



SRIKAARAYIL WELFARE MARKETING SERVICES PRIVATE LIMITED

Reg. No.: U52390KL2021PTC070163
Ward No. IV/917/1, Near Amma Nursing Home
West of C.I. Office Signal, P.O. Kodungallur, Thrissur Dt., Kerala - 680 664

Understanding The Four C's

CLARITY



















International Grading Scale



PI OR II

P3 OR 13

COLOUR







Rare









Tinted





D Exceptional

Exceptional

White +

Rare

White

Tinted White

Tinted White

White

Tinted White

International Grading Scale

Tinted Colour

Carat weight













1.25

1.00

0.50

0 0.25

CARAT 9.4mm

CARAT 8.8mm 8.2mm

CARAT 7.8mm 7.4mm

CARAT 7mm

CARAT 6.5mm CARAT 5.2mm

Size Indication Scale

CARAT 4.1mm

CUT

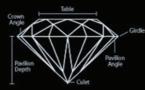
The Cut or "Make" of the diamond is possibly the most important of the 4 Cs as it can command up to 50% of a diamond's

When grading "make", critical areas of the diamond are measured using the very latest computer-aided technology. If any one of the areas falls out of a certain set of proportions or tolerances the stone is automatically dropped into a lower category.

The relationship between various parts of a diamond determines the stone's ability to return any light that has entered it.

When cut to Ideal proportions the stone achieves 100% light return or "total internal reflection", thus the stone will have the maximum brightness and fire, or "life"

The Most Important Factor







Deep

Cut

As the diamond proportions move away from the Ideal standard the stone can suffer light "leakage" possibly dulling the stone's appearance.

This should be reflected directly in the dollar value. Simply, an ideally cut diamond will command a higher price than an inferior diamond of the same size, colour and clarity because it has better "life".

Strictest Standards

The Auscert diamond certificate has one of the strictest grading proportions in the world. Certificates are not issued for any diamonds that fall below the 'Good'

Auscert Proportions

Due to the strictness of the AUSCERT ideal, less than 5% of all stones graded will achieve this grade. They are hard to find, so please be patient with your jeweller.

Auscert Ideal		Auscert Excellent		Auscert Very Good		Auscert Good	
Table %	53.0 - 57.5	Table %	52.4-60.5	Table %	52.4-62.4	Table %	50.5-64.8
Crown Angle	33.8 - 35.3	Crown Angle	32.7-35.8	Crown Angle	32.2 - 36.4	Crown Angle	31.2 - 37.8
Pavilion Angle	40.2 - 41.0	Pavilion Angle	40.2 - 41.2	Pavilion Angle	39.8 - 41.8	Pavilion Angle	39.4-42.3
Pavilion Depth	42.3 - 43.5	Pavilion Depth	42.3-43.8	Pavilion Depth	41.7 - 44.7	Pavilion Depth	41.1 - 45.5
Girdle Ave	THIN-SL.THICK	Girdle Ave	THIN - SL THICK	Girdle Ave	THIN-THICK	Girdle Ave	THIN - V. THICK
Culet	POINTED to MED	Culet	POINTED to SL. LRG	Culet	POINTED to SL LRG	Culet	POINTED to LRG



GOVERNMENT OF INDIA MINISTRY OF CORPORATE AFFAIRS

Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that SRIKAARAYIL WELFARE MARKETING SERVICES PRIVATE LIMITED is incorporated on this Second day of August Two thousand twenty-one under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U52390KL2021PTC070163.

The Permanent Account Number (PAN) of the company is ABGCS5660N

The Tax Deduction and Collection Account Number (TAN) of the company is CHNS14195G

Given under my hand at Manesar this Second day of August Two thousand twenty-one .

OS MINISTRY OF CORPORATE AFFAIRS 6

Digital Signature Certificate
PM MOHAN

ASST. REGISTRAR OF COMPANIES For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

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

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

SRIKAARAYIL WELFARE MARKETING SERVICES PRIVATE LIMITED

WARDNO IV 917/1, NEAR AMMA NURSING HOME, C.I OFFICE, SIGNAL ROAD(west),, KODUNGALLUR, Thrissur, Kerala, India, 680664

* as issued by the Income Tax Department





Government of India Form GST REG-06

[See Rule 10(1)]

Registration Certificate

Registration Number: 32ABGCS5660N1ZY

1.			SRIKAARAYIL WELFARE MARKETING SERVICES PRIVATE LIMITED			
2.	Trade Name, if any		SRIKAARAYIL WELFARE MARKETING SERVICES PRIVATE LIMITED			
3.	Constitution of Business		Private Limite	d Company		
4.	Address of Principal Place of Business		NEAR AMMA NURSING HOME, WARDNO IV 917/1, C.I OFFICE,, SIGNAL ROADwest,, Thrissur, Kerala, 680664			
5.	Date of Liability					
6.	Period of Validity		From	08/11/2021	То	Not Applicable
7.	7. Type of Registration		Regular			
8.	Particulars of Approving Au	thority	Kerala			
Signat			Not Verified gned by DS GOOI S TAX NETWORK I.11.08-40:30:26 I	DS AND (4) ST		
Name SHANO.		DJAN.M				
Designation State Tax		ax Officer				
Jurisdictional Office Commerc		cial Tax Office,	Kodungallur			
9. Dat	9. Date of issue of Certificate 08/11/20		21			
Note:	The registration certificate is req	uired to b	e prominently of	lisplayed at all	places of business	in the State.

This is a system generated digitally signed Registration Certificate issued based on the approval of application granted on 08/11/2021 the jurisdictional authority.

आयकर विभाग INCOME TAX DEPARTMENT



भारत सरकार GOVT OF INDIA

ई- स्थायी लेखा संख्या कार्ड e - Permanent Account Number (e-PAN) Card ABGCS5660N

नाम / Name

SRIKAARAYIL WELFARE MARKETING SERVICES PRIVATE LIMITED

निगमन/गठन की तारीख

02/08/2021 Date of Incorporation / Formation



- Permanent Account Number (PAN) facilitate Income Tax Department linking of various documents, including payment of taxes, assessment, tax demand tax arrears, matching of information and easy maintenance & retrieval of electronic information etc. relating to a taxpayer. स्वावी लेखा संख्या (पैन) एक काटाता से संबंधित विभिन्न इस्तावेजों को जोड़ने में आयकर विभाग को सहायक होता है, जिसमें करों के घुगतान, आकरन, कर मांग, टैक्स बकरवा, सूचना के मिलान और इलक्टोंनिक जानकारी कर आसान रखरखाव व बहाली आदि भी शामिल है ।
- Quoting of PAN is now mandatory for several transactions specified under Income Tax Act, 1961 (Refer Rule 114B of Income Tax Rules, 1962) आवकर अधिनिवम, 1961 के तहत निर्दिष्ट कई लेग्द्रेन के लिए स्थापी लेखा संख्या (पैन) का उद्देख अब अनिवार्य हैं (आयकर निवम, 1962 के निवम 1148, का संदर्भ लें)
- Possessing or using more than one PAN is against the law & may attract penalty of up to Rs. 10,000. एक से अधिक स्वायी लेखा संख्या (पैन) का रखना या उचयोग करना, करनून के विरुद्ध है और इसके लिए 10,000 बचये तक का दंढ लगाया जा सकता है।
- The PAN Card enclosed contains Enhanced QR Code which is readable by a specific Android Mobile App. Keyword to search this specific Mobile App on Google Play Store is "Enhanced QR Code Reader for PAN Card. संला पैन कार्ड में प्रवासन क्यूआर कोड शामिल है जो एक विशिन्द एड्डिड मोबाइन ऐप द्वारा प्रतीव है। Google Play Store पर इस विशिष्ट मोबाइन ऐप को खोजने के लिए कीवर्ड "Enhanced QR Code Reader for PAN Card" \$1



Electronically issued and Digitally signed ePAN is a valid mode of issue of Permanent Account Number (PAN) post amendments in clause (c) in the Explanation occurring after sub-section (8) of Section 199A of Income Tax Act, 1981 and sub-rule (6) of Rule 114 of the Income Tax Rules, 1962. For more details, olick here



Kodungallur Municipality

CERTIFICATE OF IFTE & OS LICENSE

(Issued under Section 447 of the Kerala Municipality Act 1994 (20th Act of 1994))
License No : BFIF02-M080300-00525-2024

1. Licensee Details

[ലൈസൻസ് എട്ടക്കുന്ന വ്യക്തിയുടെ പേരും വിലാസവും]

Licensee/Organization Name

Name in Local Language രാജൻ കെ ഡി

Licensee Address

KARAYIL HOUSE, PAPPINIVATTOM, 680685

Licensee Contact Details

Phone: 9995510302

Email:

RAIAN K D

* Joint/Partner licensee details in appendix-



2. Licensing Place Details

[ലൈസൻസിങ് യൂണിറ്റ് സ്ഥലവും]

Licensing Unit ID/Type

Details of Licensing Place - Building no. /

Survey no

Licensing Unit Name

Licensing Unit Name in Local Language Licensing Unit Address

Contact Information

Individual

4 - 917/1

SRI KARAYIL WELFARE MARKETING SERVICE PRIVATE

ശ്രീ കാരയിൽ വെൽഫെയർ മാർക്കറ്റിംഗ് സർവീസ് പ്രൈവറ്റ് ലിമിറ്റഡ് BYPASS ROAD, LOKAMALESWARAM, 680664

Phone: 9995510302

Email:

3. Licensing Business Activity Details

SI N	Business Category	Туре	Sub Type	
1	Trade / Commercial/ Selling Shops & Establi shments	Jewellery and ornam ents	Jewellery	
2	Trade / Commercial/ Selling Shops & Establi shments	Jewellery and ornam ents	Sale of Gold ornam ents	

^{*} Additional business activity details in appendix-1

4. License Validity & Renewal Period

License valid From	License valid to	Renewal period of License	License Fee	
01-04-2024	31-03-2025	01-01-2025 - 02-03-2025	1000.00	



Introduction

Our business policy is to ensure the well being of the staff, making sure that it will help in the growth of economy of the country.

It is not a pyramid system or the sunflower system of business. It is not mandatory that the customers of the company should work for the company, but the staff should work according to the regulations set by the company. In order to avail an income and incentive, staff can make a maximum of 10 units of salesman so that staff could achieve the sales target. There are salesman/sales executive endorced with to sell each item.

The company does not offer advertisment discounts or special offers to increase the sales volume. We trust in the capacity and efficiency of the salesman/sales executive and thus the prosperity and growth of the company.

Your's faithfully, Manaing Director



TERMS THE SALESMAN SHOULD KNOW

- 1. THERE IS NO NEED FOR CASH TO BECOME A SALESMAN.
- 2. SALESMAN SHOULD HAVE 10TH CLASS EDUCATION.
- 3. SALESMAN MUST HAVE ID PROOF, PAN CARD AND BANK ACCOUNT NUMBER.
- 4. SALESMAN MUST BE 18 YEARS OF AGE.
- 5. SALESMAN SHOULD BE OF INDIAN ORIGIN.
- 6. THE SALESMAN HAS TO PROVE HIS ABILITY.
- 7. THE SALESMAN SHOULD HAVE THE RECOMMENDATION OF A SENIOR SALESMAN.
- 8. AFTER BECOMING A SALESMAN AND AFTER RECEIVING THE COMMISSION, IF NO COMMISSION HAS BEEN RECEIVED FOR ONE CONSECUTIVE YEAR THE COMPANY WILL REMOVE THE PERSON WITHOUT ANY NOTICE.
- SALESMANSHIP SHOULD BE UPGRADED FROM TIME TO TIME. OTHERWISE WILL NOT GET CHANCE LATER.
- 10. SALESMAN SHOULD PARTICIPATE IN THE TRAINING SESSIONS.
- 11. DO NOT MAKE AND USE BROUCHERS, PRINTINGS, WHATSAPP MESSAGES, YOUTUBE VIDEOS, ETC BY SALESMAN WITHOUT THE COMPANY'S PERMISSION

TERMS THE CUSTOMERS SHOULD KNOW

- 1. CUSTOMERS CAN ORDER THE ORNAMENTS ONLY AFTER DEPOSITING MINIMUM 30% OF MRP.
- CUSTOMER MUST RECEIVE ORDERED ORNAMENT, THE ORDER AMOUNT SHOULD NOT RETURN BACK.
- THE PRICE MAY VARY ACCORDING TO THE MARKET FLUCTUATION AND WEIGHT OF THE ORNAMENT.
- 4. COMMISSION AND INCENTIVES WILL BE CALCULATED ONLY AFTER THE SALES.
- 5. MUST BE CAREFULL WHILE HANDLING THE JWELLERY.
- THE WEIGHT OF THE STONE ETC, ARE ONLY INDICATIONS AND THE ACTUAL MAY VARY, HOWEVER IN ALL CASES, THE STONE WEIGHT SHOWN IN THE BILL WILL BE CONSIDERED.
- COMPANY WILL NOT RESPONSIBLE FOR ANY LOSS DUE TO MISHANDLING OF ORNAMENTS WHICH MAY CAUSE BRAKAGE, CHIPPING OF ENAMEL AND FALLING OF STONES.
- 8. THE PACKING CHARGE WILL BE INCLUDED IN THE RATE OF THE ORNAMENT.
- USED ORNAMENTS BUYBACK WILL DEPENDS ON GOLD EXCHANGE RATE AND 70% OF CARAT RATE OF DIAMOND.
- COMPANY HAS THE RIGHT TO CHANGE TERMS AND CONDITIONS WITHOUT ANY NOTICE.
- 11. THE ABOVE MENTIONED TERMS ARE APPLICABLE IN INDIA ONLY.
- 12. ALL THE DISPUTES ARE SUBJECT TO JURIDICTION OF COURT OF KODUNGALLUR, KERALA.

	GOLD
QUALITY	18Kt
WEIGHT	0.220
D	IAMOND
DESIGN	DNP 1090-0-03
SHAPE	ROUND
QUALITY	EF-VVS
SIZE	+6.5+7-7.5
PCS	1
TOTAL	1
WEIGHT	0.03
TOTAL	0.03



MRP = Rs. 8220/(Including all taxes and expenses

Mayuri

SILVER SALESMAN



Silver salesman has an opportunity to sale MAYURI. Experienced silver salesman becomes silver sales executive. Thay can make upto 10 units of silver salesman for achieving the target, commission and incentives. The silver sales man gets 500 rupees for first PV and 500 rupees for each direct sale. Then each of the two separate unit based sales is taken and counted as one PV and can get Rs.400 per PV up to Rs.40000 per week

INCENTIVE

- → One who owned 10 PV commission treated as Field Officer
- → 8 Field Officers: 8 Field Officers: Organiser (8 Field Officers from one unit and 8 Field Officers from any other units)
- → 6 Organisers: 6 Organisers: Development Officer

 (6 Organisers from one unit and 6 Organisers from any other units)
- → 4 Development Officers: 4 Development Officers: Area Manager (4 Development Officers from one unit and 4 Development Officers from any other units)
- → 3 Area Managers : 3 Area Managers : Regional Manager (3 Area Managers from one unit and 3 Area managers from any other units)
- → 2 Regional Managers: 2 Regional Managers: Team General Manager (2 Regional Managers from one unit and 2 Regional Managers from any other units)

NB: 500 Rupees for 1st PV and 500/- Rs each for every Direct Sale (C to J)

GOLD
18Kt
0.440
IAMOND
DNP 1090-0-03
ROUND
EF-VVS
+6.5+7-7.5
2
2
0.06
0.06



MRP = Rs. 15040/(Including all taxes and expenses)

Lotus

GOLDEN SALESMAN



Silver salesman who achives filed officer rank can become Golden salesman. Golden salesman have an oppurtunity to sale **LOTUS**. Experienced Golden salesman becomes Golden sale executive. They can make upto 10 units of golden salesman for achieving the target, commission and incentives. The Golden sales man gets 1000 rupees for first PV and 1000 rupees for each direct sale. Then each of the two separate unit based sales is taken and counted as one PV and can get Rs.800 per PV up to Rs.80000 per week

INCENTIVE

- One who owned 8 PV commission treated as Field Officer
- → 6 Field Officers: 6 Field Officers: Organiser
 (6 Field Officers from one unit and 6 Field Officers from any other units)
- → 5 Organisers: 5 Organisers: Development Officer (5 Organisers from one unit and 5 Organisers from any other units)
- 4 Development Officers: 4 Development Officers: Area Manager (4 Development Officers from one unit and 4 Development Officers from any other units)
- 3 Area Managers: 3 Area Managers: Regional Manager
 (3 Area Managers from one unit and 3 Area managers from any other units)
- → 2 Regional Managers: 2 Regional Managers: Team General Manager (2 Regional Managers from one unit and 2 Regional Managers from any other units)

	GOLD				
QUALITY	18Kt				
WEIGHT	2.100				
	DIAMOND				
DESIGN	DR3686-0.15	DR3686-0.15			
SHAPE	ROUND	ROUND			
QUALITY	EF-VVS	EF-VVS			
SIZE	+2+5-5.5	+6.5+9-9.5			
PCS	6	1			
TOTAL	7				
WEIGHT	0.10	0.05			
TOTAL	0.15				

MRP = Rs. 35,100/(Including all taxes and expenses)

	GOLD			
QUALITY	18Kt			
WEIGHT	2.100			
D	IAMOND			
DESIGN	DR7145			
SHAPE	ROUND			
QUALITY	EF-VVS			
SIZE	+2+2.5-3			
PCS	15			
TOTAL	15			
WEIGHT	0.15			
TOTAL	0.15			

MRP = Rs. 35,100/(Including all taxes and expenses)

	GOLD					
	QUALITY	Y 18Kt				
٧	WEIGHT	2.100	2.100			
		DIA	MOND			
	DESIGN	SDR-2121-B	SDR-2121-B	SDR-2121-B		
5	SHAPE	ROUND	ROUND	ROUND		
(QUALITY	EF-VVS	EF-VVS	EF-VVS		
5	SIZE	+2+2.5-3	+6.5+10.5-11	-2+00-0		
F	PCS	5	1	5		
L	TOTAL	11				
٧	WEIGHT	0.05	0.07	0.03		
1	TOTAL	0.15				

MRP = Rs. 35,100/(Including all taxes and expenses)



Jhara - 1



Jhara - 2



Jhara - 3

DESIRE SALESMAN



Golden salesman who achives filed officer rank can become Desire salesman. Desire salesman have an oppurtunity to sale **THARA 1, THARA 2, THARA3.** Experienced Desire salesman becomes Desire sales executive. They can make upto 10 units of desire salesman for achieving the target, commission and incentives. One from direct sales and one from any other different units taken as 1 pv and Rs.1500 for 1 pv and earn upto Rs.1,50,000/- for a week.

INCENTIVE

- → One who owned 6 PV commission treated as Field Officer
- → 5 Field Officers : 5 Field Officers : Organiser

 (5 Field Officers from one unit and 5 Field Officers from any other units)
- → 4 Organisers : 4 Organisers : Development Officer

 (4 Organisers from one unit and 4 Organisers from any other units)
- 3 Development Officers: 3 Development Officers: Area Manager (3 Development Officers from one unit and 3 Development Officers from any other units)
- → 2 Area Managers : 2 Area Managers : Regional Manager
 (2 Area Managers from one unit and 2 Area managers from any other units)
- → 2 Regional Managers: 2 Regional Managers: Team General Manager
 (2 Regional Managers from one unit and 2 Regional Managers
 from any other units)

SALESMAN PERFORMANCE INCENTIVES













*Conditions Apply.

*Incentives are subject to Government tax.

*All pictures shown are for illustration purpose only. Actual product may vary.

V		GOLD					
		GOED					
	QUALITY	QUALITY 18Kt					
-	WEIGHT 8.350						
1			DIA	MOND			
١	DESIGN	SDNK-1877	SDNK-1877	SDNK-1877	SDNK-1877	SDNK-1877	
	SHAPE	ROUND	ROUND	ROUND	ROUND	ROUND	
-	QUALITY	EF-VVS	EF-VVS	EF-VVS	EF-VVS	EF-VVS	
	SIZE	+2+2-2.5	+2+3-3.5	+2+3.5-4	-2+000-00	-2+0000-000	
	PCS	4	19	2	133	4	
	TOTAL	162					
	WEIGHT	0.04	0.21	0.02	0.47	0.01	
	TOTAL	0.75					



Jheertham

MRP = Rs. 1,97,600/(Including all taxes and expenses)

DREAM SALESMAN



Desire salesman who achives filed officer rank can become Dream salesman. Dream salesman have an oppurtunity to sale **THEERTHAM**. Experienced Dream salesman becomes Dream sales executive. They can make upto 10 units of dream salesman for achieving the target, commission and incentives. One from direct sales and one from any other different units taken as 1 pv and Rs.7500 for1 pv and earn upto Rs.7,50,000/- for a week

INCENTIVE

- → One who owned 30 PV commission treated as Team Manager
- → 5 Team Manager : 5 Team Manager : Planning Manager (5 Team Managers from one unit and 5 Team Managers from any other units)
- → 4 Planning Manager : 4 Planning Manager : Business Support Manager (4 Planing Managers from one unit and 4 Planning Managers from any other units)
- → 3 Business Support Manager : 3 Business Support Manager : Zonal Manager (3 Business Support Managers from one unit and 3 Business Support Managers from any other units)
- → 2 Zonal Manager: 2 Zonal Manager: Chief Executive Officer
 (2 Zonal Managers from one unit and 2 Zonal Managers from any other units)

DREAM SALESMAN PERFORMANCE INCENTIVES











CHIEF EXECUTIVE OFFICER Rs.1 Crore for FLAT

^{*}Conditions Apply.

^{*}Incentives are subject to Government tax.



M.D./ CHAIRMAN

Mr. RAJAN KARAYIL

DIRECTORS

Mrs. REMA RAJAN Mr. P.T. DONBOSCO Mr. T. SANTHOSH Mr. K.S. NANJUNDE GOWDA Mrs. USHA PRAMOD SINGH

AUDITORS

MR. UNNIKRISHNAN & COMPANY, IRINJALAKUDA

LEGAL ADVISOR

ADV. P.S. SUBEESH KODUNGALLUR, THRISSUR

srikaarayil.com srikaarayilwmsltd@gmail.com

BANK A/C No. : 59209349857191 **BANK NAME: HDFC** Lokamaleswaram, Kodungallur. IFS CODE : HDFC0001545

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