



# ALC Online Shopping

Business Plan presentation

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# Introduction

**J Mohamed RAFEEQUE**, with **25 year** of experience in direct selling, has launched ALC Universal Pvt. Ltd. The company offers everyday products in grocery and electronics categories. With deep understanding of the market and leadership mindset, ALC is built to support sustainable and successful business growth



# VISION

To create a trusted direct selling platform that empowers individuals with quality products and long-term income opportunities.



# MISSION

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To deliver useful, affordable products while building a strong income ecosystem that helps our team grow confidently and successfully.





# JOINING PACKAGE -1



**ACCIDENTAL COVERAGE**  
**Rs.10,00,000/-**



**PARTIAL, PERMANENT  
DISABILITY COVERAGE**



**ACCIDENTAL HOSPITAL CLAIM**  
**3,00,000/-**

**BRONZE PACKAGE**

**PAY ADVANCE BOOKING**  
**Rs.600/-**



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*condition apply*





# JOINING PACKAGE -2



**ALLEPPEY HOUSE BOAT**  
**1 DAY & 1 NIGHT STAY**

**BRONZE PACKAGE Rs.3100/-**

**PAY ADVANCE BOOKING**  
**Rs.600/-**



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*condition apply*





# BRONZE



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.250/-**



**2nd PAIR to 21st PAIR  
3:3 = 1PAIR MATCHING**

**Rs.250/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.100/-**



**3rd,5th,7th PAIR MATCHING COMMISSION  
DEBIT AUTO UPGRADE TO SILVER PACKAGE**



**9th,11th,13th,15th,17th,19th,21st  
PAIR MATCHING COMMISSION DEBIT  
SELF BRONZE PACKAGE**



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*condition apply*



# SILVER



**10 LAKHS** ACCIDENTAL COVERAGE  
**3 LAKHS** ACCIDENTAL HOSPITAL CLAIM



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.300/-**



**2nd to 21st PAIR ONWARDS  
3:3 =1PAIR MATCHING**

**Rs.300/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.120/-**



**3rd,5th,7th PAIR MATCHING COMMISSION  
DEBIT AUTO UPGRADE TO GOLD PACKAGE**



**9th,11th,13th,15th,17th,19th,21st  
PAIR MATCHING COMMISSION DEBIT  
SELF SILVER PACKAGE**



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*condition apply*



# GOLD

( CRUSE BOAT COCHIN )



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.400/-**



**2nd to 21st PAIR ONWARDS  
3:3 = 1PAIR MATCHING**

**Rs.400/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.140/-**



**3rd,5th,7th PAIR MATCHING COMISSION  
DEBIT AUTO UPGRADE TO DIAMOND PACKAGE**



**9th,11th,13th,15th,17th,19th,21st  
PAIR MATCHING COMISSION DEBIT  
SELF GOLD PACKAGE**



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*condition apply*



# DIAMOND

( WATER HEATER Rs.4500/- )



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.500/-**



**2nd to 21st PAIR ONWARDS  
3:3 =1PAIR MATCHING**

**Rs.500/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.160/-**



**3rd,5th,7th PAIR MATCHING COMISSION  
DEBIT AUTO UPGRADE TO DOUBLE DIAMOND PACKAGE**



**9th,11th,13th,15th,17th,19th,21st  
PAIR MATCHING COMISSION DEBIT  
SELF DIAMOND PACKAGE**



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*condition apply*



# DOUBLE DIAMOND

## ( MIXER GRINTER Rs.5500/- )



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.600/-**



**2nd to 21st PAIR ONWARDS  
3:3 =1PAIR MATCHING**

**RS600/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.180/-**



**3rd,5th,7th PAIR MATCHING COMMISSION  
DEBIT AUTO UPGRADE TO BLACK DIAMOND PACKAGE**



**9th,11th,13th,15th,17th,19th,21st  
PAIR MATCHING COMMISSION DEBIT  
SELF DOUBLE DIAMOND PACKAGE**



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*condition apply*



# BLACK DIAMOND

## ( LED TV Rs.6500/- )



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.700/-**



**2nd to 21st PAIR ONWARDS  
3:3 =1PAIR MATCHING**

**RS700/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.200/-**



**3rd,5th,7th PAIR MATCHING COMISSION  
DEBIT AUTO UPGRADE TO CROWN DIAMOND PACKAGE**



**9th,11th,13th,15th,17th,19th,21st  
PAIR MATCHING COMISSION DEBIT  
SELF BLACK DIAMOND PACKAGE**



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*condition apply*



# CROWN DIAMOND ( GOA TOUR )



**FIRST PAIR 1:2 (or) 2:1  
BINARY PAIR MATCHING**

**Rs.800/-**



**2nd to 21st PAIR ONWARDS  
3:3 =1PAIR MATCHING**

**RS.800/-**



**22nd PAIR ONWARDS  
1:1**

**Rs.250/-**



**3rd,5th,7th,9th,11th,13th,15th,  
17th,19th,21st  
PAIR MATCHING COMISSION DEBIT  
SELF CROWN DIAMOND PACKAGE**



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*condition apply*



## BRONZE

- PER CUTOFF **Rs.500/-**
- PER DAY 2 CUTOFF
- $500 \times 2 = \text{Rs.1000/-}$
- $1000 \times 30 \text{ DAYS} = \text{Rs.30,000/-}$

## SILVER

- PER CUTOFF **Rs.600/-**
- PER DAY 2 CUTOFF
- $600 \times 2 = \text{Rs.1200/-}$
- $1200 \times 30 \text{ DAYS} = \text{Rs.36,000/-}$



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*condition apply*





## GOLD

- PER CUTOFF **Rs.800/-**
- PER DAY 2 CUTOFF
- $800 \times 2 = \text{Rs.1600/-}$
- $1600 \times 30 \text{DAYS} = \text{Rs.48,000/-}$

## DIAMOND

- PER CUTOFF **Rs.1000/-**
- PER DAY 2 CUTOFF
- $1000 \times 2 = \text{Rs.2000/-}$
- $2000 \times 30 \text{DAYS} = \text{Rs.60,000/-}$



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condition apply





## DOUBLE DIAMOND

- PER CUTOFF **Rs.1200/-**
- PER DAY 2 CUTOFF
- $1200 \times 2 = \text{Rs.2400/-}$
- $2400 \times 30 \text{DAYS} = \text{Rs.72,000/-}$

## BLACK DIAMOND

- PER CUTOFF **Rs.1400/-**
- PER DAY 2 CUTOFF
- $1400 \times 2 = \text{Rs.2800/-}$
- $2800 \times 30 \text{DAYS} = \text{Rs.84,000/-}$



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*condition apply*





# CROWN DIAMOND

- PER CUTOFF **Rs.1600/-**
- PER DAY 2 CUTOFF
- $1600 \times 2 = \text{Rs.3200/-}$
- $3200 \times 30 \text{ DAYS} = \text{Rs.96,000/-}$



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*condition apply*





## ONE DAY INCOME ONE ID

**BRONZE** PER DAY INCOME | **Rs.1000/-**

**SILVER** PER DAY INCOME | **Rs.1200/-**

**GOLD** PER DAY INCOME | **Rs.1600/-**

**DIAMOND** PER DAY INCOME | **Rs.2000/-**

**DOUBLE DIAMOND** PER DAY INCOME | **Rs.2400/-**

**BLACK DIAMOND** PER DAY INCOME | **Rs.2800/-**

**CROWN DIAMOND** PER DAY INCOME | **Rs.3200/-**

**TOTAL PER DAY INCOME** | **Rs.14200/-**



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*condition apply*





## ONE DAY INCOME FOR THREE ID'S

|                |                |           |
|----------------|----------------|-----------|
| BRONZE         | PER DAY INCOME | Rs.3000/- |
| SILVER         | PER DAY INCOME | Rs.3600/- |
| GOLD           | PER DAY INCOME | Rs.4800/- |
| DIAMOND        | PER DAY INCOME | Rs.6000/- |
| DOUBLE DIAMOND | PER DAY INCOME | Rs.7200/- |
| BLACK DIAMOND  | PER DAY INCOME | Rs.8400/- |
| CROWN DIAMOND  | PER DAY INCOME | Rs.9600/- |

**TOTAL PER DAY INCOME | Rs.42600/-**



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*condition apply*



## ONE MONTH INCOME FOR THREE ID'S

|                |                |               |
|----------------|----------------|---------------|
| BRONZE         | PER DAY INCOME | Rs.90,000/-   |
| SILVER         | PER DAY INCOME | Rs.1,08,000/- |
| GOLD           | PER DAY INCOME | Rs.1,44,000/- |
| DIAMOND        | PER DAY INCOME | Rs.1,80,000/- |
| DOUBLE DIAMOND | PER DAY INCOME | Rs.2,16,000/- |
| BLACK DIAMOND  | PER DAY INCOME | Rs.2,52,000/- |
| CROWN DIAMOND  | PER DAY INCOME | Rs.2,88,000/- |

**TOTAL PER DAY INCOME | Rs.12,78,000/-**



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condition apply



## FOR ID ACKTIVATION

1) ADVANCE BOOKING **Rs.600/-**

### DAILY 2 CUTOFF

- ▶ 1st CUTOFF  
**12.01 A.M TO 11.59A.M**
- ▶ 2nd CUTOFF  
**12.00P.M TO 11.59 P.M**
- ▶ 1st CUTOFF CELLING IS  
**Rs.1,000/- to Rs 14,200/-**



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*condition apply*





# TERMS

- FIRST **1:2** (or) **2:1**
- 2nd to 21st **3:3** = 1 PAIR
- 22nd ONWARDS **1:1** = 1 PAIR
- POWER LEG CARRY FORWARD
- A & B DIRECT REFERRALS COMPULSORY
- MINIMUM PAYOUT IS **Rs.100/-**
- DAILY AUTO WITHDRAWAL
- REPURCHASE **10%** TDS **5%** ADMIN CHARGES **10%**
- ONLY **3ID's** FOR ONE PANCARD



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*condition apply*





# LEGAL DOCUMENTS







भारत सरकार  
Government of India  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small and Medium Enterprises



UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBERUDYAM-TN-09-0044459

NAME OF ENTERPRISEM/S ALC UNIVERSAL PRIVATE LIMITED

TYPE OF ENTERPRISE \*

| S.No. | Classification Year | Enterprise Type | Classification Date |
|-------|---------------------|-----------------|---------------------|
| 1     | 2023-24             | Micro           | 01/06/2023          |

MAJOR ACTIVITYMANUFACTURING

SOCIAL CATEGORY OF ENTREPRENEUROBC

NAME OF UNIT(S)

| S.No. | Name of Unit(s)               |
|-------|-------------------------------|
| 1     | ALC UNIVERSAL PRIVATE LIMITED |

OFFICIAL ADDRESS OF ENTERPRISE

| Flat/Door/Block No. | 1-1 J      | Name of Premises/ Building | Pallyoorkarichy            |
|---------------------|------------|----------------------------|----------------------------|
| Village/Town        | Therkaral  | Block                      | Kallinlam                  |
| Road/Street/Lane    | Thuckalay  | City                       | Kanyakumari District       |
| State               | TAMIL NADU | District                   | KANNIVAKUMARI , Pin 629175 |
| Mobile              | 9880063985 | Email:                     | alcuniversal@gmail.com     |

DATE OF INCORPORATION /  
REGISTRATION OF ENTERPRISE11/05/2023

DATE OF COMMENCEMENT OF11/05/2023





GOVERNMENT OF INDIA  
MINISTRY OF CORPORATE AFFAIRS

Central Registration Centre

**Certificate of Incorporation**

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (16 of 2013) and rule 16 of the Companies (Incorporation) Rules, 2014]

I hereby certify that ALC UNIVERSAL PRIVATE LIMITED is incorporated on this ELEVENTH day of MAY TWO THOUSAND TWENTY THREE under the Companies Act, 2013 (16 of 2013) and that the company is Company limited by shares

The Corporate Identity Number of the company is **U47810TN2023PTC160346**

The Permanent Account Number (PAN) of the company is **AA YCA6833B\***

The Tax Deduction and Collection Account Number (TAN) of the company is **MR1A06168A\***

Given under my hand at Manesar this ELEVENTH day of MAY TWO THOUSAND TWENTY THREE

Signature Not Verified  
Digitally signed by  
D.S. MINISTRY OF CORPORATE  
AFFAIRS TO  
Date: 2023.05.11 14:45:03 IST

Rajender Kumar

Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

**Disclaimer:** This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on [mca.gov.in](https://mca.gov.in)

Mailing Address as per record available in Registrar of Companies office:

ALC UNIVERSAL PRIVATE LIMITED

1-1J, Pullyoorukuliothy, Thenkarai, Thuckalay, Kankulam, Kanyakumari-629175, Tamil Nadu

\*as issued by Income tax Department





## CERTIFICATE

This is to Certify that the Management System of  
**ALC UNIVERSAL PRIVATE LIMITED**

1-11, PULIYOORKURICHY, THENKARAI, THUCKALAY, KALKULAM,  
KANYAKUMARI-629175, TAMIL NADU, INDIA.

has been assessed and found to be in compliance with the  
requirements of the standard

**ISO 9001: 2015**

**Quality Management System**

This certificate is valid for the following products or service range

TO CARRY ON THE BUSINESS OF BUYING, SELLING, RESELLING, IMPORTING, EXPORTING,  
TRANSPORTING, STORING, DEVELOPING, PROMOTING, MARKETING OR  
SUPPLYING, TRADING, OF GOODS.

The validity of certificate is subject to regular surveillance audit on or before below mentioned dates  
and it's only valid after successful surveillance with continuation letter issued by UCSPL

Initial Date of Certification : 26/05/2023

Current Date of Certification : 26/05/2023

Date of Expiry :  
25/05/2026

1st Surveillance Audit  
25 MAY 2024

Certification Number :  
UCS8022-23B11331

2nd Surveillance Audit  
25 MAY 2025



*Authorized Signatory*



UNIVERSAL CERTIFICATION SERVICES PVT. LTD.  
E-mail : [universalcertificationservices@gmail.com](mailto:universalcertificationservices@gmail.com)  
Web : [www.universalcertification.co.in](http://www.universalcertification.co.in)

This certificate of registration remains the property of Universal Certification Services Pvt. Ltd. and shall be returned immediately upon request.  
The validity of this certificate can be verified at [www.universalcertification.co.in](http://www.universalcertification.co.in)

India Office: A-12, PWD - 105 - 106, MADHURAN PARK-1, HDLAR ROAD, BHOPAL, (MP-462042), Madhya Pradesh, INDIA.







आयकर विभाग  
INCOME TAX DEPARTMENT



भारत सरकार  
GOVT. OF INDIA



Ref No.: 8836821226806/TAN/NEW

May 11, 2023

TO,  
ALC UNIVERSAL PRIVATE LIMITED  
14/1, BELYOORKURICHY  
THENKARA  
TRUCKALAY  
KANYAKUMARI-629175  
TAMILNADU  
TEL. NO. 9360736005

Sir/Madam,

**Sub : Allotment of Tax Deduction Account Number  
(TAN) as per Income Tax Act, 1961**

Kindly refer to your application (Form 49B) dated May 11, 2023 for the allotment of Tax Deduction Account Number.

In this connection, the following TAN has been issued to you/your organisation:

**MRIA6188A**

Please quote the same in all TDS challans, TDS Certificates, TDS returns, Tax Collection at Source(TCS) returns as well as other documents pertaining to such transactions.

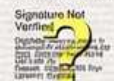
Quoting of TAN on all TDS returns and challans for payment of TDS is necessary to ensure credit of TDS paid by you, and faster processing of TDS returns.

The above TAN should also be used as Tax Collections at Source Account Number under section 206CA.

Kindly note that it is mandatory to quote TAN while furnishing TDS returns, including e-TDS returns. e-TDS returns will not be accepted if TAN is not quoted.

This supersedes all the Tax Deduction / Collection Account Number, allotted to you earlier.

Income Tax Department



Caution : Income Tax Department does not send e-mails regarding refunds and does not seek any taxpayer information like username, password, details of ATM, bank accounts, credit cards, etc. Taxpayers are advised not to part with such information on the basis of emails.





# CONTACT US



[www.alconlineshopping.com](http://www.alconlineshopping.com)



[info@alconlineshopping.com](mailto:info@alconlineshopping.com)



9894844922



**ALC UNIVERSAL PRIVATE LIMITED**  
OPP APN PLAZA 149, HINDU COLLAGE ROAD,  
CHETTIKULAM JUNCTION, NAGERCOIL,  
KANYAKUMARI DISTRICT, TAMILNADU

