ANNEXURE

Business Requirements Document (BRD)

Project Title

Neptara Marketing OPC Pvt. Ltd. – Network Marketing & MLM Management System

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Developed By

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Version: v1.0

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1. Purpose

The purpose of this system is to digitize and manage the complete network marketing business process. The system will allow the organization to manage members, registrations, ID activation, products, purchases, BV, binary teams, matching income, level income, withdrawals, ranks, rewards, franchisees and business reports from a single platform.

The system will provide role-based access for Admin, Members and Franchisees.

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2. Project Objective

The system should enable the organization to:

Manage members digitally.

Provide free member registration.

Manage member ID activation through 500 BV.

Maintain left and right binary team structures.

Manage products and product purchases.

Calculate and maintain BV.

Calculate Team Matching Bonus.

Maintain unmatched BV for future matching.

Manage level bonus and level unlocking.

Manage member income and withdrawals.

Manage ranks, awards and rewards.

Manage franchisees and product distribution.

Generate business and income reports.

Provide centralized administration through an Admin Panel.

SECTION : Client Discovery Details

1.1 Current Problems (Pain Points)

Member and team information needs to be managed systematically.

Manual calculation of BV and matching income can create calculation errors.

Manual tracking of left and right team BV is difficult.

Carry-forward BV needs to be maintained automatically.

Income calculations need to be automated.

Member level eligibility needs to be tracked.

Withdrawal and income records need centralized management.

Product orders need to be managed between members, franchisees and admin.

Franchisee product requests need proper tracking.

Rank and reward eligibility needs to be monitored.

Business reports need to be generated quickly.

1.2 Requirements (Write EXACT client words - Do NOT Modify)

Registration should be free.

There should be no joining fee.

ID activation will require 500 BV.

One PAN Card should be allowed for only one member.

Left and right direct sponsor/placement should be compulsory.

Team Matching Bonus should be between 20% and 30% based on the applicable slab.

Matching income should depend on product purchase BV.

Remaining BV should carry forward after matching.

Team bonus closing dates should be 7th, 14th, 21st, 28th and the last day of the month.

Weekly capping should be ₹1,00,000.

Monthly capping should be ₹4,00,000.

Level Bonus should be 20%.

Direct members should determine level unlocking.

Awards and rewards should be dynamically configurable by Admin.

Minimum withdrawal balance should be ₹100.

TDS should be 2%.

Admin charge should be 3%.

TDS and Admin charges should be dynamically configurable.

Franchisees should be able to request products.

Member product orders should be visible to the concerned Franchisee and Admin.

Franchisee should receive 20% on BV plus applicable retailer margin.

1.3 Current Business Process

Member registers on the platform.

Member completes ID activation through the required 500 BV.

Members are placed in the left or right binary team.

Members purchase products.

Product purchases generate BV.

BV is calculated on the respective team.

Matching BV is calculated between the left and right teams.

Remaining unmatched BV is carried forward.

Applicable Team Matching Bonus is calculated according to the member's slab.

Eligible level income is calculated based on direct member unlocking.

Income is added to the member wallet.

Member can request withdrawal according to the applicable withdrawal rules.

Franchisees receive and process product orders.

Admin manages products, members, income, franchisees, reports, ranks and rewards.

1.4 Expected Business Improvement

Automated BV calculation.

Automated matching income calculation.

Automatic BV carry forward.

Centralized member and team management.

Automated level income calculation.

Better income and withdrawal management.

Automated capping management.

Centralized product and order management.

Better franchisee management.

Automatic rank and reward tracking.

Faster business reporting.

Reduced manual calculation.

Better transparency in business operations.

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3. Number of Users

Role	Users
Administrator	1 or more
Member	As required
Franchisee	As required

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4. Business Requirements

Member Registration

Free Registration

Member Registration

Member Login

Member Profile

Member ID

Sponsor ID

PAN Card Details

Mobile Number

Email

Address Details

Active / Inactive Status

ID Activation

500 BV activation requirement

Activation status

Activation history

Activation date

BV verification

Binary Team Management

Left Team

Right Team

Sponsor Management

Placement Management

Direct Member Management

Team Member Details

Team BV

Left BV

Right BV

Carry Forward BV

Binary Tree View

Product Management

Create Product

Edit Product

Delete Product

Product Name

Product Description

Product Price

BV

Product Status

Product Image

Product Category

Product Stock

Product Purchase

Member Product Purchase

Product Selection

Quantity

Product Amount

BV Calculation

Order Creation

Order History

Purchase History

BV Management

Self BV

Left Team BV

Right Team BV

Matching BV

Remaining BV

Carry Forward BV

Product-wise BV

Member-wise BV

BV History

Team Matching Bonus

The system will automatically calculate matching income based on the matching BV generated from the left and right teams.

Example

Member A:

Left Team = 500 BV

Right Team = 300 BV

Matching BV = 300 BV

Remaining Left BV = 200 BV

The 200 BV will be carried forward for future matching.

The system will automatically maintain and use the carried-forward BV for future eligible matching.

TMB Slab Management

Slab Name	Self BV Range	TMB %
Starter	500 - 1,500	20%
Prime	1,501 - 2,500	22%
Power	2,501 - 4,500	24%
Prestige	4,501 - 7,000	26%

Slab Name	Self BV Range	TMB %
Leader	7,001 - 10,000	28%
Master	10,000+	30%

Admin can dynamically manage slab names, BV ranges and TMB percentages.

Level Bonus

Level Bonus = **20%**

The system will manage level unlocking based on the number of direct members.

Direct Members	Unlocked Levels
1 Direct Member	Level 1 - 5
2 Direct Members	Level 6 - 10
3 Direct Members	Level 11 - 15
4 Direct Members	Level 16 - 20

Eligible level income will be calculated based on the applicable member purchases/BV.

Team Bonus Closing

The system will support team bonus closing on:

7th

14th

21st

28th

Last day of the month

Income Capping

Weekly Capping = **₹1,00,000**

Monthly Capping = **₹4,00,000**

The capping values will be configurable by Admin.

Wallet & Income Management

Team Matching Income

Level Income

Other Eligible Income

Total Income

Available Balance

Withdrawal Amount

TDS

Admin Charges

Net Payable Amount

Income History

Transaction History

Withdrawal Management

Minimum Withdrawal Balance = **₹100**

Withdrawal Request

Withdrawal Amount

TDS Deduction

Admin Charge

Net Withdrawal Amount

Withdrawal Status

Withdrawal History

Admin Approval / Rejection

Awards & Rewards

Create Rank

Rank Name

Required Matching BV

Cash Gift

Reward

Eligibility Criteria

Rank Status

Reward History

The Admin will be able to dynamically configure ranks, matching BV requirements, cash gifts and rewards.

Franchisee Management

Franchisee Registration

Franchisee Login

Franchisee Profile

Product Request

Product Request Status

Product Dispatch

Product Receipt

Product Order Management

Franchisee Sales

Franchisee Profit

Franchisee Product Request

Franchisee can request products from Admin.

Admin can:

View Product Request

Approve Request

Reject Request

Process Request

Send Products to Franchisee

Update Request Status

Franchisee Profit

Franchisee will receive:

20% on BV + applicable Retailer Margin

The applicable business rules and margin can be configured according to the approved business requirements.

Product Order Flow

Member purchases product.

↓

Order is created.

↓

Order is visible to Franchisee and Admin.

↓

Franchisee processes the order.

↓

Product is delivered/fulfilled.

↓

Applicable BV is credited.

↓

Eligible income calculations are processed.

Dashboard

Admin Dashboard

Total Members

Active Members

Inactive Members

Total Products

Total Product Sales

Total BV

Left Team BV

Right Team BV

Total Matching Income

Total Level Income

Total Withdrawals

Pending Withdrawals

Total Franchisees

Pending Product Requests

Pending Orders

Rank & Reward Summary

Business Summary

Member Dashboard

Member ID

Sponsor ID

Activation Status

Self BV

Current Slab

Left Team BV

Right Team BV

Matching BV

Carry Forward BV

Team Matching Income

Level Income

Total Income

Wallet Balance

Withdrawal Balance

Rank

Rewards

Team Details

Purchase History

Income History

Franchisee Dashboard

Total Product Requests

Approved Requests

Pending Requests

Total Orders

Pending Orders

Completed Orders

BV Generated

Franchisee Profit

Retailer Margin

Order History

Reports

Member Report

Team Report

Binary Tree Report

Product Report

Product Purchase Report

BV Report

Matching Income Report

Level Income Report

Wallet Report

Withdrawal Report

TDS Report

Admin Charge Report

Franchisee Report

Product Order Report

Rank Report

Reward Report

Business Summary Report

Export Options

Excel

PDF

CSV

User Management

Member Registration

Member Approval/Status

Active / Inactive Member

Franchisee Management

Admin Management

Profile Management

Password Management

Permission Management

Admin Access

Member Access

Franchisee Access

Role-wise Permissions

Admin-controlled Business Settings

Search

Search Member

Search Member ID

Search Sponsor

Search Product

Search Order

Search Franchisee

Search Transaction

Global Search

Notifications

Registration Notification

Activation Notification

Product Purchase Notification

Order Notification

Income Notification

Withdrawal Notification

Withdrawal Status Notification

Rank Achievement Notification

Reward Notification

Franchisee Product Request Notification

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5. Business Benefits

Complete network marketing management in one system.

Automated BV and income calculations.

Automatic matching and carry-forward BV management.

Centralized member and team database.

Better product purchase management.

Automated level income calculation.

Better withdrawal management.

Centralized franchisee management.

Automated rank and reward tracking.

Reduced manual calculation.

Improved business transparency.

Faster reporting and monitoring.

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6. Project Deliverables

Web-based Admin Panel

Member Panel

Franchisee Panel

Responsive Frontend

Network Marketing Business Logic

BV & Income Calculation System

Product Management

Order Management

Reports

Database

Deployment

Basic Documentation

User Training

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7. Technology Stack

Frontend

HTML

CSS

Bootstrap

JavaScript

Responsive Web Design

Backend

PHP

Database

MySQL

Application

Web-based Application

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8. Future / Out of Scope

Mobile Application

SMS Gateway

WhatsApp API Integration

Email Marketing Integration

Third-party CRM Integration

Accounting Software Integration

Advanced AI-based Analytics

Other third-party integrations not specifically mentioned in the approved scope

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9. Acceptance Criteria

Admin can manage members, products, franchisees and business settings successfully.

Members can register without a joining fee.

Member ID activation can be managed through the required 500 BV.

The system maintains left and right binary teams.

Product purchases generate applicable BV.

Matching BV is calculated automatically.

Unmatched BV is carried forward automatically.

TMB is calculated according to the applicable slab.

Level unlocking is calculated according to direct member requirements.

Weekly and monthly capping is applied according to configured limits.

Withdrawal calculations include applicable TDS and Admin charges.

Franchisees can request products.

Member product orders are visible to the concerned Franchisee and Admin.

Awards and rewards can be configured by Admin.

Reports can be generated according to the approved requirements.

Role-based access is enforced throughout the system.

All major business rules can be managed from the Admin Panel where specified.