



O - Odorata
H - Herbal
P - Private
L - Limited

Odorata®

Founded in April 26th of 2022 with a dynamic vision of providing R&D health and wealth solutions for 8.2 billion world's population, Odorata herbal private limited this time having flourished as one of the efficient supper growing direct selling company of India.

About OHPL - Odorata Herbal Private Limited



Odorata Herbal Private Limited has done a unique job, In highly acclaimed MLM industry it is the only brand who is by born , by name , by activity is fully and purely Ayurvedic. That's our fragrance so we are Odorata.

The scientific name of Odorata is Chromolaena. It's a perennial herb. Under favourable weather conditions, the plant can grow up to 25 cm in a week and in six months can form an almost impenetrable shrub 2-4 m high. The whole plant is hairy and glandular and emits a pungent odour. It is native to the Americas from Florida and Texas in the United States south to Mexico and the Caribbean to South America. It has been introduced to tropical Asia, West Africa, and parts of Australia. You can see by our Ayurvedic nature our maturity should be quick, we are just following our core.

According to Latin and English Odorata (Odoratum) is an adjective. Its meaning is Fragrant / Perfumed / Sweet smelling. In this way we can say our presence is very soothing and energetic by our name.

The Odorata is perennial herb. The perennial means continuing without interruption, in few years we have already produced R&D products since beginning, that's our identity our progress is constant by our name.



Researchers have made different kind of supplements from the flowers, fruits, leaves, bark and even the roots of these algae Chromolaena which is as tough as turtle which is multigenerational and long lived to keep people healthy and safe from toxic and chemical environment. Yes OHPL is doing the same very proudly. We are making people financially strong because in Arabic Chromolaena means Earning Money.

By conclusion it's proved we are serving the society because by born, by name, by root by inner meaning we are bound to do that, we are just doing simple duty and creating history in wellness Industry, who are by core Ayurvedic, by core Natural, by core strong.

Bhalo Rakhbo !
Bhalo Thakbo.

ভালো রাখব !
ভালো থাকব ॥



Our Mission

Odorata™

"The wellness Industry embraces a holistic view, blending physical, mental and emotional health"
- Dr. Jeffrey Bland



Mission is a concise explanation of an organization's reason for existence and describes its purpose, intension and overall objectives. A good mission statement should only focus on what is most important to the organization. It should be brief, clear, informative and direct. The mission statement paints a picture of who the company is and what the company does. In that context we can convey about Odorata Herbal Private Limited is moving perfectly towards our mission.

We are just a baby by age but our mission is to create a powerful disease free healthy nation by our splendid R&D products. We want to create a remarkable impact in Nation's top ten direct selling company by serving suffering humanity to provide a best resourceful of life & long life expectance as well as create happy Odorata Family in order to deliver high quality services & inspiring customer loyalty by FY 2025-26.



Thus we can conclude that for getting a infinite painless life which is full of financial freedom lets enter in the organic world by holding hand of the Odorata Herbal Private Limited from our ruthless chemical world. OHPL is a direct selling company who is giving us pure Ayurvedic R&D products which can provide ultimate cure from tougher & toughest diseases, because we all know Ayurveda is a process, not treatment.

If you want to move with this process by taking these pure Ayurvedic products then off course you will get a disease free life where you will not get any pain of jobless world, what is exactly offered by our OHPL.



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Our Vission

Odorata[™]

The only things worse than being blind is having sight. A company vision statement is a written statement that defines a company's long-term goals and aspirations

Vision statement depicts a vision of what the company will look like in the future and sets a defined direction for the planning and execution of corporate level strategies. So it is concluded that vision statement is a future oriented, idealistic summary of our company's goals. This corporate document is intended to help rally the workforce around the shared goals and helps the company formalize its differentiated position among the competition. Additionally, vision statements double as a tool for actualizing the company's potential impact on the world.

A vision statement attempts to answer the following questions -

- Where do we aspire to be in future?
- What problem we are solving for the society?
- What sort of change are we promoting?

Our Vision is to deliver the perfect combo of result oriented R&D products & unparalleled services to our valued customer in reasonable price.

We want to explore inbuilt power within them & help them to get ultimate success.



In Odorata Herbal Private Limited we are creating a bridge between failure to success by our "Self Sufficiency Business Plan" so being an inseparable part with us you can empower yourself for making your ultimate destiny with your core. Thus OHPL vision is to make all class of world and Indian people (may be from extend backward class) self-sufficient in health and wealth.

We have infinitive assurance that they will acquire a disease and pain free life. They will make themselves free from cancer, heart disease, bone problem, nutrition problem, and the problem of infertility which is destroying the psychology of nation. They can make themselves strongest in every corner of their body by taking our supplements and flourishing in financial aspects also. Yes in spite of our baby age we are offering everything which are offered by other MLM companies. But we can make our self-unique by our touchy sensitive connecting bond by

which OHPL can connect all class people by the connective wire thy name is OHPL splendid R & D products, that's our identity.



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Odorata[®] Management & Administration

Skills management is a process that helps organizations identify, assess, develop, and align Independent Business Owners skills with corporate objectives. It's more than just evaluating qualifications and experience, it also includes behavioral, technical, and interpersonal skills.

Hello! Our adorable associates of Odorata Herbal Private Limited. (Our Date of Birth is 22nd January 2022.) Welcome to our Happy Adorable Odorata Family.

I want to give a simple message to you: i.e.

First of all people should understand why we require Ayurveda? One is balancing nutrition, and other is detoxification. By the help of Ayurveda that means by the help of food supplements we can detoxify our body by removing free radicals which we are consumed by chemical foods, by allopath medicine by poisonous atmosphere and also protect our all organs and glands by rejuvenating our more than ten trillion cells (36 trillion cells in the male, 28 trillion in female). Our duty is to tell people that it's a continuous process, just like consuming food we have to consume food supplements for our healthier body. People should also understand that physical pain doesn't come every day; it comes that time when we are becoming patient. So we want to see more and more smiling faces of healthy and wealthy people in spite of paining patient.

Our Odorata Herbal Private Limited who has just began the journey done a unique job, In highly acclaimed MLM industry it is the only brand who is by born, by name, by activity is fully and purely Ayurvedic. That's our pure and sweet Odour so we are Odorata.

WE want to unite all class of world and Indian people (may be from extend backward class) self sufficient in health and wealth. We have infinite assurance that they will acquire a disease and pain free life. They will make themselves free from any sort of chronic health problem and the problem of infertility which is destroying the psychology of nation. They can make themselves strongest in every corner of their body buy taking our supplements and flourishing in financial aspects also.

Yes in spite of our early age we are offering everything which are offered by other MLM companies but we can make our self unique by our touchy sensitive connecting bond by which OHPL can connect people by the weapons of splendid R & D products & our Business Plan that's our identity. For getting a infinite painless life which is full of financial freedom lets enter in the organic world by holding hand of the Odorata Herbal Private Limited from our ruthless chemical world. OHPL is a direct selling company who is giving us pure Ayurvedic R&D products which can provide ultimate cure from chronic health diseases, because we all know Ayurveda is a process, not treatment.

If you want to move with this process by talking these pure Ayurvedic products then off course you will get a disease free life where you will not get any pain of jobless world, what is exactly offered by our OHPL.

So be with Odorata We want to create a remarkable impact in Nation's top ten direct selling company by serving suffering humanity to provide a best resourceful of life & long life expectance as well as create happy Odorata Family in order to deliver high quality services & inspiring customer loyalty by FY 2025-26.

Adorable Happy Odorata Family



Mr. J.P. Paul
Chairman & Managing Director

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Odorata[®] Management & Administration

Skill management is a strategic approach to identifying, developing, and implementing the skills needed to achieve organizational goals. Finance management is the process of managing an organization's finances to align them with its goals and objectives.

First of all I want to convey my heartiest gratitude to each and every associates of Odorata herbal Pvt. limited who are with this marvellous organization since the beginning.

Being the MD of the company I want to share a simple message let's work for a good cause, let's fight for a noble cause, let's earn for a unique cause, let's be united for Wellness, Let's be united for Multilevel company, Let's be united for adorable happy Odorata family.

I am also thankful to our honourable PM Of India because he has re -changed the Ayurvedic concept in India, He has already given a message to the youths of India that MLM & wellness industry will be the only solution in jobless India. We all know Ayurveda is nothing but a process of wellness, its not a treatment. Thus OHPL is giving a healthy service to the nation by it's unique R&D products & superb result oriented Business Plan.

I am also thankful to other successful MLM companies who are sustaining themselves by keeping themselves fit enough for competition. They are giving me full inspiration for being a part of this beautiful world.

So keeping all these in mind I just want to say stay with Odorata & solve all health & financial problems. I am with you for this nation building process through healthy & wealthy procedure.

Adorable happy Odorata Family



Mr. Mithun Sarkar
(Managing Director)

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Odorata[™] Management & Administration

Skills management is a strategic approach that helps organizations identify, develop, and deploy the skills needed to achieve their goals. The definition of sales is a set of activities a business does to help customers buy their product. Prospecting and generating new leads. Developing buyer personas (with marketing) Qualifying leads .An outstanding sale, marketing, and operations professional, and a renowned motivator, direct selling companies. Through his resilient leadership skills, he is continuously leading odorata in bringing new practices on board and is training thousands of people every year through his specially crafted training programmes for direct selling professionals.

I am Soumen Das who is one of the Director of OHPL and looking over the whole Marketing part also, I am associated with this company since it's originated. Being the part of the management & marketing my duty is to help the company from the root. My journey begins from 24/7, early morning and ends in deep night. Yes tiredness comes but it gives us the smell of sweet success. Our motto is same, our goal is same, our destiny is same i.e. successful Odorata creation.

By the successful coordination of training department and valuable feedbacks of associates are my weapons. Our plan is to travel extensively in each corner of India and enriching people by the fragrance of Odorata.

Dream of adorable happy Odorata family is to creating a place in India's leading top ten MLM. We all know that is only a matter of time, cause we have superb R&D products, result oriented business plan, flexible management, equipped training department, helpful reception and dispatch, powerful admin, friendly HR and above all responsive and happy associates....

Direct selling is a method of marketing and retailing goods and services directly to consumers, away from a fixed retail location.



Mr. Soumen Das
Chief Operating Officer &
Director(COO&MD)

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Odorata[™] Management & Administration

Skills management is the practice of understanding, developing and deploying people and their skills. Well-implemented skills management should identify the skills that job roles require, the skills of individual employees, and any gap between the two.

Chief Operating Officer (COO) and Director within a multi-level marketing (MLM) company. The COO typically oversees the day-to-day operations, ensuring that the business runs smoothly and efficiently. Here are some key responsibilities and qualities associated with these roles in an MLM context:

Key Responsibilities :

Develop and implement operational strategies that align with the company's goals and vision. Oversee various departments, including sales, marketing, and customer service, ensuring they work cohesively. Ensure that all practices comply with legal regulations and maintain ethical standards, crucial in the MLM industry. Design training programs for distributors to improve sales skills and product knowledge. Establish and monitor KPIs to assess operational efficiency and distributor performance. Collaborate on product launches and marketing strategies that resonate with the target market. Work with the finance team to manage budgets and forecasts, ensuring sustainable growth.

Tips for Success :

Strong ability to motivate and guide teams. Ability to analyze data and make informed decisions. Clear and effective communication, both internally and externally. Capacity to address challenges and implement solutions quickly. Understanding of MLM trends, market dynamics, and regulatory issues. Foster a positive company culture and strong relationships with distributors. Prioritize ongoing education and support for your team to empower them for success. Be ready to pivot strategies based on market feedback and changes in the industry.



Mr. Bijoy Kumar Paul
Chief Operating Officer
& Director

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I am Rupa, holding this position and always maintaining the bridge in caring way between associates and management. I am engaged in official and educational part also. My role is very important because I am engaged in daily to daily important core official activity. Sometimes I use to take valuable feedbacks from associates which are very essential. assisting our administration and facilities is responsible for the management of a business or organization's facilities and support services. Ensuring that facilities are safe, secure, and well-maintained, and that they meet environmental, health, and safety standards. Supervising staff and setting goals and deadlines. Suggesting changes to improve operations, such as reassessing supplies or record keeping. Managing cost budgets and ensuring cost-effectiveness. Allocating and managing space between business and product. Helping Franchise to new places . Making decisions about leasing part also. Providing training to staff on new or changed office procedures. Being a part of the beautiful organization I am enjoying every sphere of my work.



Mrs. Rupa Sardar
Manager - Admin & Facilities

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Hello! I am Sanoj, who is handling the HR department with ease. My role is balancing the gap between associates, employees with management. I am always giving my 200 percent for the organization.

Hr stands for human resources, which is a department within a company that manages employees and their concerns.

I am also engaged in the workforce of an organization, business sector, industry, or economy. A narrower concept is human capital, the knowledge and skills which the individuals command. Similar terms include manpower, distributor, associate or personnel.

Human resources (HR) is the division of a business responsible for recruiting, screening, and training job applicants. I am also managing employee compensation, benefits, and terminations. I am doing oversee programs to keep associate happy and motivated. I can use focus groups, opinion surveys, and regular feedback to gauge employee satisfaction and improve the workplace.

Hr can offer career development and training programs, such as educational courses on new technology, leadership, and interpersonal communication.

We want to grow with Odorata that is our main motto.



Mr. Sonoj Das
(HR & Admin)

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Office
Management

Odorata[™] Management & Administration

An MLM (Multi-Level Marketing) Admin Head and Office Manager plays a crucial role in overseeing the operations of an MLM organization. This position combines administrative responsibilities with strategic oversight to ensure smooth functioning and support for the sales team and distributors.

Key Responsibilities (Administration)

Supervise administrative staff and provide guidance to ensure efficient operations. Foster a positive work environment that encourages productivity and teamwork. Develop and enforce company policies and procedures to ensure compliance and operational efficiency. Update and communicate policies to staff and distributors as needed. Maintain accurate records of distributor performance, sales data, and inventory. Utilize CRM systems to track leads, sales, and distributor activities. Serve as a point of contact between management and distributors, addressing concerns and providing support. Coordinate internal and external communications, including newsletters and announcements.

Office Management :

Oversee daily office operations, ensuring a well-organized and efficient work environment. Manage office supplies, equipment, and vendor relationships. Assist in organizing training sessions, seminars, and company events for distributors. Collaborate with event planners to ensure all logistics are handled smoothly.

Financial Management :

Monitor budgets for administrative expenses and office supplies. Assist in financial reporting and ensure compliance with financial policies.

Recruitment and Training :

Support HR in recruiting new administrative staff and on boarding new team members. Coordinate training programs for both staff and distributors to enhance skills and knowledge. Ability to motivate and manage a team effectively.

Organizational Skills :

Strong organizational abilities to handle multiple tasks and priorities. Excellent verbal and written communication skills to interact with various stakeholders. Ability to address challenges proactively and develop solutions. Ensures accuracy in data management and documentation. Familiarity with tools like Microsoft Office Suite, Google Workspace, or project management software. Proficiency in CRM systems to manage distributor relationships and sales data. Knowledge of basic accounting software for budgeting and expense tracking.

The role of an MLM Admin Head and Office Manager is vital for the success of an MLM organization. They ensure that both administrative functions and office management contribute to the overall efficiency and effectiveness of the business.



Mrs. Rumpa Biswas
(Admin Head & Office Management)

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I am Subhrajit Banerjee BDM (Training Dept) form OHPL. Near about 10 years I am associated with this MLM industry whose root is Ayurveda. Being a student of Biology & Marketing Management (where my experience more than 25 years) Ayurveda is my passion & MLM is my weapon (MLM is the future of the India and world).

So always I love to think myself attached in this beautiful organic world which is free from mental n physical pollution.

I am inseparable part of Odorata more than one year. Honesty is thy name of Odorata. The four main highlighting qualities of Odorata is :

- *Result oriented R&D products
- *Success oriented Business Plan
- *A management group who have clear visions.

A training Department, where I belongs to, my role is to equip our adorable associates in product awareness & also in Business plans. I am also engaged in educational part of adorable Odorata

So I am 200 percent to the power infinitive happy for being the part of this, who is giving a healthy life which is free from financial crisis. It's also a part of nation building process.



Mr. Subhrajit Banerjee
Business Development Manager

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Odorata[™] Management & Administration

Hello! I am Supriya Roy who is handling the combining design and event development skills allows professionals in this field to create a comprehensive ecosystem that supports MLM businesses. By ensuring a strong online presence and facilitating engaging events, they help drive growth and foster community among distributors. A designer in the context of web design and event development focuses on creating visually appealing and functional experiences that meet the needs of users. Designers play a crucial role in shaping the user experience and visual identity of a brand, whether for websites or events. Their work not only enhances aesthetics but also improves functionality and engagement.

MLM WEB DESIGN

Ensure the website is easy to navigate with a clean design that guides users seamlessly through the information. Optimize for mobile devices to cater to users accessing the site from different platforms. Include tools for email marketing, lead generation, and social media sharing. Create a robust system for managing members, tracking down lines, commissions, and sales. Implement a CMS that allows easy updates to content, including training materials and promotional offers. Optimize the site for search engines to improve visibility and attract potential recruits. Ensure that payment gateways are secure and compliant with regulations.

EVENT DEVELOPMENT

Organize all aspects of the event, from venue selection to scheduling and catering. Promote the event through various channels, including social media, email newsletters, and flyers. Develop workshops, presentations, and activities that provide value to attendees and encourage networking. Implement an easy-to-use registration system that tracks attendee numbers and payments. Create a follow-up strategy to engage attendees post-event, which could include surveys, thank-you emails, and information about future events. Ensure all materials (online and offline) reflect the MLM brand consistently.



Mr. Supriya Roy
(Designer & Event Developer)

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Odorata[™] Management & Administration

MLM (Multi-Level Marketing) Software is designed to help businesses manage their network marketing operations. It typically includes features like:

- Rep Management: Track distributors and their performance.
- Commission Calculation: Automatically calculate commissions based on sales and recruitment.
- E-commerce Integration: Facilitate product sales directly through the platform.
- Reporting Tools: Generate reports on sales, commissions, and overall performance.
- User Management: Manage user accounts, profiles, and permissions.
- Support Systems: Provide support features like ticketing or live chat for users.

Key Features to Consider

1. User-Friendly Interface: Important for both admins and distributors.
2. Mobile Compatibility: Many users prefer accessing platforms on mobile devices.
3. Security: Protect user data and financial transactions.
4. Customizability: Ability to adapt to different business models and structures.
5. Integration: Connect with other software (like CRM or accounting tools).

Role of a Web Developer

A web developer plays a crucial role in building and maintaining MLM software. Here's how:

1. Frontend Development: Creating an engaging and intuitive user interface using HTML, CSS, and JavaScript frameworks (like React or Angular).
2. Backend Development: Setting up servers, databases, and APIs to manage data flow, often using languages like Python, PHP, or Node.js.
3. Database Management: Designing and managing databases to store user data, sales records, and transaction history.
4. Security Implementation: Ensuring that best practices are followed to protect sensitive data, including encryption and secure authentication methods.
5. Testing and Debugging: Conducting thorough testing to identify and fix bugs before launch.
6. Continuous Improvement: Updating the software based on user feedback and changing market needs.

Conclusion

Combining MLM software with the expertise of a skilled web developer can lead to a robust platform that enhances network marketing operations. If you're considering building or improving an MLM system, focusing on both the software features and the development process is key to success!



Mr. Parvin Jadab
(Software & Web Developer)

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Management & Administration

A legal advisor specializing in Multi-Level Marketing (MLM) and a Senior Advocate can provide critical support to MLM businesses. Here's how their roles intersect and what they typically focus on:

Role of a Legal Advisor in MLM :

Ensuring that the MLM business adheres to legal regulations and industry standards to avoid fraud accusations and legal issues. Drafting and reviewing contracts for distributors, ensuring clarity on terms and conditions, commission structures, and responsibilities. Advising on trademark registration, copyright issues, and protection of proprietary information. Helping to resolve conflicts between distributors or with customers, including mediation and negotiation strategies. Keeping the business informed about changes in laws and regulations affecting MLM operations, such as consumer protection laws.

Role of a Senior Advocate :

Senior Advocates are recognized for their skill, knowledge, and experience in legal practice. They are appointed by the High Court and have the right to appear and argue in cases, often taking on more complex or high-profile cases. Representing the MLM company or its distributors in court, especially in disputes that escalate to legal proceedings. Providing high-level legal advice on business strategy, risk management, and compliance with regulatory frameworks. Advocating for fair practices in the industry and participating in discussions about legislation affecting MLM practices. Guiding junior lawyers in understanding the nuances of MLM law and the complexities involved in representing such businesses.

Intersection of Roles :

Both a legal advisor and a Senior Advocate work together to devise strategies that align with legal standards while promoting business growth. They can conduct training sessions for MLM distributors to help them understand their legal rights and responsibilities. In cases of legal challenges or controversies, they collaborate to manage public relations and legal responses effectively.

Conclusion :

Having both a legal advisor and a Senior Advocate well-versed in MLM can significantly enhance the legal standing and operational success of an MLM business. Their combined expertise ensures compliance, protects the business from legal risks, and promotes fair practices within the industry.



Mr. Anindya Chakraborty
(Legal Advisor & Senior Advocate)

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Odorata[™] MLM BUSINESS DEVELOPMENT

MLM Business Development -

Business development in the context of Multi-Level Marketing (MLM) involves strategies and activities aimed at growing the MLM network, enhancing sales, and improving overall business performance. Here are some key components:

1. Network Expansion -

Recruitment Strategies : Develop effective recruitment campaigns to attract new distributors. This can include social media marketing, webinars, and in-person events. **Training Programs :** Implement training sessions to equip new recruits with the knowledge and skills needed to succeed, including product knowledge and sales techniques. **Product Promotion :** Create promotional strategies to increase product visibility and sales, including discounts, bundles, and special offers. **Sales Tools :** Provide distributors with marketing materials, product samples, and sales scripts to facilitate selling.

3. Relationship Building -

Community Engagement : Foster relationships within the community through events, sponsorships, and partnerships that enhance brand awareness. **Support Systems:** Establish robust support channels for distributors, including mentorship, online resources, and customer service.

4. Technology Integration -

MLM Software : Utilize software to manage distributor performance, track sales, and automate commission calculations. **Online Presence :** Enhance the company's online presence through a user-friendly website and active social media engagement. Establish key performance indicators to measure the success of recruitment, sales, and retention efforts. **Feedback Mechanisms :** Implement regular feedback loops to understand distributor needs and improve strategies accordingly.

5. Compliance and Ethics -

Regulatory Awareness : Stay informed about legal regulations governing MLM to ensure compliance and ethical practices. **Training on Ethics:** Provide training to distributors about ethical selling and compliance to build a positive reputation.

Conclusion -

Effective MLM business development combines recruitment, sales enhancement, relationship management, technology use, and compliance. By focusing on these areas, MLM companies can build a strong network, increase sales, and sustain growth. If you'd like more specific strategies or tips, let me know!



Mrs. Manika Sarkar
(MLM Business Development)

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Odorata[™] MLM BUSINESS DEVELOPMENT

Anjana Biswas is a highly creative and result oriented business professional with over years of rich experience in various functions that include Multi-level marketing (MLM) business development involves creating and expanding a network-based sales strategy where individuals earn commissions not just for their own sales but also for the sales made by recruits they bring into the business. Here's an overview of key aspects of MLM business development: understanding MLM structure, product selection, effective recruitment, marketing strategies, building a team culture, ongoing training and development, customer relationship management, compliance and ethical practices, measuring success, long-term vision.

By effectively managing these aspects, you can enhance the growth and sustainability of your MLM business, creating opportunities for yourself and



Anjana Biswas
(MLM Business Development)

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Odorata[™] MLM BUSINESS DEVELOPMENT

While MLM can be a profitable venture for some, it requires hard work, resilience, and a strategic approach. Success is often a long-term journey, so maintaining a positive mindset and a commitment to learning is essential.

Stay Motivated and Positive.

Surround Yourself with Support: Join groups or communities of like-minded individuals who can offer encouragement. Celebrate Small Wins: Acknowledging progress, no matter how small, can keep you motivated.



Mr. Probir Dey
(MLM Business Development)

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Odorata[™] MLM BUSINESS DEVELOPMENT

Multi-Level Marketing (MLM) is a sales strategy where individuals sell products directly to consumers while also recruiting new salespeople. This creates multiple levels of compensation, allowing participants to earn commissions not only on their own sales but also on the sales made by those they recruit. MLM can be a viable business model for those willing to invest time and effort into building their network and sales. Understanding the structure, challenges, and strategies for success is essential for anyone considering entering this industry.

Choose the right product, research products that have a proven demand. Passion and knowledge, choose something you're passionate about or knowledgeable in. Understand the MLM structure, familiarize yourself with different generation plan. Build a strong brand, create a unique selling proposition (USP), and define what sets your products apart. Professional branding, Invest in good branding materials, including a website and social media presence.

Recruit and train your team target the right people, look for individuals who are motivated and share your values. Provide training offer resources and training for your recruits to help them succeed. Leverage social media and online marketing, focus on customer retention, follow up maintain relationships with customers to encourage repeat business. Incentives consider loyalty programs or discounts for returning customers.

Set goals define clear, measurable goals for both sales and recruitment. Analyze performance regularly review what's working and adjust your strategies accordingly. Customer focus prioritizes providing value to your customers over just recruitment. Prioritize customer satisfaction. Happy customers are more likely to become repeat buyers and refer others.



Mrs. Rupa Das
(MLM Business Development)

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Odorata[™] MLM BUSINESS DEVELOPMENT

MLM (Multi-Level Marketing) success and possibly leads or lead shipment strategies. MLM can be a challenging field, but with the right approach, you can improve your chances of success. Success in MLM requires perseverance, adaptability, and a commitment to continuous learning. Focusing on ethical practices and genuine relationships can lead to long-term success. Be well-versed in the products or services you are promoting. Genuine belief in what you sell can resonate with potential customers and recruits. Create valuable content that addresses your audience's needs and interests. This generally refers to how you manage and distribute leads within your team. Develop strong communication skills to convey your message clearly and persuasively.

Visionary: A great leader has a clear vision for their team and can inspire others to work toward common goals. **Motivator:** They encourage and motivate team members to reach their potential, often through recognition, rewards, and support. **Strong Communicator:** Effective communication is vital. Leaders must convey ideas clearly, listen to team members, and provide constructive feedback. **Mentor and Coach:** Successful leaders invest time in mentoring their team, providing training, resources, and guidance to help individuals grow. **Integrity:** They lead by example, maintaining ethical standards and fostering a culture of trust and transparency. **Resilience:** MLM can be challenging, so a good leader demonstrates resilience, staying positive and persistent in the face of setbacks.



Mrs. Archana Biswas
(MLM Business Development)

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Odorata[™] Management & Administration

I am Santosh Sarkar along with my doctor life multi level business is a dream come true for me. An MLM coach can be an invaluable asset for individuals looking to excel in the multi-level marketing industry. With their expertise, personalized guidance, and support, clients can navigate challenges more effectively and achieve greater success in their MLM endeavours. An MLM coach specializes in guiding individuals and teams within the Multi-Level Marketing industry to achieve their business goals.

By focusing on these areas, you can effectively coach your team to achieve their goals and build a successful MLM business.

Choosing the Right Company, Building Your Team, Marketing Techniques, Training and Development, Providing training resources for your team, Setting goals and accountability measures, Developing leadership skills in your down line, Sales Strategies, Techniques for effective presentations, Handling objections and closing sales, Building lasting customer relationships, Maintaining Motivation, Set Clear Goals, Build a Strong Foundation, Effective Recruiting, Utilize Technology, Motivation and Mindset, Continuous Learning, Workshops and Webinars, Reading Materials, Demonstrate Success, Be genuine and approachable, fostering trust and openness.



Dr. Santosh Sarkar
(MLM Business Coach)

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Odorata[™] MLM BUSINESS DEVELOPMENT

Hi, I am Sadhana Das Bala, MLM is my passion and I am doing it from my heart. Success in MLM business development is a multifaceted process that combines product knowledge, effective recruiting, strong training, community building, and ethical practices. By focusing on these areas and maintaining a growth mindset, you can cultivate a thriving MLM business. Successful MLM business development requires a combination of effective marketing, strong team support, and a clear understanding of your products and market. By focusing on these areas, you can foster growth and build a thriving MLM business.

Strong Product Knowledge,
Effective Recruiting Strategies,
Robust Training Programs, Utilizing
Technology, Setting Clear Goals,
Building a Strong Community,
Effective Communication,
Resilience and Adaptability,
Continuous Improvement,

Personal Development : Invest in your own growth by attending workshops, reading relevant literature, and networking with industry leaders.



Mrs. Sadhana Das Bala
(MLM Business Development)

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Odorata[™] MLM BUSINESS DEVELOPMENT

Hi! I am Reba Sikder I am very much involved with this business structure of MLM business for a long time. To succeed as an MLM business retailer, it's essential to combine effective sales strategies with strong customer relationships. By focusing on these strategies, you can enhance your effectiveness as an MLM retailer and build a loyal customer base.

Know Your Products Inside and Out (Product Knowledge). Understand all features, benefits, and unique selling points of your products.

Personal Use - Use the products yourself to share authentic testimonials and experiences. Listen to Customers, Understand their needs and tailor your approach to meet them. Follow Up, Regularly check in with customers to gather feedback and offer support. Organize gatherings to demonstrate products and create a fun atmosphere for potential customers. Build a brand that reflects your personality and values. This helps in connecting with your audience. Maintain a consistent message across all platforms. Provide exclusive products or early access to new items for loyal customers. Stay Educated and Adapt, Set Goals and Track Progress, Maintain a Positive Mindset, Acknowledge your achievements, no matter how small.



Mrs. Reba Sikder
(MLM Business Development)

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Odorata[™] MLM BUSINESS DEVELOPMENT

Hi! I am Sumana Das I have been work with OHPL Company for a long time. In fact this place is love and affection for me. My journey with this company has become my passion. Multi-Level Marketing (MLM) is a strategy for selling products or services through a network of distributors. Here's a breakdown of key aspects of MLM business development, success in MLM often depends on building genuine relationships and providing value to both customers and team members

In MLM, individuals earn commissions not only for their own sales but also for the sales made by their recruits (down line). Choose products that are high-quality and in demand. This will make it easier to sell and recruit others. Highlight what sets your product apart from competitors. Develop effective strategies to attract and recruit new distributors. Provide training and resources for your team to help them succeed. Utilize social media, websites, and online marketing techniques to reach a broader audience. Establish a strong personal and company brand that resonates with your target audience.

Understand the regulations governing MLM in your region to ensure compliance. Promote ethical business practices to maintain trust and credibility. Track sales, recruitment rates, and overall performance to identify areas for improvement. Create incentives for your team to boost motivation and productivity. Keep up with industry trends and changes in regulations. Invest in personal development and training to improve your leadership and sales skills. Foster a sense of community among your team members to encourage collaboration and support. Organize events to strengthen relationships and share success stories.



Mrs. Sumana Das
(MLM Business Development)

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Odorata[™] Management & Administration

Here's a speech outline that you can use to introduce a CMD (Command) desk in the context of an MLM business. This speech can emphasize the importance of effective management and communication in a multi-level marketing environment.

Empowering Success in MLM with CMD Desk : Greet the audience all distributors and associate. Briefly introduce yourself and your experience in MLM. Present the topic, the role of CMD Desk in transforming MLM businesses.

Understanding MLM:- Define multi-level marketing and its significance in today's economy. Highlight the potential for income and growth through MLM networks.

Challenges in MLM:- Discuss common challenges: tracking sales, managing teams, ensuring effective communication. Emphasize the need for efficient systems to support growth. Provides an overview of sales and performance metrics. Provides a centralized view of sales, commissions, and team performance. Offers training materials for new recruits and ongoing education for the team. Facilitates communication between team members and leaders. Automates the calculation of commissions based on sales performance. Generates reports for sales analytics, helping users track their progress and identify trends.

Commission Tracking: Simplifies the process of calculating commissions, ensuring transparency. Helps in analyzing trends and making informed decisions. Supports on boarding and continuous education for team members.

Benefits of Using CMD Desk :- Enhances communication within teams, fostering a collaborative environment. Saves time on administrative tasks, allowing focus on growth strategies. Empowers leaders with data-driven insights to motivate their teams effectively. Share brief anecdotes or testimonials from successful teams using CMD Desk. Highlight how it has transformed their operations and boosted their earnings.

- Reinforce the idea that with the right tools, like CMD Desk, MLM businesses can thrive. Encourage the audience to embrace technology in their strategies. Thank the audience for their attention and invite questions.

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HAPPY ODORATA, HAPPY ODORATA, HAPPY ODORATA



Mr. J. P. Paul
From CMD's Desk

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Odorata[®] PRIVACY POLICY

Our Privacy and Policy

Thank you for visiting www.odorata.in. As used in this privacy statement, the terms "our", "we" and "us" refer to both Odorata and the distributor unless the context provides otherwise.

This privacy policy sets out how Odorata Herbal Private Limited uses and protects any information that you give us when you use this website. Odorata is committed to ensuring that your privacy is always protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

What Information We Collect and How We Use It

The information that we collect on our website comes under two general categories-

- Personally Identifiable Information
- Aggregate Information

1. Personally Identifiable Information

This refers to information that lets us know who you are or things specifically about you.

Distributors can upload their KYC document/s in either jpeg/jpg/png/gif or any other format via Odorata Mobile Application.

We may collect the following personally identifiable information about you.

Full name including the first, middle and last name

Gender and DOB

Contact details such as land line, mobile, WhatsApp, E-Mail

Bank details, Pan, Aadhar, photo (passport size)

A. Visitors :

You can browse our website without sharing any Personally Identifiable Information. If you want to register with us as a distributor or place an order, you may voluntarily provide your Personally Identifiable Information (name, address, email address or telephone number) to be shared with a registered Odorata distributor for the purpose of assisting you with registration and order placement. We might also maintain a record of your contact information to help us provide better services in case you contact us again.

B. Ordering :

When you place an order on our website, Personally Identifiable Information (such as name, contact info, order info, credit card and other transaction info) will be collected for the purpose of processing and delivering your order. We may also provide certain necessary order details to our shipping partners to complete the delivery of the order.

C. Credit Card Storage :

The Credit Card Information collected for online shopping is used only to process payments for the orders and, is not retained on our website. The information is securely transmitted to the bank, and we store only the reference number and amount paid information provided by the bank.

D. Surveys and Promotions :

You may voluntarily provide Personally Identifiable Information to participate in occasional surveys, user polls or to answer questionnaires. This information is used by us to better our products and services. We may also use this information to provide you marketing and promotional material. If you do not wish to receive any such material, you can adjust the setting for the same through a link provided in the email communication or send us an email at : support@odorata.in.

2. Aggregate Information

This refers to information that does not distinguish you as a particular individual. This information includes your browser and operating system type, your IP address, URL (Uniform Source Locator) of the website that directed you to our site and any search terms you enter on our site. Such information is aggregated by our web server to monitor the activities on the site and evaluate its performance. This helps us improve the features and functions on the website to provide you a satisfactory user experience. We might compile, publish, store, collect, promote, disclose or use any Aggregate Information. We generally do not correlate any Personally Identifiable Information with Aggregate Information. In case we do this, it will be protected as per the terms mentioned for Personally Identifiable Information in this Privacy Policy.

SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. It is your sole responsibility to safeguard the password created for your online account. In case you suspect that your password has been compromised, contact Odorata Herbal Private Limited as soon as possible. Since your Distributor ID and account password are specific to you, you take full responsibility for any and all activity conducted on our site with your ID and password.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. They also help online retailers to keep track of a user's electronic shopping cart before completing a purchase. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. We have to use cookie-based authentication to identify you as a registered distributor or send cookies to your computer to support personalized features on our website like your country and language codes as well as shopping and browsing functions. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Use of Third-Party Media and Research Companies

We may use third-party media and research companies to place ads for us on websites of other parties. Our site may also run third-party ads for specific Merchants and Service Partners with whom we link.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Children's Privacy Protection

Our website neither targets nor is intended for children below the age of 18. Personally Identifiable Information will not be collected from children on purpose and if we discover such data on our site, the same will be deleted.

Changes to this Statement

Please check frequently for any updates or changes in this privacy policy before using our website or submitting any Personally Identifiable Information at our site. By using our Site, you acknowledge acceptance of this Privacy Statement in effect at the time of use.

Controlling your Personally Identifiable Information

We try our best to ensure that the Personally Identifiable Information we collect on our site is current, accurate and complete. You may choose to restrict the collection or use of your Personally Identifiable Information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- If you have previously agreed to us using your Personally Identifiable Information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at support@odorata.in
- We will not sell, distribute or lease your Personally Identifiable Information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

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PRODUCT DISCLAIMER

The information about our products as available in our Health Guide is not intended to prevent, diagnose, treat, or cure any disease. This information is intended as an introduction to value addition in life through supplements. Our products aim at maintaining holistic balance in body and immunity level but are no way substitute of physicians' diagnosis. We are not medical professionals or researchers and we cannot prescribe what product can cure your disease. We cannot answer medical questions to prescribe cures, treatment or to guess what is wrong with you. Consult your doctor about your health conditions and use our supplements for value addition in life. Any product used in excessive amounts will invite problems. odorata Shall Be responsible for the quality of products only if such products are bought from authorised distributors. The buyer shall be solely responsible for all consequences for the purchase and use of products bought from unauthorised sources including unauthorised websites, E-commerce marketplace or unauthorised party.

WEBSITE DISCLAIMER

The contents of this site are only for information purpose. Users are advised to rely on information posted herein for any purpose only after verification and confirmation of the same from authentic and authoritative sources. Neither odorata Herbal Private Limited nor the site developer is responsible for any consequences that may arise out of using such information without verification / confirmation. There may be time gap in internet/online posting/ transmission of information and availability of such information at browsers' end. Exact status may be confirmed from source. For any query, suggestions regarding this website please contact at support@odorata.in No contents / portion of the contents, graphics, picture or presentation in this site may be used without explicit permission in writing from the author of this site. Usage of contents / parts thereof without verifiable and expressed permission from author or his authorized person will attract legal consequences.

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Odorata® Product Return / Cancellation Policy

In case of any dissatisfaction, manufacturing or packaging defect, customers/distributors can return/exchange the product. The customers/distributors must contact the distributor/Company from whom they had purchased the same, within 10 days from the date of purchase. They have to give a reason and return the said products along with the original customer order receipt copy / invoice. In such cases, it is the distributor's obligation to satisfy the customer's need for money refund or replacements of products.

The distributor can then return these products, with original Invoice to the Company. The Company will replace these products free of cost or if the distributor does not want the same products, the Company will give a cash voucher (zero PV) of the same amount, which can be used by the distributor within 10 days for purchasing products of their choice.

• Documents Required, Product Return Form, Reason for return, Copy of Invoice, Products to be returned.

Buy Back Policy

The Company provides a Buy Back Policy to the distributors who wish to resign from his/her distributorship and return any Odorata products that are in good condition, useable, resalable, restock-able, unopened, unaltered and must have a shelf life of at least four months.

If the distributor resigns within 10 days from the purchase of the products, Odorata shall provide a full refund for the products to the distributor after deducting bonus paid (if any) and reversing the BV on the products (if any).

If the distributor resigns from his/her distributorship after the expiry of 10 days from the date of purchase of products from Odorata, the amount refunded against the products being returned will be equal to distributor cost of the products being returned, less total bonus paid out by the Company on the original purchase, less GST, less 10% service charge.

The Buy Back Policy is designed to impose upon the sponsor and the Company – the obligation to ensure that the distributor is buying products wisely.

Cancellation

For Cancellation of confirmed/placed order please Contact Us on our helpline no : 8293322757 or write to us at support@odorata.in

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