

# DXN LIFE

INDIAN EDITION



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## YOU MATTER MOST

*With our New Products*

*For your Health and Beauty*

### YOU MATTER MOST

- Series of Recognition Nites & Achievers Training
- DMI 1st Anniversary, Product Launching & Diamonds Meeting
- Top 24 ranking of DXN in Direct Selling News (DSN)

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# CEO MESSAGE



Good morning DXN!

As I have always said, nothing is impossible in DXN. You work hard, your contribution pays! Mr. Denesh Chinamoothoo, our FIRST DXN Crown Ambassador from Mauritius, Mr. Rafael Diaz, our FIRST DXN Crown Ambassador from Latin America and Mr. Savellano, Eustaquio B.JR, our LATEST DXN Crown Ambassador from the Philippines ; their tireless effort, unwavering commitment and relentless determination led to them making their dreams come true in DXN. Heartiest congratulations to Mr. Denesh, Mr. Rafael Diaz and Mr. Savellano, Eustaquio B.JR.

Another GREAT news; we have now reached the position of 24 worldwide under the DSN (Direct Selling News) global 100 ranking for the year 2015. A giant step forward for all the 6,000,000 DXN members from more than 180 countries around the world. To work towards the goal of reaching the top 20 in the industry, let's continue to sponsor new members from every region, consume DXN products for better health and share experiences to realise goals. As the world leader in Ganoderma products, the system of DXN is the system of success and as we practise what we believe, each destination will guide us to new beginnings and success!

The DXN philosophy of "One World One Market", keeps us united as 1 BIG family so let the remarkable success of the DXN family inspire and encourage you to do better. Be proud of all that you've achieved so far and always remember that your hard effort is the best investment for a bright future in DXN !

Thank you and see you at the top!

A handwritten signature in black ink, which appears to read "L. Siow Jin". The signature is fluid and cursive.

**DATO' DR. LIM SIOW JIN**  
Founder and CEO

# DIRECTOR'S MESSAGE



Dear Valued Distributors,  
Good Morning!

The year 2016 has kick started with a series of Recognition Nite and Achiever Training for the state of Karnataka in February and followed by Gujarat, Odisha and Bihar in March. The same mega events will be held in other states including Maharashtra, Uttar Pradesh, Madhya Pradesh, Tamilnadu and Delhi for the northern states for the coming 2nd Quarter of the year. The first quarter of the year has also seen the launching of 3 new products namely DXN Noni, Gano Organic Virgin Coconut Oil and Jewellery Clean, each of them having its unique product features to cater for the wellness industry.

We have finalized the list of TSIP achievers for last year to Mauritius. There are more than 100 qualifiers this time around. Congratulation to all the achievers, you have made a wonderful achievement and will be well recognized for the trip in the coming month. For those who have not succeeded to qualify for this trip need to work harder for this year ITSI to Dubai and NTSI to Goa. I hope you can make it this time. DXN has been promoting TSIP trip for distributors to achieve for traveling to the world ever since year 2006 without fail! This is a yearly affair and join us to travel to the world!

DXN has made a remarkable new milestone of having more than 6 million membership worldwide. This is a huge global family to promote Health, Wealth and Happiness under the One World One Market philosophy of the Founder and CEO Dato' Dr. Lim SiowJin. It is no surprise that DXN is expanding fast globally because it has a system for success proven for the past 23 years over more than 180 countries using the same company, same products and same marketing plan. Therefore, if you want to be successful in doing DXN business, what you need to do is to submit to the system. Submitting to the system simply means you need to be a Mini DXN. To be a Mini DXN, you need to make use of the products, to take part in all the activities of the company and to practice the DXN Culture.

Year 2016 is a very promising year for DMI and we are going to breakthrough all obstacles and bring DXN to a new height. DXN has good prospects, we managed to perform well for year 2015 despite the adverse situation of having to overcome the crisis. Though there is a lot of noise, if you look beyond that and deeper in DXN, it has strong fundamentals to achieve exponential growth and it won't take long for the market to realize these.

Let us be united to make a difference in the life of our distributors!



Teoh Hang Ching

Director



Prof. K.N. Vasupalaiah &  
Dr. Rathna Vasupal

# Achieving Mastery Over Your Money

networkers. They are the people who wish to make big money to build long lasting financial and physical assets. It's really irony that people don't understand the value of network marketing and even those who join this industry don't grasp the value of what they hold in their hands! Most of the people while we talk to them, want to know how much income can they earn? They still have the mentality of an employee and not that of an entrepreneur.

There is confusion between money and genuine wealth creation. People remain poor or in financial distress at any age in their life time because of lack of financial literacy. Whatever may be your education, if don't apply financial intelligence you cannot be wealthy. While we talk about wealth it's not money! It is the continuous flow of the money from stock of wealth!!

The very purpose of people being attracted to network marketing is to create permanent assets from which they can have continuous yield to remain prosperous forever. The secret of wealthy people is they make money to work for them, while poor work for money. If you understand this core value of network marketing, you will know how to move towards financial freedom over a period of time depending on your seriousness to work towards this goal. Rich people in the world know the secret of owning assets that generate income. They will never sell income generating assets during any difficult times. They know that, it is just like killing the goose that lay golden egg. If you want to make a big growth in network marketing business you must have a vision to focus on building solid assets which yield income continuously for your luxurious living. Wealth is not the same thing as money. Wealth is a stock and money is a flow. Without stock (Yielding Assets), you cannot have a flow. Financial freedom is, if you stop working at any point of time of your life you must have flow of passive income throughout the remaining part of your life and it can be bequeathed to future generation. The secret of rich getting richer is they don't work to generate income but they work to build wealth. One of the most profound values of network marketing business is personal wealth creation which most of the people do not understand!

The simple 4 ways to build your financial freedom is :

- a) Build your own DXN business
- b) Reinvest in your business rather than spending the initial profit
- c) After accumulating profit invest in income-yielding assets
- d) Let the cash flow from assets buy your luxuries

Most of the people enter network marketing to find an additional source of income. However majority of wholesale consumers may not have intension to build business. They are happy with distributors' price as they want to consume only products. The second category is active consumers who would like to cover the cost of the products by referrals to family and friends. The third categories are those who want to work weekends - part time or spare time or free time, who later may turn to be professional entrepreneurs in 2 to 5 years. People in this category may develop the vision for financial freedom over a period of time. The fourth categories are real entrepreneurs or professional

An entrepreneur always looks at maximizing his profits. Nobody asks how big assets they can build. The secret of financial freedom in network marketing is to create income-yielding solid assets. Millionaires from network marketing always focus on attaining the position of investors which ultimately leads to financial freedom. All millionaires in the world have a great network whether conventional or non-conventional enterprise. The truth is that no business in the world runs without a big network. Visionaries build a solid network with power playing leaders who are passionate to liberate themselves from financial dependence on a monthly flow of income. It requires a paradigm shift from the mind set of working for money to make money to work for them. It's all matters of your attitude towards money. The general saying is "Money doesn't grow on trees" but, certainly it grows in mind. Your mind set to bring changes in your financial health and build long lasting solid assets can catapult you towards your ultimate dream of financial freedom. Making money to work for you is not a rocket science but, certainly you must apply your financial I.Q. to make money as your servant rather than as your master. The day money hears you rather than you are hearing money, you will be on the top the world of financial freedom as only 5% of the population in the world enjoys this rare privilege. It's very exciting and life fulfilling ambition, while you leave this world you make future generations to walk on your foot prints which will be a model for generations to follow. Remember, your ultimate goal in DXN network marketing is to reach that pin level where people will honor you and emulate you as a real HERO of duplicable model on the path of financial freedom. Until you master the game of taming money to work for you rather than chasing money for living, you will not be liberated from the slavery of monthly earning. It's your decision whether you want to get the mastery over money or be a mere servant of money. All the millionaires in the world have learnt and applied this secret to attain the ultimate goal of financial freedom.

Wish you all the best. Let you be a Boss of Money. God bless you all with unlimited wealth through DXN.

By Prof K.N. Vasupalaiah, M.A., M.Phil Eco  
Dr. Rathna Vasupal, MBBS., FCGP., FAGE., ECFMG.,  
Specialist in Family Medicine  
1st Crown Ambassador & Chairman,  
Central Consortium - DXN India.

# Top Stockists

(1st Feb' 16 to 31st Dec' 16)



**M/s. MAHAVEER GANO HEALTH CARE**  
(990019338)

**Mr. Surendra Prasad**  
**Place : Biharsharif, Bihar**



**M/s. NIKHAT HAIDER**  
(099288883)

**Mr. Nikhat Haider**  
**Place : Gaya, Bihar**



**M/s. MOTHER HEALTH ZONE**  
(990011630)

**Mr. Abdul Samad Khan**  
**Place : Nawada, Bihar**



# “YOU CAN”

The year 2016 has been a “Year of Breakthrough” for major countries of DXN World including India and the Philippines.

Since the re-birth of DXN business in India, now known as DXN Marketing India Private Ltd. or DMI, early last year, several positive developments were happened amidst tougher and greater challenges.

The turn of events made DXN India to be resilient and steady throughout the multi-level marketing business throughout the world. That is why, the year 2016 is indeed a potential year for DMI with breakthrough products, mega events (such as Recognition Nite and Achievers Training), marketing strategies and networking leadership.

Time and again, DXN exemplifies more optimism and strength bearing the market philosophy “One World One Market” created by DXN Founder and CEO Dato’ Dr. Lim SiowJin, which have been grown from providing product superiority and generous marketing plan.

From this standpoint that all networking enthusiasts and loyal consumers throughout the world continuously gain such confidence to develop the business and earn what we have been called the “financial freedom”.

Some independent distributors may have overlooked the strengths and advantages of marketing plan that DXN offer. They may not aware on how they would earn from this marketing plan, a compensation scheme that is proven to be one integral part of the company system for success.

Most multi-level marketing and direct selling companies boast of their unique features of their compensation plan, that according to them, incomparable to other company.

However, in DXN, we boast and not boast the generosity of marketing plan with the distinctive features, where we assure that YOU CAN benefit from the following:

- **Achieve Financial Freedom.** Being financially-free in doing the DXN business is not that much complicated. If you want to be such, you need to grow as a person by improving yourself, gaining spiritual and emotional strength to become the most powerful, happy and successful. This is the true reward of financial freedom.
- **Reap Local and International Bonus.** Aside from enjoying the local bonus when you get into the DXN business, you can be benefitted from international bonus with this Global Plan, which refers to one-time membership in any country and can enjoy the international bonus from the registered country. DXN also provides

# Corporate Feature

an International Profit Sharing, which is an opportunity to earn from other countries even without your network presence. The computation of Profit Sharing is proportionate to your group volume. The more your business volume, the more you will get your share.

- **Earn Exponential Income.** DXN provides an opportunity that will help an individual to earn exponential and residual income.
- **Enjoy Low Monthly Maintenance.** A registered Distributor can enjoy the low monthly maintenance from the range of products they purchased and consumed. The same also applies to the principle of Low Price, High Quality, Low Profile, High Income, which is to provide low price and high quality products, to keep a low profile while generating high income is not only ideal for your home-based business to grow but a must, most basic value, and added principle to consider in building your own business.
- **Travel the World for Free.** An annual travel incentive program has also been given to deserving distributors, both local and international trips, for free - from any mode of transportation to luxurious accommodation to sumptuous meals.
- **Get Lifetime Membership and Rewards.** DXN Marketing Plan is designed to suit ordinary people who aren't professional marketers. DXN Business Plan ensures better rewards to new marketers in order to keep them motivated. They provide product training as well as marketing training to individuals seeking wealth with DXN.
- **Be Promoted, Recognised and Not Demoted.** DXN Business Plan supports no demotion of status concept. For instance, once you reach a status you continue to enjoy at least that status irrespective of current position of your efforts. This is particularly helpful to those who work part-time with DXN and may not be able to provide enough time to DXN opportunity regularly.

## How to Be Successful in DXN Plan:

- You need a team to fulfill your Dream.
- You have to create a good Team who work together to fulfill their own dreams.
- Concentrate on quality of your team members instead of Quantity.
- You should understand the mode in which business should be created, which can be long lasting and duplicated.
- Commit yourself with DXN for next two years and work with the system. In order to ensure point value (PV) every month, you should concentrate on making your members as quality consumer.
- Teach your team members to a wise consumer of DXN products instead of regular consumer of other products.
- From all these positive notes and more enthusiasms, we can express that truly ... YOU CAN!

# Refresh with the healthiest oil on earth

We have differentiated the ordinary coconut oil from virgin coconut oil to organic types that we mostly found and readily available in market. Apparently, India is one of the Asian countries that has high consumption on coconut oil, which has also been part of Ayurvedic medicine for 5,000 years in India.

The common and the staple product in the tropical regions of the world, as they described it, coconut oil is still the “healthiest oil on earth” no matter what, because of the abundant and even the most prominent health benefits that it can give to human being.

**Coconut oil** is the edible oil extracted from the kernel of matured coconuts harvested from the coconut palm, while **organic virgin coconut oil**, on the other hand is extracted from fresh coconut kernel by wet-milling, presses or grating.

This is the main point why DXN, the largest ganoderma company in the world, innovated new product line with mixture of Ganoderma and organic virgin coconut oil extracts.

**Ganoderma**, as we have all known, is a mushroom regarded as “King of Herbs”, which provides both nutritive and health values to human body.

## Why DXN came up with new Gano Organic Virgin Coconut Oil?

- ❖ It is the best and purest form of coconut oil
- ❖ Numerous health benefits that can use externally and consumed internally
- ❖ Certified organic
- ❖ The only Virgin Coconut Oil (VCO) available in the market with premium ingredients of Ganoderma
- ❖ Specially cultivated with collaboration from **Australian technology (Direct Micro-expelling Technology or DME)**
- ❖ DXN uses special **cutting-edge unique technology** to mix Ganoderma with oil without losing the nutritional property of the ingredient

The multitude health benefits of **Gano Organic Virgin Coconut Oil (GOVCO)** proven to be effective in more aspects in human body as follows:

- ❖ **Helps strengthen immune system.** Gano Organic Virgin Coconut Oil is rich in lauric acid, a nutrient that supports to strong immune system. Lauric acid also acts as natural antibacterial, anti-fungal and anti-viral. GOVCO has also only oil with 53% concentration of lauric acid.

- ❖ **Helps Boosts brain functions.** Studies show that coconut oil improves cognitive function and neurodegenerative diseases in their early stages. It also helps boost brain functions for individual with Alzheimer’s disease, according to one 2006 study in United States.
- ❖ **Helps protect skin from bacteria, fungus (candida) and virus.** A 2007 study in the “Journal of Medicinal Food” found that virgin coconut oil was effective in fighting infections caused by parasitic fungi known as candida. Candida is a fungus known as Systemic Candidiasis, is a tragic disease caused from excessive and uncontrolled growth of yeast called Candida Albicans in the stomach.
- ❖ **Good for the skin.** Coconut oil is an excellent massage oil for the skin and act as an effective moisturizer on all types of skin. Coconut oil effectively helps in healing to repair damaged tissues and protect our body from infections.
- ❖ **Helps nourishes hair and prevents from reducing its protein loss.** Coconut oil helps in healthy growth of hair because of medium-chain fatty acid that helps easily absorbed by hair thus preventing protein loss and damage.
- ❖ **Helps digestion problem.** Coconut oil helps to improve the digestive system and thus prevents various stomach and digestion-related problems including Irritable Bowel Syndrome. Coconut oil also helps in the absorption of other nutrients such as vitamins, minerals and amino acids.
- ❖ **Good for oral hygiene.** Oil pulling with coconut oil has been used for centuries as a way to cleanse the mouth of bacteria and help heal periodontal disease. Coconut oil is one of the most effective oils for oil pulling due to high concentration of anti-bacterial properties.

The combined health benefits of **Ganoderma** and **Organic Virgin Coconut Oil** are also significant in formulating this product. Ganoderma helps boost immune system, and helps act as anti-oxidant and anti-aging, while **Organic Virgin Coconut Oil** helps lower LDL (bad cholesterol) and increases HDL (good cholesterol), helps reduce obesity and excess body weight.

Organic VCO also helps balance blood pressure and control diabetes, and helps prevent hypothyroidism, H-Pylori, infection, psoriasis and atopic dermatitis.

Lastly, it is also important to note the **better consumption** of Gano Organic Virgin Coconut Oil. For external application, GOVCO can be used for growth and moisturize the skin. For internal intake, it is suggested to consume 3 to 4 (15-20 ml) tablespoon in a day, preferably before each meal. For oil pulling, put one table spoon oil in your mouth, swish it for 15-20 minutes, spit out and wash the mouth.





# Gano

Organic Virgin Coconut Oil

## Healthiest Oil on The Earth



The natural and powerful combination of Ganoderma and Organic Virgin Coconut Oil that help strengthen immune system, improve overall health vitality and maintain healthy and glowing skin. Production process involves the cutting-edge technology of DXN in blending Ganoderma with Coconut Oil.



**Refreshes More Naturally**

# NONI JUICE

# FOR WELLNESS

Noni juice is derived from the fruit of a small evergreen plant called Noni, also known as Indian mulberry normally found in global subtropics and tropics.

Botanical name *Morinda citrifolia*, Noni belongs to the Rubiaceae family and is privileged as the 'queen' of the *Morinda* genus due to its conspicuous attributes and versatile nature of its functions. Noni has around 150 properties.

It is Comprised of Essential Vitamins, Minerals, alkaloids, Trace elements and active enzymes. Noni is a powerful antioxidant, ie : Its ability to rid our body of Toxins and free radicals which interfere with normal cell function and cause health problems; by supplying the body most needed Nutrients and Clearing Toxins it is boosting and sustaining Immune System.

## Antioxidant potential

Noni juice has a tremendous anti-oxidative potential which sends out the oxygen free radicals (Toxins) and neutralize their negative effects. A research conducted on the patients with heavy smoking habits making them vulnerable to many diseases have advocated the protective effect of Noni juice in improving the radical scavenging potential of their bodies and providing relief from the diseases caused by oxidative stress.

Scientists Worldwide have witnessed Noni Juice effectiveness in alleviating Diabetes (type 2), Chronic Fatigue Syndrome, Arthritic Complaints, Digestive disorders, Pre-menstrual Syndrome (PMS), Allergies, Respiratory Problems (including Asthma), Local skin infections and inflammations, High blood pressure,

Skin disorders (eg ; eczema and psoriasis), Headaches (including Migraines), Gout and High Cholesterol.

## Liver Protection

Noni fruit is most effective in protecting against the liver diseases.

## Anti - Psychotic Qualities

Noni juice has been historically used for treating a range of ailments including the disorders related to central nervous system & as anti-psychotic in behavioral issues.

## Aid for Memory Impairment

Studies conducted on subjects with weakened memory functions have suggested that consumption of Noni juice encourages cerebral blood flow and helps improve memory functions.

## Diabetes

Diabetics benefit from the healing power of *Morindacitrifolia*. This has been proven by a research study which has shown the effectiveness of Noni juice as a remedial herb for reducing the risk of type 2 diabetes.

Scientific evidence has testified that consumption of Noni juice helps in reducing the level of glycosylated hemoglobin (HbA1c), serum triglycerides and low-density lipoprotein cholesterol in the body. In addition to this, it works towards enhancing insulin sensitivity and stimulates the uptake of glucose.

## Stronger immune defense

Strengthened immune system is yet another benefit of noni juice which accentuates its credibility. Scopoletin present in Noni juice possess anti-bacterial, antimutagenic, anti-inflammatory, antifungal and anti-histamine properties which significantly contribute in sustaining the immune defense mechanism of the body.

All the above Functions are Carried out by Noni Juice, How this Multi directional functions are done at cellular & molecular level is very important matter to be known by any User.

Proxeronine in Noni is a precursor to produce xeroxine which is formed by Proxeronine combined with serotonin makes xerone in the presence of an enzyme proxeroninase ( in the body) so, to convert Proxeronine to xerone in body , the enzyme Proxeroninase helps.

And xerone is the key for almost most of the body cell function at Molecular level.

## To Update Latest Information about Noni Juice :

- ❖ Noni has approximately 30,50000 web links on the Internet.
- ❖ Noni is being Researched in 42 Universities in 7 Countries.
- ❖ So, we understand the fact that Noni is part of an ever growing wellness Industry in the World ,today.
- ❖ Let all be Consumers of Noni juice & live healthy....

## Dr. RATHNA VASUPAL

MBBS, FCGP, FCIP, ECFMG (USA)  
(Specialist in Family Medicine)  
1st CROWN AMBASSADOR,  
DXN INDIA.



Tropical  
***DXN Noni***  
Morinda Citrifolia Juice  
Fruit Beverage

**For Strong Immunity and Healthier Life**



DXN Noni is natural and without any artificial flavoring. To enjoy natural freshness of Noni with sweet-sour taste of tamarind, you can mix the juice with lemon and honey.

Try the refreshing taste and enjoy with family and friends !

*Add pinch of taste*



# New DXN Jewellery Clean

## for Gold, Diamond and Platinum

Manufactured in Europe with sole distributorship in India, the new DXN Jewellery Clean is a gentle formula for cleaning your precious jewellery.

Developed and manufactured in Antwerp, known as the World Capital of the world, DXN Jewellery Clean is 100% biodegradable acquiring European technology that is safe for gold, humans and the environment thus compliant with European standards.

### Benefits and Advantages

Easy to use  
Superior cleaning  
Assured of zero-loss of gold  
Safe to skin and hands

### Global Information

India and China are the two largest markets for gold jewellery that represents half of global demand in the world, which also signifies huge market opportunity. About fifty-five percent of gold demand in India has been in the form of jewellery where two-thirds comes from the rural population.

Gold jewellery is highly considered an investment asset passed through generations. According to data, by 2020, India and China can generate one billion new urban consumers of gold.

### Package Contents

50 ml DXN Jewellery Clean Liquid in a plastic bottle with measuring cap

1 brush

1 DXN Jewellery Clean cloth

Instruction Manual (multi-lingual)

### Cleaning Protocol

#### Protocol A : Gold Jewellery with No Oily Stones

Pour 10 ml of DXN Jewellery Clean Liquid in a clean plastic bowl (simply use the 5 ml bottle with screw cap to measure. You will need to fill it to the top). After using the cap for dosing, rinse it off with fresh water before screwing it back on the bottle. This is to prevent any powdery residue forming at the bottle neck and cap (for when the liquid dries up).

b. Add 500 ml lukewarm drinking water. Stir a bit with your brush and your cleaning solution is now ready! Remember don't make it too hot. Use only lukewarm water, as high temperatures might not only affect the product performance but might also be harmful to the jewellery stones. Place your ornaments in the bowl containing cleaning solution. Slowly circle the water with DXN Jewellery Clean Brush to ensure that your ornaments are completely submerged in the solution.

c. Leave them for 10 minutes

d. Gently and thoroughly brush the jewellery

e. After brushing, leave them in the solution for another 2 minutes.

f. Take the jewellery out, rinse them well with fresh water, and immediately wipe them dry with a towel

g. Take the DXN Jewellery Clean Cloth, and wipe the surface of the gold again to further increase the shine. Make sure the jewellery is completely DRY before using the cloth.

Note: The DXN Jewellery Clean Cloth will lose its special features if it gets wet. Keep the cloth dry at all times. The cloth is meant only for your gold ornaments. Though it doesn't harm the stones, the cloth is NOT designed to polish stones, pearls or diamonds.

h. Your jewellery is now clean. Show off its original new shine!

#### Protocol B : Gold Jewellery with Emeralds

In case you have jewellery with oily stones such as emeralds, you may use the same process elaborated above except:

1. Add 500 ml unheated drinking water (instead of 'step b' as mentioned above)

2. Leave your Jewellery submerged for 5 minutes (instead of 'step d' as mentioned above)

#### Protocol C : Gold Jewellery with Pearls

In case you have to clean pearls, you may use the same process elaborated above except:

1. Pour 5 ml of DXN Jewellery Clean Liquid in a clean plastic bowl (instead of 'step a' as mentioned above).

2. Add 500 ml unheated drinking water (instead of 'step b' as mentioned above)

3. Leave your Jewellery submerged for 5 minutes (instead of 'step d' as mentioned above)

#### Disclaimer :

Not to be used on jewellery that is not allowed to get wet or dipped in water or on jewellery where gemstones and pearls have been glued onto the jewellery.

#### Note on Oily Stones

Traditionally, stones or gems are oiled to increase their radiance. However, such radiance may fade with time. In case that happens, it is recommended that you get them oiled at your nearest jewellery shop. Emeralds are oily stones and if cracks appear, it means they need to be re-oiled.

#### Cleaning Tips

- ✓ Use lukewarm drinking water.
- ✓ Tap water could contain many calcium or iron deposits + warm water enhances the performance.
- ✓ When water becomes blurry remove it and prepare the liquid again.
- ✓ Clean multiple ornaments at a time with 1 wash. For example, 5 pairs of earrings + 10 bangles + 3 necklaces + 4 rings (lot of this depends on how dirty the jewellery is)
- ✓ Dry immediately after rinsing.
- ✓ Make sure DXN Jewellery Clean Cloth NEVER gets wet, else it loses its efficiency

# Jewellery Clean For Gold, Diamonds and Gemstones

**DIP BRUSH & WIPE  
At Home For Sparkling Jewellery**



*Zero % Gold Loss*



**DNX**  
JEWELLERY CLEAN  
For Gold, Diamonds And Gemstones  
50 ML  
Zero Gold Loss  
Dip - Brush - Wipe  
At Home For Sparkling Jewellery

**DNX**  
JEWELLERY CLEAN  
For Gold, Diamonds And Gemstones\*  
50 ML  
Zero Gold Loss  
Dip - Brush - Wipe  
At Home For Sparkling Jewellery

**DNX**  
JEWELLERY CLEAN

# DMI 1st Anniversary & Diamonds Meeting

(2 February 2016)



# Position your

# Product Right



In any distribution industry, positioning of its company product play a vital role in its business success.

Product positioning is an important element for our marketing strategy. Product positioning is the process our distributors use to determine how to best communicate their products' attributes to their target customers based on customer needs, competitive pressures and carefully crafted key messages.

Proper product positioning will help the consumer to have a correct mindset about the product. If the consumer mindset is correct then the product usability and market share will be maximum as per the product features.

Wrong product positioning will reduce its reachability and the usage. Resulting product will not reach its potential.

A good product position will occupy a comfortable position in consumer mind which will result in loyal consumer base.

In DXN, we should aim to position the product, in such a way which will create a loyal consumer base resulting in repeated sales from a consumer.

For Eg, RG/GL or spirulina and all our DXN products are aimed to improve health aspect of a consumer, which also means it tends to help his present health challenges, and also aims to protect the body, not to face any future health challenges.

With the above product benefits, we can position the product in different ways which will determine our sales from the consumer.

Eg., If we position the product is good for lungs, which is also a benefit of DXN Product, then it will be confined only with those who have lungs and respiratory problem and the position of the product will be in his medicine shelves.

If we position the product is nutritional food for your entire body cells, the product will now have wide consumer base of all family members and not confined only with respiratory problem. By this position of the product will be in the dining table of a house.

Further if we demonstrate the products to be used in our daily food, as RG/GL or spirulina powder can be mixed in our salads, or can be sprinkled in our dosas or dals or any other dishes and food preparation then the product will be positioned in kitchen and will become indispensable part of a family.

So from the above we can understand two things play a very vital role

1. Benefits of the products - Always relate the benefits of the product to general health, like cellular nutrition so that entire family members can be our potential consumer
2. Usage of the products - We should try to relate our products with day to day use, may be mixed with food, or any innovative preparation which will diversify the usage.

Our explanation of the product benefits and demonstration should revolve around the idea to generate maximum and to have repeated sales from consumer, which will lead to reference sales, thus making the consumer base firm, which will provide a very strong foothold in our business.

All The Best

Go Crown.

**K.M. RABIQUE**

Director  
DXN Marketing India Private Limited



# Freedom Day



# Freedom D



27 DECEMBER

# CEO Dato' D







**Varanasi with**



# Diamonds Meeting and 24th Jan

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# Product Launching Nationwide

January 2016



G O O D

H A P P Y

A N D

P R A C T I C E

M A K E S

# Series of Recognition Nites

21 FEBRUARY 2016

KARNATAKA, GOA, ANDHRA PRADESH & TELANGANA

In the first quarter of 2016, the Management and the Marketing Team of DXN Marketing India Private Ltd. conceived and organized back-to-back Mega Events dubbed as Recognition Nite and Achievers Training in selected states in India, mainly to recognise the deserving achievers from their fruit of labor in pursuing the DXN business.

the insights shared by these powerful speakers.

The leaders, superstockists and members of the State Consortiums from respective state also actively supported the events from gathering of attendees to ticket campaign to preparation of the hall set up.

With the words of wisdom from the Management headed by the DMI Director, Mr. Teoh Hang Ching, South Regional Manager Rafique Ahmed and North Regional Manager Debya Prakash, and first Crown Ambassador from India, Prof. Vasupalaiah and Dr. Rathna, the participants were truly motivated from

Over-all, the first batch of Recognition Nite was successfully held in Karnataka on 21st February 2016 (also participated by the leaders and distributors in Goa,



13 MARCH 2016

# ODISHA & WEST BENGAL

Andhra Pradesh and Telangana), Orissa on 13th March 2016 (with distributors from West Bengal), Gujarat on 20th March 2016, and Patna on 27th March 2016 (with support from team in Bihar and Jharkhand).

The succeeding Recognition Nite will also be organized in Lucknow on 13th April 2016, Delhi on 15th May 2016, Kerala on 20th May 2016, Maharashtra on 28th May 2016, Bhopal on 11th June 2016 and Tamil Nadu on 24th July 2016.



20 MARCH 2016  
**GUJARAT**



# Series of Recognition Nites

27 MARCH 2016  
BIHAR & JHARKHAND



22 FEBRUARY 2016

# KARNATAKA

# Achievers



14 MARCH 2016

# ODISHA





# Training

21 MARCH 2016

GUJARAT

After the successful staging of Recognition Nite, it was immediately followed a day after by Achievers Training to sustain the momentum from the market.

With the same support from the Management Team and the key leaders led by Prof. Vasupalaiiah and Dr. Rathna, the participants from respective state added much learnings how to continuously do the DXN business.

The first series of Achievers Training was successfully held in Karnataka on 22nd February 2016, Orissa on 14th March 2016, Gujarat on 20th March 2016, and Patna branch on 27th March 2016, which will also be followed in Lucknow branch on 14th April 2016, Delhi regional office on 16th May 2016, Kerala on 21st May 2016, Maharashtra on 29th May 2016, Bhopal on 12th June 2016 while the schedule in Tamil Nadu will be announced soon.



28 MARCH 2016

BIHAR & JHARKHAND



# We Become What We Think...

By **DEBYA PRAKASH**

Regional Manager, North



There are always phases in our life when we think - 'oh I also could have done that...', 'I would have become that...', 'Ahh I missed'... Or 'Why God did not give me that chance...' Then we console ourselves by counting everything in life which were not as good as we wanted and probably sufficient enough to kill our dreams.

If we do retrospective analysis of our life we will find that what we are today is the result of our past action and belief. Here we need to understand that there is difference between Belief & Wish. The thing that manifest our future is not the 'wish' but the 'belief'. As stated by Buddha - "What you think you become. What you feel you attract. What you imagine you create". Mere wish cannot bring any change unless we transform it in to belief and put it in to action.

You may find so many gurus in your life who will give several 'Sutras' for success but again let me remind you that these Sutras or Formulae would be part of their belief system and it will not work unless you inculcate those belief inside you.

DXN shows you the way to eternal success and in last two decades this has been proven worldwide. We see many people who are leading in ideal life with DXN, the time has come when we stop wishing and start believing that we also will be successful. There should not be any doubt left and your attitude should be 100% positive because bad attitude is like a flat tire, you need to change else you cannot move forward...

As said by Henry Ford - "Man who thinks he can and Man who thinks he can't are both right. Which one are you?"

Your belief that you will become Crown Ambassador should be so strong that all the hurdles in the path must appear as stepping stone to reach your destination. Once done by human, it is believed that it is possible and thereafter new records are always made in different stream of life.

Write what you want to be, what income you want to achieve, sketch what type of life you want to lead and stick it in your home/working place to make your belief system stronger. Once your belief is complimented by right action you will reach the apex point in DXN world.

# List of Achievers

November 2015  
to  
February 2016



## Gold Diamonds

- |           |                                |
|-----------|--------------------------------|
| 099000020 | RANJAN S DR                    |
| 099129054 | P G THILAKARAJ MR.             |
| 099121546 | CHAVARA CANCER RESEARCH CENTER |

## Exec. Double Crown Diamond

- |           |                             |
|-----------|-----------------------------|
| 099381103 | SANTOSH DEOKAR & ASSOCIATES |
|-----------|-----------------------------|

## Exec. Senior Crown Diamond

- |           |                          |
|-----------|--------------------------|
| 099221537 | SURESH DADAJI CHARDE MR. |
|-----------|--------------------------|

## Exec. Crown Diamond

- |           |                    |
|-----------|--------------------|
| 099142869 | JAI PRAKASA LAL MR |
|-----------|--------------------|

## Crown Diamond

- |           |                |
|-----------|----------------|
| 099129614 | PARWANA J S DR |
|-----------|----------------|

## Executive Double Diamond

- |           |                           |
|-----------|---------------------------|
| 099409231 | SARVESH KUMAR SINGH MR.   |
| 099014135 | BENSON VARGHESE MAVELY MR |
| 099715119 | DAMODAR PUHAN MR          |
| 099505686 | MANOJ MANGATT MITHRAM     |
| 099917368 | SHASHIBHUSHAN SINGH       |
| 099640854 | ABDUL LATIF KHAN MR       |
| 091021638 | MANOJ KUMAR               |
| 099864083 | SABITA KUMARI             |
| 099007201 | NARENDRA BABU P MR        |

## Double Diamond

- |           |                     |
|-----------|---------------------|
| 099000816 | RAMESH PANDIAN G    |
| 099799402 | ARJUN PATEL MR      |
| 099522523 | SADAN KUMAR DEY MR. |
| 099517698 | SAMEER JAIN MR.     |



## Executive Senior Star Diamond

099975596 RITA KUMARI RAVI  
 099161872 RAJENDRA GANAPATI BHAT  
 099226602 ASHA ANIL BHONDE MRS.  
 091019277 JITENDRA KUMAR GUPTA  
 099685636 PREETHI RAJ L MRS  
 099551754 PHOOL CHAND YADAV MR.  
 091015629 ARUN KUMAR SINGH  
 099606953 RAJARAM MAHTO MR.  
 099529084 RAJEEV KUMAR MR.



## Executive Star Diamond

099952000 NIVA KUMARI  
 091285562 MINTA KUMARI  
 099863748 SAHADEVAN PILLAI.K  
 091198759 BABASAHEB BAPU MANE  
 099974718 ARYADEVI.M  
 091325859 RINKU DEVI  
 099559872 MUNNA RAI MR.  
 099594843 PANKAJ SINGH MR.  
 099589125 PUSHPA MRS  
 091167491 SANJULA DEVI  
 091054870 SUSHMA HANSRAJ  
 099658801 PRERNA MS.  
 091020737 SHYLA S MRS  
 099630894 KRISHNA SHIPAD VERNEKAR MR  
 099504263 SUNANDABEN SUNILBHAI PATIL MRS.  
 099882455 MALATHESHA C MR  
 099790460 MANOHAR RAJARAM MIRGAL  
 099539712 VIVEK A. TRIPATHI MR.  
 099987607 SANTOSH KUMAR  
 099028383 KRISHNAMURTHY P MR  
 099866751 MD SHABBIR AHMAD  
 091164631 SHIV CHARAN SINGH MR  
 099862706 SAKSHI DODEJA  
 099776312 UMESH SINGH MR.  
 091176019 NOORUDHEEN  
 099930588 KAMLESH NEBULAL SAHANI  
 099739203 MALATEE DAS  
 099551883 KALPANA B MORE MRS  
 099509958 RANJEET KUMAR MR.  
 099807235 ABHIMANYU KUMAR  
 099046912 NABANITA SINGH MRS  
 091106078 SANGITA VYANKAT KSHIRSAGAR  
 091016575 SUSANTA KUMAR BEHERA  
 091204378 PANKAJ KUMAR CHAUDHARY  
 091143881 BIGAN SINGH  
 099962041 ABDUL SHAKUR  
 099911109 ASHWINI KUMAR



## Senior Star Diamond

099796600 ANIL KUMAR MR.  
 099975770 SUNIL KUMAR  
 099796331 BALAKRISHNA PALAN  
 091226023 LAKSHMI TAANTI  
 099777498 DINESH MOOLYA  
 099866768 MUKESH KUMAR  
 099758397 BASUDEV SARKAR  
 099866824 SUBRAJIT DUTTA

## Star



## Diamond

099129613	CHANCHAL MS.	091216237	AMBRISH KUMAR JAISWAL
091100374	SAYIKUMAR A	099641330	MRS MANU PANDEY
099807235	ABHIMANYU KUMAR	091111361	AMLA RAI
091364622	REKHA DEVI	099820474	BHARAT LAL PATEL MR
099429233	JASPAL KAUR MRS.	099639842	AKHLAQ AHMAD MR.
091161928	APPUKUTTAN PILLAI	091039262	BHAGIRATHI BARIK
099422147	JATINDER PAL SINGH PARWANA MR.	099942165	CHITTARANJAN GAYAN
091244809	RAJESH DHONDBHAU AUTI	099963420	ANNAPURNA NAYAK
099666710	NARSINGH RAO DR.	091284050	NITIN BALNATH SHINDE
099384328	SHRIKANT HIRAMAN PIMPALKAR	091180025	DHARMENDRA KUMAR
099222258	HARVINDER KAUR MRS.	091151150	ABHILASHA DEVI
091129660	SITA DEVI	990004230	TANIA PAUL
091335714	KUNDAN KUMAR	091226180	GOPAL PANDIT
099847309	SUJATA SHARMA	099075470	LALIT NARAYAN PANDA
099972974	Y.SIKANDAR MR	099891982	SHITOLE DEVDAS DIGAMBAR
099703094	RAJAN L MAVELY	099970037	NEELAM YADAV MISS.
990000751	SHYAM CHANDRA JHA	091151046	LILA KUMARI
091122702	MAHALINGAYYA	091151022	JEETENDRA KUMAR
091218491	ARUNDHATI CHARUDATTA PATKAR	091344671	MONIKA DEVI
091206581	RITA KUMARI	091108489	NISAR AHAMADALI HAWALDAR
091159922	SHUBHAM KUMAR MR	091012857	GURIYA KUMARI
990030635	AMRIKA PATEL	091103089	DAMODAR THAKUR
099594345	ASHABEN SUNILKUMAR MEHTA	099903738	SEEMA
091023710	LALITHA.J	091321740	RINKOO KUMARI
099568645	ASHISH ANIL BHONDE	091147222	JITENDRA KUMAR YADAV
099414800	VENKATA RAMANAIAH N MR	099229609	GANESH RAMAKANT RATH MR
099719558	SRIRAM PRASATH N MR	091245687	RAKESH KUMAR MAHTO
091324277	SALAHUDHEEN	091324659	KOMBADE SUREKHA GOVIND
091001800	MADHU N S	099317081	LALITHA K K
099778433	SADANANDA	099903853	VIVEK KUMAR
099924981	MAHENDRA SAW	099554522	SANJAY MUNDRA MR.
091173681	MRS POONAM	091102367	MINAKSHI DEVI
091179658	SHANTHI MARRY ANN RODRIGUES	091190401	REETA DEVI
091285619	SUSHILA DEVI	091190505	RITA KUMARI
091160118	MOHAMMAD NAJMUDDIN	091137484	PRAMILA DEVI
099916593	SRINATHA S.N.	099131900	JOSEY MATHEW
091163975	RAM MURAT SINGH		
099991085	DHANANJAY SAHANI		

# Financial Freedom

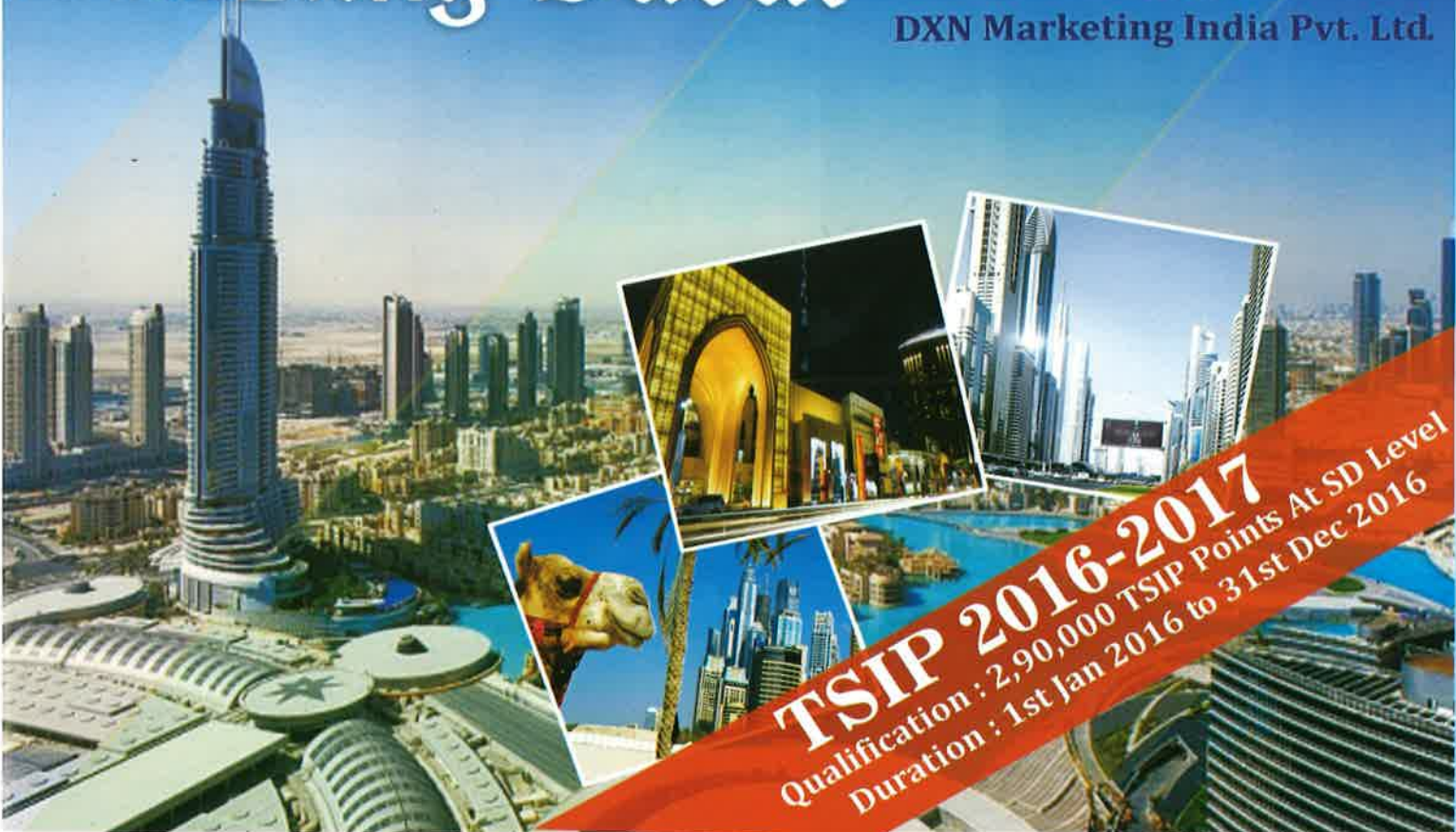
More and more registered DX Distributors enjoyed the comfort of owning a brand new car by continuously doing the business with hard work and commitment. Take a glimpse of these successful distributors, who in one way or another, experience financial freedom.



# Dazzling Dubai



DXN Marketing India Pvt. Ltd.



**TSIP 2016-2017**

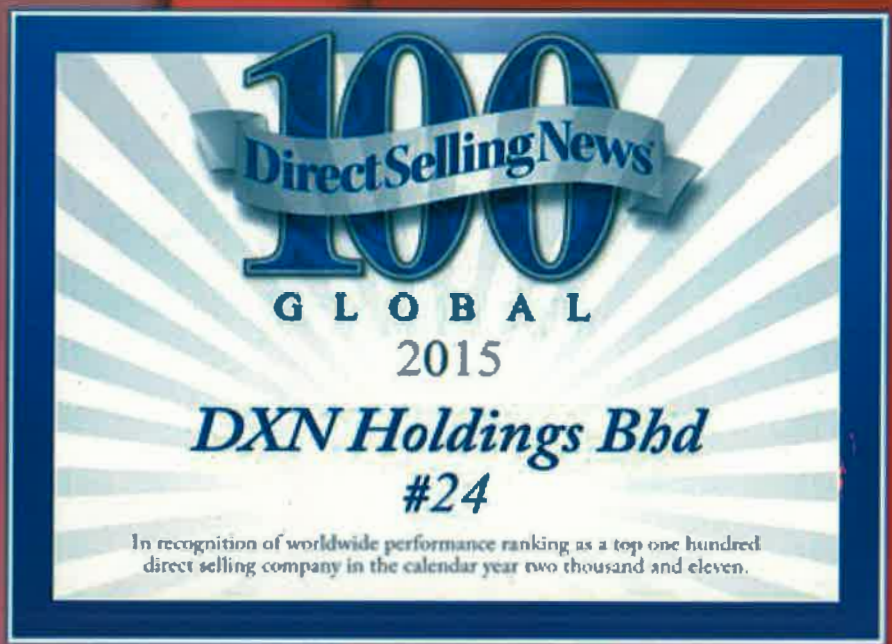
Qualification : 2,90,000 TSIP Points At SD Level  
Duration : 1st Jan 2016 to 31st Dec 2016

# World Class GOA



**TSIP 2016-2017**

Qualification : 95,000 TSIP Points At SA Level  
Duration : 1st Jan 2016 to 31st Dec 2016



# Congratulations!

DXN is ranked 24<sup>th</sup> in the world

## We made it... AGAIN!

Truly DXN Breakthrough

