

ANNEXURE A

Planet DewSoft Pvt. Ltd.: Nature of Business DewSoft is a pioneer in development of Self Use Educational Packages on Soft skills and Hard skills, focusing on All round personal and professional development enhancing English Language Learning, Communication, Presentation and Negotiation Skills, Computer Skills, Internet and Social Media usage, and knowledge of security and ecommerce, making us more employable.

The company primarily operates as development company, focusing on developing and selling its own in house content. In the near future it intends to establish education and training center through franchisee network catering to various groups.

The packages are divided as below.

1. **Physical Package** which comprises of bundle of Self help books with or without health supplements, (which keep changing from time to time).
2. **Virtual Package** which is a eBooks, Audio Books, package, which can be availed from the website <http://education.dewsoftoverseas.com>. These may be downloaded or accessed from the website for the specified period as per the package, using a username and password.
3. **Individual Products and Aids:** The above items individually. For details of the individual packages, please visit <https://packages.planetdewsoft.com>.

DewSoft's Marketing Strategy.

DewSoft promotes its product to new prospects through its company website and channel partners, who showcase the products and its benefits to the prospects directly at their homes/ institutions and earn incentives on achieving targeted sales. Any new prospect must register online at the company website <https://www.godewsoft.com/elearn> and agree to all the **terms and conditions, user agreements, associate agreement etc.** before he/she can buy any packages from the company.

The process involves selection from the list of packages available and filling his personal details, like username, password, name and address etc. Upon registration he is given a unique ID number and is termed as "a Subscriber". He gets approximately 45 days to send his payment to the company by depositing money directly or through the referring channel partner, to the company bank account using any of the digital methods using UPI, NEFT, etc or cash. In each case the depositor gets a unique transaction ID for the transaction known as UTR, from the bank or intermediary he uses to pay the company.

EWallet

Upon receiving the money, the subscriber or the channel partner can add the same into his/her ewallet using the UTR. This money can now be used to pay for the product/ID that the new customer has purchased. Upon receiving the payment through his ewallet, the ID is activated online, a message is sent to the new subscriber



through email and SMS. In the case of Virtual Package, he can enjoy all benefits instantly after activation by logging into the website by using his “username” and “password” which he chose while registration.

In case of physical package, the same is shipped to the subscriber directly, if courier/Registered Parcel service is available at his address. Otherwise the same is sent to the nearest pickup point. The package(s) also may be collected from Company Office or Seminar Venue in person by the new subscriber himself or his area channel partner.

Dispatch and Delivery information is messaged to the subscriber via internal messaging service, available on his online dashboard.

If the package is sent to a channel partner address, he/she is responsible for coordinating with the new subscriber for delivery of this package. Packages are sent in bulk to non subscriber addresses along with a list of subscribers to whom they must be delivered. The channel partner gets commission out of sales done in his area, hence he facilitates this arrangement.

Before the package is dispatched, the subscription ID (in both cases, physical or virtual package) is activated on the website, so that the subscriber is able to see that his money has been received by the company. He can now benefit from the optional referral business opportunity.

Any subscriber, who wishes, can refer/sell the packages to other prospects and become “**A Channel Partner/Associate**” of the company. He promotes the packages in his network and registers all further sales online directly at the company website using his own unique ID. On reaching pre determined sales targets, he receives commission/bonus as applicable. The new subscriber who has been sold this package also gets a unique ID number and can work as an independent channel partner (optional).

In this manner, the business is done through the hands of people who use the products themselves, and upon satisfaction sell it to others and become channel partners/brand ambassadors for the company.

