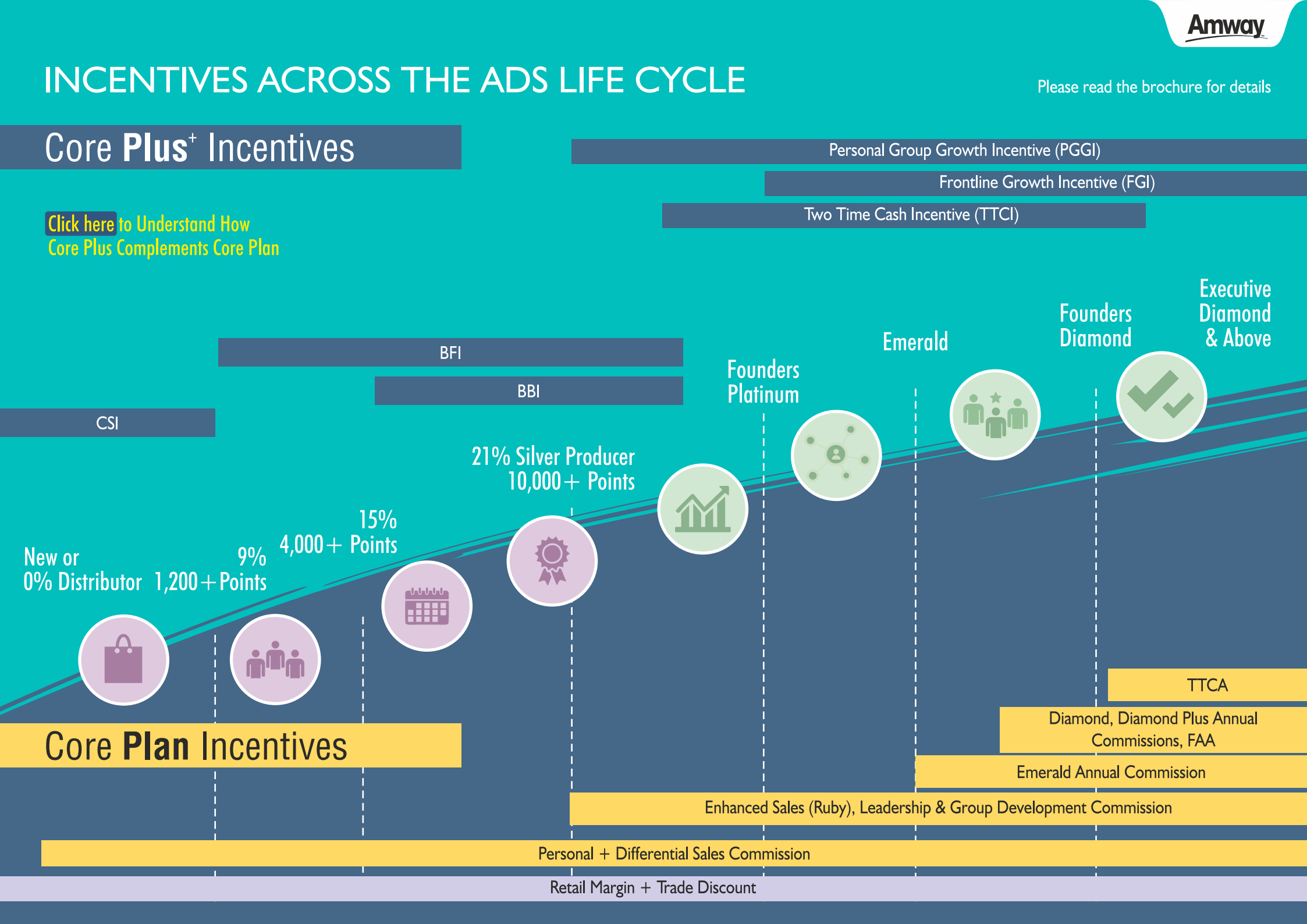
Emerald Annual Commission

Enhanced Sales (Ruby), Leadership & Group Development Commission

Personal + Differential Sales Commission

Retail Margin + Trade Discount

Core Plan Incentives



SUMMARY OF INCOME OPPORTUNITIES:

Type of Commission	Retail Margin	Trade Discount	Core Plus	Core Plan	Core Plus	Core Plus	Core Plus	Core Plus	Core Plan	Core Plan	Core Plus	Core Plan	Core Plan	Core Plan	Core Plan	FAA Commission	GAR Two Time Cash Award
			Customer Sales Incentive (CSI)	Sales Commission (Personal & Differential)	Bronze Foundation Incentive (BFI)*	Bronze Builder Incentive (BBI)*	Personal Group Growth Incentive (PGGI)	Frontline Growth Incentive (FGI)	Leadership Development Commission (LDC)	Group Development Commission (MDC)	Enhanced Sales Commission (Ruby)	Two Time Cash Incentive (TTCI)	Emerald Annual Commission	Diamond Annual Commission	Diamond Plus Annual Commission		
0% Distributor	✓	✓	✓														
3% - 9%	✓	✓	✓	✓	✓#												
12%	✓	✓		✓	✓												
15% - 21% & Bronze	✓	✓		✓	✓	✓											
Silver Producer	✓	✓		✓	✓	✓	✓		✓	✓	✓						
Gold Producer	✓	✓		✓	✓	✓	✓		✓	✓	✓						
Platinum	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓					
Ruby - Founders Ruby	✓	✓		✓	✓	✓	✓		✓	✓	✓						
Founders Platinum	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓					
Sapphire - Founders Sapphire	✓	✓		✓			✓	✓	✓	✓	✓	✓##					
Emerald - Founders Emerald	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓				
Diamond	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Founders Diamond	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Executive Diamond - Founders Crown Ambassador	✓	✓		✓			✓	✓	✓	✓	✓		✓	✓	✓	✓	✓

* There is no defined highest level upto which an ADS can earn BFI or BBI, but these commssions can be earned only 12 times in an 18 month period.
 # BFI is eligible for 9% & Above ADS only.
 ## Not applicable for Founders Sapphire.

AT-A-GLANCE

SUMMARY OF INCOME OPPORTUNITIES:

Type	Name	What do you earn	Who is Eligible	Frequency	
SECTION 1	Retail Margin	Retail Margin	Difference between selling price (not to exceed MRP) & Purchase Price	All ADS's & ADR's	With Every Sale*
	Trade Discount	Trade Discount	Discount attached with product	All ADS's & ADR's	Monthly
SECTION 2	Core Plan	Sales Commission	Upto 21%, depending on Sales Commission level achieved	All ADS's & ADR's	Monthly
	Core Plan	Leadership Development Commission (LDC)	6% of eligible Leadership Volume (post meeting minimum guarantee to upline)	Silver Producers & Above ADS	Monthly
	Core Plan	Group Development Commission (MDC)	1% of eligible Group Volume (post meeting minimum guarantee to upline)	Silver Producers & Above ADS	Monthly
	Core Plan	Enhanced Sales (Ruby) Commission	2% of Enhanced Sales (Ruby) Volume upon attaining 20,000 Ruby Volume in a month	Silver Producers & Above ADS & ADR	Monthly
	Core Plan	Emerald Annual Commission	Proportionate Amount based on Points system from the pot of 0.25% Volume	In market Emeralds & above	Annually
	Core Plan	Diamond Annual Commission	Proportionate Amount based on Points system from the pot of 0.25% Volume	In market Diamonds & above	Annually
	Core Plan	Diamond Plus Annual Commission	Proportionate Amount based on Points system from the pot of 0.25% Volume	In market Diamonds with 7 Q6 Teams	Annually
SECTION 3	FAA	Founders Achievement Awards (FAA)	200% to 750% of Average Monthly Commissions (refer page no.6)	Founders Diamond & above with 4 Founders Platinum Teams & 20 FAA points	Annually
	GAR	Two Time Cash Award (TTCA)	Fixed Amount as per TTCA Table (refer page no.7)	Global Award Recognition (GAR) Executive Diamonds & above	Annually
SECTION 4	Core Plus	Customer Sales Incentive (CSI)	Upto 10% on Verified Customer Sale	ADS & ADR in 0% - 9% Commission bracket	Monthly
	Core Plus	Bronze Foundation Incentive (BFI)	15% Multiplier on Monthly Sales Commission	ADS@ 9% & higher Commission bracket [#]	12 times in an 18 month period, ONLY ONCE
	Core Plus	Bronze Builder Incentive (BBI)	20% Multiplier on Monthly Sales Commission	ADS@ 15% & higher Commission bracket ^{##}	12 times in an 18 month period, ONLY ONCE
	Core Plus	Personal Group Growth Incentive (PGGI)	Upto 40% extra on Sales Commission (Personal + Differential Sales Commission) based on Count of incremental PQ	Silver Producers & Above ADS's & ADR	Annually
	Core Plus	Frontline Growth Incentive (FGI)	Upto 40% extra on Leadership + Group Development Commissions based on Count of incremental FQ	Founders Platinum & Above	Annually
	Core Plus	Two -Time Cash Incentive (TTCI)	Fixed Amount as per TTCI Table (refer page no.11)	Platinum - Founders Diamond	<ul style="list-style-type: none"> • Post Approval for 6 months pin • Annually for Founders pins

* Depending On Selling Price

If fulfilling Entry criteria & having 3 x 3% teams in a month

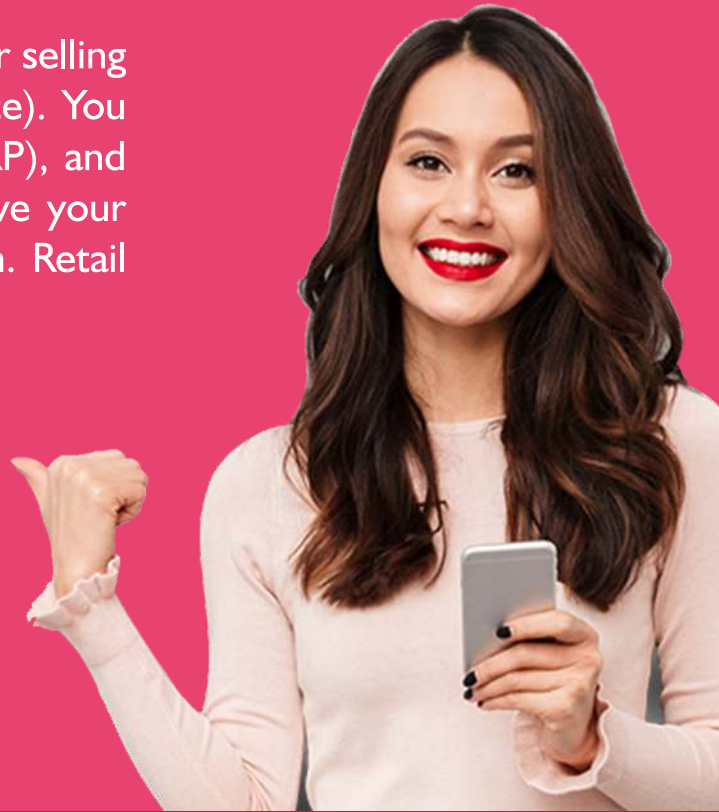
If fulfilling Entry criteria & having 3 x 6% teams in a month



RETAIL MARGIN

Retail Margin is the difference between your selling price and your purchase price (Buyers Price). You determine the price you charge (up to MRP), and when you sell products to customers above your purchase price, you keep the Retail Margin. Retail Margin is not calculated or paid by Amway.

Provides an Immediate Income!



TRADE DISCOUNT

It is a discount given to Amway Direct Sellers and Amway Direct Retailers when they effect purchases of eligible products from Amway for sale to the Preferred Customers (PCs) referred by them, other customers.

Trade Discount is paid monthly for PC purchases of that month.





AMWAY'S COMPENSATION PLAN- CORE PLAN:

Amway offers an attractive reward program. You generate points on product purchased to resell. Commissions are based on the points generated by you through product Sales, and the sales from the team that you build. There are various types of commissions that can be earned, some are monthly and some are Annual.



MONTHLY COMMISSIONS



Sales Commission - Up to 21%

Personal Sales Commission and Differential Sales Commission Up to 21% as per attached Commission Table.

SALES COMMISSION SCHEDULE

Net Sales Volume in INR (Excluding Taxes & Discount)	Team Points	Monthly Commission%
800,000	10,000	21%
560,000	7,000	18%
320,000	4,000	15%
192,000	2,400	12%
96,000	1,200	9%
48,000	600	6%
16,000	200	3%

1 Point = 80 NSV (Net Sales Volume excluding Taxes & Discounts)



Leadership Development Commission (LDC) - 6%

It is a Reward to ADS's for Demonstrating Outstanding Leadership by Developing their Personally Sponsored Downline ADS's to Achieve the 21% Commission Level. A qualified sponsor earns a 6% Leadership Development Commission on the Leadership Group NSV of each personally sponsored 21% level group that he/she sponsors. The Amway Sales Plan provides that, each sponsor who receives a LDC, also generates a 6% commission to their sponsor.



Group Development Commission (GDC) - 1%

A Group Development Commission equal to 1% of the NSV of all second level 21% teams, including Silver Sponsor volume, down to and including the first qualified GDC recipient and the qualified first liners of that GDC recipient, is paid by Amway each qualifying month.

Group development commission is 1% - To Encourage Amway Direct Sellers build a balanced business in width & depth.

To receive the GDC, the ADS must personally or foster sponsor at least three qualified 21% teams (front line), and have a minimum of one 21% Performance Team at the second level. (An ADS with three or more teams may not necessarily have any second level groups to generate a GDC).

The Amway Sales Plan provides that each GDC recipient, also generates a 1% GDC Commission to their upline GDC recipients, from each of their qualifying Teams for GDC.



Enhanced Sales (Ruby) Commission - 2%

A Enhanced Sales Commission (RUBY) equal to 2% on the month's Ruby NSV is paid to each qualifier whose Ruby Points for a given month is 20,000 points or more. You can earn the Ruby Commission during the six qualifying months of your Platinumship. The Ruby Commission is paid post each month of qualification but the Ruby Pin is awarded only after Platinum qualification has been completed.

The Ruby Commission is calculated on Team Points, plus non-21% Volume generated by all Silver and Gold Producers (volume **DOES NOT INCLUDE** downline non-qualified Platinums' Volume).





ANNUAL COMMISSIONS

The Emerald, Diamond, Diamond Plus Commissions are paid on an annual basis after close of the Performance Year (September – August)



Emerald Commission - 0.25%

ADSs eligible to participate in the Emerald Commission share a fund consisting of 0.25% of all Net Sales Volume downline from all qualifying Emeralds & above in the country. The Emerald Annual Commission is paid to Qualified Emeralds & higher pins each year. An Emerald is an ADS who sponsors three (3) or more 21% teams, each of whom are at 21% Performance Commission level for six (6) months – not necessarily consecutive – out of every twelve (12) of the Amway Performance Year, September 1st to August 31st.

Each Performance Year, a fund is accumulated based on 0.25% of all qualified NSV downline from all Emerald Commission qualifiers and divided among them per the defined table and in proportion of the Volume generated by their qualifying teams in the qualification year.



Diamond Commission - 0.25%

ADSs eligible to participate in the Diamond Annual Commission share a fund consisting of 0.25% of all Net Sales Volume downline from all qualifying Diamonds & above in the country. This fund is distributed through the same formula used to pay the Emerald Commission described earlier.

The Diamond Higher Award Commission is paid annually by Amway to Platinums who meet the Diamond qualifications by personally sponsoring six (6) or more 21% groups, each of which must be at 21% Performance Commission level for not less than six out of twelve months of a given Performance Year. To qualify for the Diamond Commission, at least six qualifying teams must be in the Diamond's country of business.



Diamond Plus Commission - 0.25%

Diamond Plus Annual Commission payments are made after the end of the Performance Year. It is distributed from a fund equal to 0.25% of all national qualified Net Sales Volume (NSV) downline from all qualifying Diamond Plus Platinums or above.

The Diamond Plus Annual Commission is paid annually to Platinums who Personally or foster sponsor seven (7) or more 21% teams each of which is at the 21% Performance Incentive level for at least six months of a Performance Year.

The Diamond Plus Annual Commission is calculated by assigning units to each 21% teams for each month each group qualifies at the 21% level. The 0.25% fund is distributed among the qualifiers in proportion to the Units per Qualifier.



FOUNDERS ACHIEVEMENT AWARD (FAA) COMMISSION

Annual discretionary incentive for ADS who are Diamond Annual Commission recipients and have at least 4 Founder Platinum Teams in the same year. This incentive is paid each year, if eligibility is fulfilled.

New FAA Payment Schedule

Minimum Eligibility : DBR + 4 FPL Teams + 20 New FAA

FPL Teams (In-Market + #2 Business)	New FAA Points	%age of Average Monthly Commissions**
4	20	200%
	27	250%
	35	300%
8	45	400%
	60	450%
	75	500%
10	90	600%
	105	650%
	125	700%
12	150	750% + Super Teams

Calculations of Points

Founders Platinum Team (FPL)	1.0 Point	Max 6 Per Team
Emerald Commission Recipients (ECR)	1.5 Points	Unlimited
Diamond Commission Recipients (DCR)	3.0 Points	Unlimited
Super Team	Founders Platinum Team with 30+ New FAA Points	

**Includes Monthly Sales Commission, Leadership Development Commission, Group Development Commission and Enhanced Sales (Ruby Commission).



TTCA (TWO TIME CASH AWARDS) - GLOBAL AWARD RECOGNITION

This is an Annual Cash Incentive paid to ADS who attain Executive Diamond & above levels through the Global Award Recognition (GAR) Qualification. The amounts can be earned in the first year of qualification and in the immediate subsequent year, if re-qualified. Qualification year is September – August for each year.

Awards Level	Year 1 Cash Award	Year 2 Requal Award
Executive Diamond	₹ 14,00,000	₹ 4,70,000
Founders Executive Diamond	₹ 16,00,000	₹ 5,30,000
Double Diamond	₹ 20,00,000	₹ 6,70,000
Founders Double Diamond	₹ 28,00,000	₹ 9,30,000
Triple Diamond	₹ 36,00,000	₹ 12,00,000
Founders Triple Diamond	₹ 48,00,000	₹ 16,00,000
Crown	₹ 64,00,000	₹ 21,30,000
Founders Crown	₹ 80,00,000	₹ 26,70,000
Crown Ambassador	₹ 96,00,000	₹ 32,00,000
Founders Crown Ambassador	₹ 1,12,00,000	₹ 37,00,000



CORE PLUS⁺ DISCRETIONARY INCENTIVES

The Amway Core Plus+ discretionary incentive program are designed to complement the Amway Direct Seller (ADS) and Amway Direct Retailer (ADR) Income from Core Compensation Plan. Core Plus incentives can help ADS & ADR start earning more from their first sale, and the reward can keep growing as their business grows.

CORE PLUS⁺ complements the core plan. Amway Direct Sellers at all levels can be rewarded for building profitable, sustainable structures.

[Click here](#) to have an overview of Core Plus discretionary incentives

CORE PLUS⁺ EARLY INCENTIVES



Customer Sales Incentive⁺ (CSI)

Additional Income on **Verified Customer Sales**.

Selling products to customers is the foundation of the Amway™ business Share the products you use and love with family, friends and people you know. The more you sell, the more you can earn.

[Click here](#) to understand the CSI Incentive



Earn up to 10% on all verified customer sales*.

CSI is for ADS/ADR at 0% to 9% Sales Commission *depending on your performance bonus bracket. Available every month that an ADS/ADR qualifies.*

MULTIPLIER



NSV

SUBTRACT YOUR SALES COMMISSION PERCENTAGE FROM 10% TO GET YOUR MULTIPLIER

APPLY THE MULTIPLIER TO YOUR TOTAL VERIFIED CUSTOMER SALES NSV FOR THE MONTH. THAT IS YOUR TOTAL CUSTOMER SALES INCENTIVE⁺

IF YOUR MONTHLY SALES COMMISSION IS:	CSI INCENTIVE MULTIPLIER IS:	TOTAL EARNING ON VERIFIED CUSTOMER SALES
0%	10%	= 10%
3%	7%	= 10%
6%	4%	= 10%
9%	1%	= 10%

* VERIFIED CUSTOMER SALES CRITERIA:

The order should be of a preferred customer and must be completed through an Amway authorized channel.

The customer making the purchase is connected to an ADS/ADR at the time of the purchase.

- The order should not have more than 6 eaches per SKU.
- The order should be of less than 200 Points with the exception of 1 Durable item in that order invoice.



Bronze Foundation Incentives (BFI)

A time Bound incentive available for ADS who have been at or below 12% on the Sales Commission Schedule in Performance Year 2019-20 and have not earned BFI earlier and

- Achieve 9% or higher on the Sales Commission Schedule in a month
- Have Personally sponsored at least three sales team's, each earning a minimum of 3% Sales Commission in the same month
- Still be within the 18-month Bronze Foundation Incentive+ period.

The reward is a 15% multiplier on Sales Commission (Personal Sales Commission & Differential Sales Commission) earned in that month. ADS can earn a *maximum of 12 payments in an 18 month period commencing from the first BFI month.*

ADS can earn this incentive ONLY ONCE for 12 months in the 18 month period.

[Click here](#) to have an overview of BFI Incentive



Bronze Builder Incentives (BBI)

A time Bound incentive available for ADS who

- Never qualified or requalified as Gold Producer from Sept' 14 onwards
- have not earned BBI earlier

and

- Achieved 15% or higher on the Sales Commission Schedule in a month
- Have Personally sponsored at least three sales team's, each earning a minimum of 6% Sales Commission in the same month
- Still be within the 18-month Bronze Builder Incentive+ period.

The reward is a 20% multiplier on Sales Commission (Personal Sales Commission and Differential Sales Commission) earned in that month. ADS can earn a *maximum of 12 payments in an 18-month period commencing from the first BBI month.*

ADS can earn this incentive ONLY ONCE for 12 months in the 18 month period.

[Click here](#) to have an overview of BBI Incentive

CORE PLUS⁺ LEADER INCENTIVES



Personal Group Growth Incentive⁺ (PGGI)

All qualified Silver Producers and above can participate in 'Personal Group Growth Incentive' (PGI) and earn as per the Chart Below:

NUMBER OF PQs COMPARED TO PREVIOUS PERFORMANCE YEAR:	ANNUAL MULTIPLIER IS:
+6 PQs OR MORE	40%
+3 TO 5 PQs	30%
+1 TO 2 PQs	20%
MAINTAIN PQs	10%

Earn a Personal Q (PQ) each month you reach 10,000 Enhanced Sales (Ruby) Volume or 4,000 Enhanced Sales (Ruby) Volume outside a team at 21% Sales Commission level. **(Ruby principle applies).**

NOTE: Only personal sales commission and differential sales commission in PQ months will be used in year-end calculation. PGGI is paid annually after close of the performance year (September-August)

[Click here](#) to have an overview of PQ month concept



Frontline Growth Incentive⁺ (FGI)

At the end of the Performance Year, Founders Platinum and above can earn an annual multiplier on Leadership Development Commission & Group Development Commission.

NUMBER OF FQs COMPARED TO PREVIOUS PERFORMANCE YEAR:	ANNUAL MULTIPLIER IS:
+6 FQs OR MORE	40%
+3 TO 5 FQs	30%
+1 TO 2 FQs	20%
MAINTAIN FQs	10%

Multiplier is identified on the number of incremental FQ months over previous performance year.

NOTE: Only Leadership Development Commission and Group Development Commission will be used in year-end calculation. FGI is paid annually after close of the performance year (September-August)



Two-Time Cash Incentive⁺ (TTCI)

ADS & ADR's can qualify for an incentive the first time they reach a new qualification pin level and earn another incentive by requalifying the next year by Growing and earn new pin level – then requalify in the subsequent year.

NEW PIN LEVEL	FIRST YEAR	SECOND YEAR
Platinum	₹ 1,00,000	₹ 1,00,000
Founders Platinum	₹ 1,60,000	₹ 1,60,000
Sapphire	₹ 2,03,000	₹ 2,03,000
Emerald	₹ 4,16,000	₹ 4,16,000
Founders Emerald	₹ 5,20,000	₹ 5,20,000
Diamond	₹ 6,50,000	₹ 6,50,000
Founders Diamond	₹ 7,80,000	₹ 7,80,000

* Emerald through Founders Diamond ADS must qualify with in-market team's only.

* For in market Emerald & above, the qualification history will be checked since Sep'14

All Core Plus Incentives are discretionary and dependent on the ADS building the business in the spirit of the Rules of Conduct and being in Good Standing with the Company.

[Click here to have an overview of Core Plus Leader Incentives](#)



“ THE FUTURE IS YOURS - RUN WITH IT . ”

– JAY VAN ANDEL, CO-FOUNDER OF AMWAY



IMPORTANT TO NOTE:

- The incentives mentioned in this brochure are applicable for Amway India only and payable in INR.
- Incentive payment amounts or percentages are indicative; the individual incentives mentioned in this brochure are governed by separate criteria for payment.
- Payment of all Commissions & Trade Discount is subject to applicable taxes.
- Retail Margin is not calculated or paid by Amway.
- One point equals Rs 80 NSV (excluding taxes & discounts) as on 1st September'2020.
- The ratio of Points to NSV (excluding taxes & discounts) is periodically adjusted by Amway Commissions are generated when ADS or ADR re-sell products purchased from Amway. Amway does not pay any commission for the sheer act of building a sales team without any product sales.
- Core Plus Incentives are discretionary and subject to the business being built in accordance to Amway's Code of Ethics.
- All commissions related to achievement of a Pin level are dependent on that pin level being validated & approved by Amway.
- For more information, please write to Customer Services at care@amway.com or contact your Account Manager.

Amway[™]

Amway India Enterprises Pvt. Ltd.

Elegance Tower, Plot No. 8, Non-Hierarchical Commercial Centre,
Jasola, New Delhi-110025 India

This Amway Brochure is published exclusively for the benefit of Amway Direct Retailers and Amway Direct Sellers. It is made available for free download at www.amway.in ©2020 Amway India Enterprises Pvt. Ltd., New Delhi, India. All rights reserved.

Reproduction in any manner is prohibited.