



# Auralyf

Direct Selling Pvt. Ltd.

W e l c o m e

to **Auralyf**

Where dreams take shape and success becomes a journey.  
**At Auralyf**, we believe success belongs to everyone not just a few.  
Here, passion meets purpose, efforts turn into **opportunities and ordinary** people become extraordinary leaders.

# The Auralyf *Story*

"At the heart of **Auralyf** are two visionary minds who believed in more than just business they believed in expression, individuality, and the power of dreams." United by a shared vision, they set out to build a brand that inspires those who dare to stand apart. That's how the story of **Auralyf** began.

Today, **Auralyf Direct Selling Pvt. Ltd.** stands as a proudly Indian company on a mission to **empower people everyday.**

We believe in empowerment, progress, and the power to turn ambition into achievement.





## OUR *Vision*

To create a world where anyone can grow, earn, and live better no matter their background. **AURALYF** aims to lead in direct selling by improving lives, building income opportunities, and growing a strong, supportive community. **When one person rises, we all rise.**

## OUR *Mission*

To create a trusted platform where anyone—**no matter their background** can rise. We aim to empower people across India with the **tools, support, and opportunities** to earn better and live with dignity. Through **quality products** and a business model built on trust, innovation, and inclusiveness, we're building a community **where success is shared and every voice is heard**



## Core Values That Define Us:



### Innovation

We stay ahead by evolving with purpose and embracing new ideas



### Diversity & Inclusion

We value and welcome everyone's different ideas and backgrounds



### Integrity & Responsibility

We always do the right thing for people and the environment.



### Philanthropy

We believe in giving back and creating real, meaningful change.

### Who We Are:

**AURALYF** is a modern Indian direct-selling company committed to empowering everyday individuals with real income opportunities, ethical business practices, and personal growth. We build a culture where people rise together, learn together, and succeed together.

### We Believe In:

- Equal opportunity for all
- Skill and mindset development
- Earning with dignity
- Growth through teamwork

**AURALYF** isn't just a company — it's a movement towards financial independence & self-empowerment.



# Words You Should Know:

## **Distributor**

People above the age of 18 years on the date of registration or a legal entity entitled to do business with eligibility to enter into a business contract

## **Retail Profit Margin**

The term means the difference between the Retail Price and the Distributor Discounted Price of a product of the Company before tax and any shipping & handling charges

## **DC Distributor Center (DC)**

The term used to describe your business account

## **Sales Incentive**

means material remuneration given to an individual in exchange of acting in a particular way

## **Auralyf Sales Incentive Plan**

means the Auralyf Marketing and Compensation Plan that allows a Distributor to earn Sales

## **Product Sales Volume (PSV)**

Distributor earns whenever they achieve 3,000 BV on their Lower Volume Team

## **Step Sales Incentive**

This means the Sales Incentive paid to a Qualified and Activated Distributor according to their GBV on the Lower Volume Team and Compensation Level

## **Repeat Sales Incentive**

This term means Sales Incentive derived from accumulated Repeat Sales Points

## **Group Business Volume (GBV)**

This term means the total BV accumulated in both left and right Team Groups of a DC.

# Get Started:



**QUALIFY**



**ACTIVATE**



**EARN, REPEAT,  
GROW**

# 1. Qualify

To know Auralyf, understand the direct selling industry,  
and get trained by Auralyf professionals.



# 2. Activate

Facilitate the sale of products to Retail Customer(s)  
and / or to Direct Referrals to activate

1. Buy, use, sell the products and start to earn



2. Sell and refer Auralyf products to achieve rank advancement and maintenance requirements

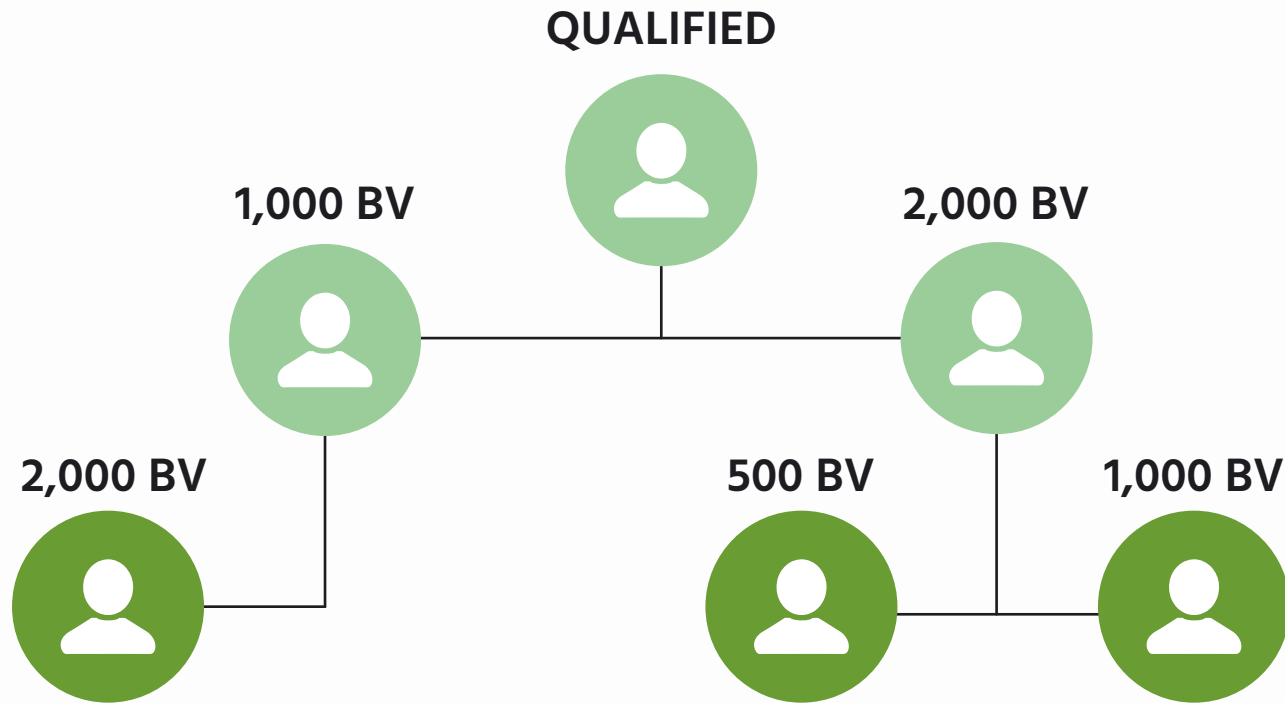


3. Maximize Commission Earnings. have your team advance in rank and maximize through their commission earnings



# 3. Earn, Repeat, Grow

Facilitate the sale of products to Retail Customers or build your sales team to earn STEP SALES INCENTIVE



This scenario is for reference only.

# Earn from the AURALYF Sales Incentive Plan

## Distributors can earn incentives in various ways

After successful registration as an AURALYF Distributor, they can start earning incentives from their retail sales and sales to new Direct Referrals without any additional requirements. This is referred to as the Retail Profit Margin (RPM).

If distributors wish to earn additional incentives from the same retail sales and sales to Direct Referrals, they must have a minimum of 50 RSP from those retail sales they have made. This type of incentive is called Repeat Sales Incentives (RSI).

Note: The 50 RSP is optional and not mandatory.

An AURALYF Distributor is given further opportunities to earn higher incentives if two or more of their retail customers or new Direct Referrals have each made sales of at least 500 BV. This type of incentive is called Step Sales Incentives (SSI).

Note: This requirement is not mandatory. Even without it, distributors continue to earn through the Retail Profit Margin and Repeat Sales Incentives.

## Retail Profit Margin

RETAIL PROFIT MARGIN (RPM) is the difference between the distributor price and Maximum Retail Price (MRP) of a product of the Company before tax and any shipping & handling charges. It is awarded only to distributors who sell Company's products to consumers and new directly acquired distributors



This scenario is for reference only

# **PAYOUT MODULE AS PER RANK MAINTAIN**

<b>RANK</b>	<b>PAYOUT PER STEP</b>	<b>MAXIMUM STEPS AS PER RANK</b>	<b>MAXIMUM EARNING WEEKLY</b>	<b>MAXIMUM EARNING MONTHLY</b>
<b>BRONZE STAR</b>	<b>50 STEPS (CHEQUE)</b>	<b>3100/-</b>	<b>155000/-</b>	<b>620000/-</b>
<b>SILVER STAR</b>	<b>55 STEPS (CHEQUE)</b>	<b>3300/-</b>	<b>181500/-</b>	<b>726000/-</b>
<b>GOLD STAR</b>	<b>60 STEPS (CHEQUE)</b>	<b>3600/-</b>	<b>2160000/-</b>	<b>864000/-</b>
<b>DYNAMIC STAR</b>	<b>65 STEPS (CHEQUE)</b>	<b>4000/-</b>	<b>260000/-</b>	<b>1040000/-</b>
<b>SAPPHIRE STAR</b>	<b>70 STEPS (CHEQUE)</b>	<b>4500/-</b>	<b>315000/-</b>	<b>1260000</b>
<b>PLATINUM STAR</b>	<b>75 STEPS (CHEQUE)</b>	<b>5000/-</b>	<b>375000/-</b>	<b>1500000/-</b>
<b>DIAMOND STAR</b>	<b>80 STEPS (CHEQUE)</b>	<b>5400/-</b>	<b>432000/-</b>	<b>1728000/-</b>

# What are REPEAT SALES INCENTIVES?

REPEAT SALES INCENTIVES (RSI). These are points that an active distributor earns upon purchasing AURALYF products for personal consumption or selling products to their team up to level 10 below their line of referralship

There are three (3) ways to earn RSP:

1. Their personal purchase(s).
2. Product sales to sales within the distributors sales team.
3. Product sales to consumers or Retail Customers

A distributor can choose to maintain 50 RSP every month either from retail sales or personal purchases of any AURALYF product to earn Repeat Sales Incentives.

## Earn More with RSP

REPEAT SALES INCENTIVES (RSI) are cash converted from the RSP earned by a distributor from their team up to 10 levels.

RANK	BRONZE STAR	SILVER STAR	GOLD STAR	DYNAMIC STAR	SAPPHIRE STAR	PLATINUM STAR	DIAMOND STAR
RSP PAY LEVELS	05 LEVEL	05 LEVEL	06 LEVEL	07 LEVEL	08 LEVEL	09 LEVEL	10 LEVEL

A distributor can choose to maintain 50 RSP every month either from retail sales or personal purchases of any AURALYF product to earn Repeat Sales Incentives.

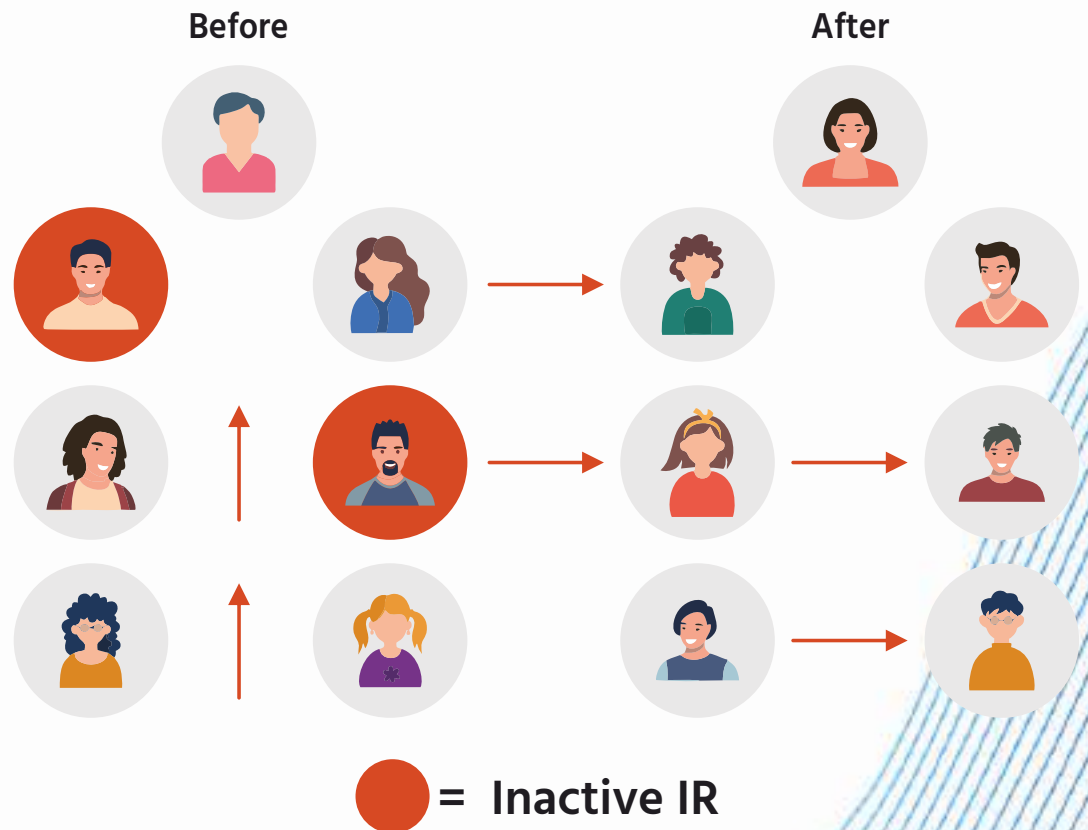
# Repeat Sales Incentive Projection

Each distributor purchased a product with 50 RSP each.  
An active distributor earns RSP from certain pay levels based on their current pay rank

Level	Bronze	Silver	Gold	Dynamic	Sapphire	Platinum	Diamond
1-(Personal)	50	50	50	50	50	100	150
2-(Double RSP)	100	100	100	100	100	100	100
3	50	50	50	50	50	50	50
4	50	50	50	50	50	50	50
5	50	50	50	50	50	50	50
6				50	50	50	50
7					50	50	50
8						50	50
9							50
10							50

# Understanding INACTIVE Status

- Inactive Status is when a distributor does not meet the minimum monthly 50 RSP maintenance requirement for their current pay rank. Active distributors below that distributor will move up to temporarily fill their position and will earn the Repeat Sales Points (RSP) from line of their acquired distributors or line of acquired distributors
- Distributor who has an inactive status will NOT accumulate nor earn Repeat Sales Incentive.
- Inactive distributors will still earn commissions from their Retail Sales without meeting additional requirement





# HOW TO BECOME A BRONZE STAR



## QUALIFY

Understand the Auralyf business plan and products. Complete training and achieve 50 Personal RSP every month.



## ACTIVATE

Generate 500 Direct BV through product sales to customers or directly referred distributors. Minimum 1.5 UV in your lower leg (F2 requirement)



## EARN · REPEAT · GROW

Start earning Retail Profit + First Step Commission. Maintain 50 Personal RSP monthly and grow your team to unlock the Silver Star Rank.

Distributors need to achieve 50 Personal RSP to be eligible to earn RSI. This is optional and not mandatory for rank qualification



# HOW TO BECOME A SILVER STAR



## 50 PERSONAL RSP

You must achieve at least 50 Personal RSP every month through product sales. Maintain regular follow-up with customers and team volume.



## 2 QUALIFYING OPTIONS

You must have minimum 3 Direct Referrals, Each earning at least 1 UV monthly (lower leg counted). This activates your Silver qualification structure.



## BRONZE STAR

Must first achieve Bronze Star Rank  
Maintain Silver Star structure consistently to retain rank

Distributors need to achieve 50 Personal RSP to be eligible to earn Repeat Sales Incentives. This is OPTIONAL and MANDATORY for rank qualification.



# HOW TO BECOME A GOLD STAR



## 50 PERSONAL RSP

You must achieve at least 50 Personal RSP every month through product sales to maintain rank and activity.



## 500 DIRECT BV

You must generate minimum 500 BV from directly referred retail customers or distributors.



## 600 GROUP RSP

Achieve at least 600 Group RSP within your team volume to qualify for Gold Star Rank.



## 2 STEPS

Earn at least 2 Step Commissions each month by maintaining a minimum required BV volume on your lower leg.



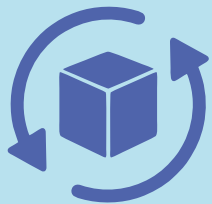
## SILVER STAR

You must have already qualified the Silver Star rank before achieving the Gold Star rank.

Distributors need to achieve 50 Personal RSP to be eligible to earn Repeat Sales Incentives. This is OPTIONAL and MANDATORY for rank qualification.



# HOW TO BECOME A DYNAMIC STAR



## 50 PERSONAL RSP

You must achieve minimum 50 Personal RSP every month through product sales to stay active and qualify for rank advancement.



## 1,000 DIRECT BV

Generate at least 1,000 Direct Bv through retail customers or directly referred distributors in your personal frontline business volume.



## 2,000 GROUP RSP

Your team must collectively generate 2,000 Group RSP within your line of sponsorship to support the rank qualification.



## 40 STEPS

You must earn minimum 40 cheque/step commissions in the month by maintaining required BV volume on your lower business side.

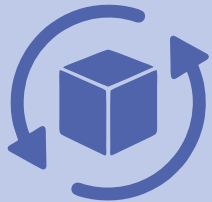


## TEAM RANK REQUIREMENT

You should have 5 Team who have achieved the Gold Star rank under your sponsorship line. Also, you must have Gold Star rank in previous month to qualify.



# HOW TO BECOME A SAPPHIRE STAR



## 50 PERSONAL RSP

You must achieve minimum 50 Personal RSP every month through product sales to remain active and eligible for rank.



## 1,000 DIRECT BV

Generate at least 1,000 Direct BV from directly referred customers or distributors in your frontline business volume.



## 5,000 GROUP RSP

Achieve a total of 5,000 Group RSP within your team. A maximum of 2,500 Group RSP can be counted from any one side to ensure balanced team volume.



## 120 STEPS

You must earn minimum 120 cheque/step commissions by maintaining performance on your lower business side.



## TEAM QUALIFICATION

Your team must include:  
5 Dynamic Star Team  
10 Gold Star Team  
(in your line of sponsorship)  
You must maintain these qualifications for 2 consecutive months.



# HOW TO BECOME A PLATINUM STAR



## 100 PERSONAL RSP

Achieve minimum 100 Personal RSP every month through product sales to stay active and eligible for rank.



## 2,000 DIRECT BV

You must generate at least 2,000 Direct BV from retail customers or directly referred distributors with in your frontline business volume.



## 15,000 GROUP RSP

Your team must achieve 15,000 Group RSP volume overall with a maximum of 7,500 Group RSP counted from each side (to ensure balanced structure).



## CONSISTENCY

You must earn minimum 200 cheque/step commissions from your lower business side performance.



## TEAM QUALIFICATION

You must have 15 Sapphire Star team distributed in both sides of your team and maintain this qualification consistently for 2 months to confirm your Platinum Star rank.



## 200 STEPS

Earn 200 Step/Cheque commissions monthly by maintaining required BV performance on your lower business volume side.



# HOW TO BECOME A DIAMOND STAR



## 150 PERSONAL RSP

You must have at least 150 Personal RSP from product sales to qualify for the Diamond Star rank



## 3,000 DIRECT BV

Generate at least 3,000 Direct BV from retail customers or directly referred distributors within your frontline business volume.



## 25,000 GROUP RSP

Your team must achieve 25,000 Group RSP from a minimum of 2 legs, with a maximum of 12,500 Group RSP counted from each side to ensure team balance.



## CONSISTENCY

You must meet all Diamond Star rank requirements for a minimum of 3 consecutive months to confirm and maintain your rank.



## 10 PLATINUM STAR LEADERSHIP

You must have 10 Platinum Star team distributed across both sides in your line of sponsorship for 3 consecutive months.



## 320 STEPS

Achieve 320 steps every sales month to qualify or maintain the Diamond Star rank.

# What Makes Us Different

Unlike complicated network programs, **AURALYF** is built on simplicity, transparency, & trust.

**We empower your dreams to become achievements.**

## Our Difference

- Clear earning system
- Transparent policies
- Real mentorship & leadership support
- A simple start for a powerful journey, high potential
- Ethical direct-selling structure, No fake earning claims only real work, real results

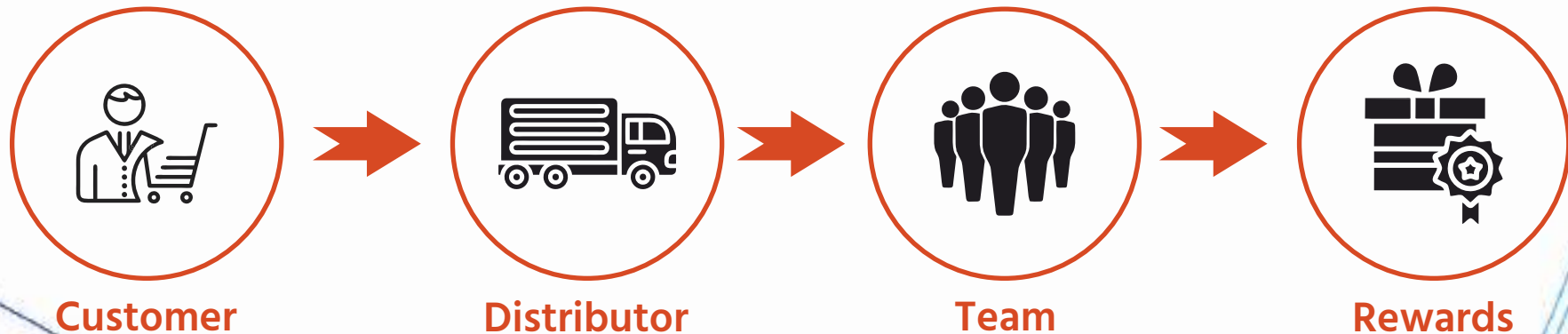


# Direct Selling Model

A simple and powerful business model that helps you:

- Begin your business journey with minimal expense and maximum opportunity.
  - Earn by sharing real products
- Build a community that grows together

## How It Works



# Opportunities You Get

At AURALYF, you don't just earn — you evolve.

## You Gain

- Income from product sales
- Team earning structure
- Leadership growth
- Personal branding & communication skills
- Financial literacy
- Business mindset
- Mentorship from leaders

**We build entrepreneurs,  
not just distributors.**



# Ways to Earn

At **AURALYF**, your earnings grow as you do.

You can earn through:

1. Retail Profit — Profit from product sales
2. Team Growth Incentive — Earn when your team grows
3. Repeat Income — Monthly repeat sales income
4. Rank Rewards & Bonuses — Achieve rank, earn extra
5. Rewards & Recognition — Earn rewards for performance

## Retail Profit

You earn profit every time you sell a product.

Example:



More sales = More income.



Easy.



Transparent.



Rewarding.

**Note : No mandatory purchase — sell, earn, grow!**

# Team Growth Rewards (Steps)

As your network grows, so do your rewards.

Earn step income when your network achieves the required business volume.

Work once, earn multiple times as your team grows.



Focus areas:

- Support your team
- Duplicate system
- Leadership & consistency

# Performance & Rank Rewards

We reward excellence.

Earn bonuses as you achieve new ranks and grow your network.

You get:



Rank badges



Performance bonuses



Exclusive rewards for achievers

Leadership is earned and celebrated at **AURALYF.**

# Repeat Sales Income

Earn every time your network repurchases products.

MORE **LOYAL** CUSTOMERS = MORE **REPEAT** INCOME



Product usage



Customer loyalty



Team growth

This is **long-term** wealth,  
not **one-time** income.

# Training & Support

We don't leave you alone — we build you.

You get:



Business coaching



Skill development workshops



Product Training



Marketing support



Personal mentorship

With the right guidance, success becomes easier.

# Community & Culture

**AURALYF** is more than income — it's a family of achievers.

We believe in:



Team wins



Respect & support



Growth mindset



Ethical success



Helping society

# Service Standards

## 1. Partner First

We listen carefully and respond promptly to every partner's needs with respect and professionalism.

## 2. Quality Commitment

We promise to deliver only high-quality products and services that meet your business expectations.

## 3. Transparency & Honesty

We communicate openly and honestly no hidden terms, just clear and fair dealings.

## 4. Support & Guidance

We provide continuous support and guidance to help you grow and succeed as our business partner.

## 5. Innovation & Improvement

We constantly improve our products, services, and business methods to serve you better.

## 6. Inclusivity & Respect

We welcome and respect all partners, creating a positive and supportive business community.

## 7. Responsibility & Ethics

We conduct business ethically, caring for partners, society, and the environment

# Why AURALYF?

Because success shouldn't be complicated.

We simplify the path to success—making it accessible for the common person, not just the privileged few. Whether you're a student, homemaker, or working professional, AURALYF is built for you—your journey, your dreams, your future.

Join us in building a life full of purpose, possibility and pride.

# Success Roadmap

## Your Journey



**Real System** + **Real People** = **Real Success.**

Your success story  
begins here.



**Direct Selling Pvt. Ltd.**

**Ready to Start Your Journey?**

 [www.auralyf.net](http://www.auralyf.net)