

1. DIRECT SELLER AGREEMENT

This Direct Seller Agreement (hereinafter referred to as the "Agreement") is made between:

Pixel-Pioneers, a company incorporated under the Companies Act, 2013, having its registered office at SF-240, Siddharth Magnam Plus, Tarsali-Danteshwar Ring Road, Vadodara-390009, hereinafter referred to as the "PIXEL-PIONEERS", and [Direct Seller's Name], S/o or D/o [Parent's Name], aged [xx], residing at [Address], hereinafter referred to as the "Direct Seller".

1. Appointment

The Company hereby appoints the Direct Seller as a non-exclusive independent distributor of its products/services, to promote, market, and sell under the terms of this Agreement.

2. Nature of Relationship

The Direct Seller is an independent contractor, not an employee, partner, or agent of the Company. No salary, wages, or employment benefits are payable. Earnings are commission-based.

3. Eligibility & Registration

The Direct Seller must be 18 years or older, competent to contract under the Indian Contract Act, 1872. Must provide KYC documents (PAN, Aadhaar, Address Proof, Bank details). Only one registration per individual.

4. Code of Conduct

The Direct Seller shall follow the Pixel-Pioneers Policies & Compensation Plan. Must not make any false, misleading, or exaggerated claims about products or income. No

entry/registration fee may be charged. Cross-recruitment and competitor MLM promotion are prohibited.

5. Compensation Plan

Direct Seller's commission is based on actual sales volume, not recruitment.

- Binary Model applies: 1 Left Leg + 1 Right Leg = 1 Pair

- 1st Pair 2:1 / 1:2

- Pairing Bonus: ₹1,000 per valid pair

- Sponsor Income: 250

- Carry Forward: Unused volume is carried forward

- Payout Cycle: Every 30 days

- Daily Capping: As per below table

Total Pair (Paid)	Rank	Daily Capping
0-10	Star	1000
11 - 40	Silver	2000
41 - 80	Gold	3000
81 - 200	Pixel-Pioneers Platinum	4000
201 - 500	White Ruby	5000
501 - 1000	White Ruby Elite	7000
1001 - 2500	Pixel-Pioneers Ruby	9000
2501 - 5000	White Dimond	11000
5001 - 10000	White Diamond Elite	13000
10001 - 35000	Pixel-Pioneers Diamond	14000
35001 - 75000	Ambassador	17000
75001 - 100000	Pixel-Pioneers Ambassador	20000

6. Obligations of the Company

The Company shall provide quality products/services, make commission payments timely, maintain buy-back/refund policies, and provide training and transparent records.

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7. Obligations of Direct Seller

The Direct Seller shall sell products at approved prices, maintain ethics, ensure 2 direct recruits for eligibility, and respect refund policies.

8. Buy-Back & Refund Policy

Unused/Unsold inventory can be returned within 30 days of purchase, subject to product condition. Customers are entitled to refunds/exchanges as per Consumer Protection (Direct Selling) Rules, 2021.

9. Confidentiality & Intellectual Property

All training materials, trademarks, and digital content remain property of the Company. The Direct Seller may not reproduce or misuse them.

10. Term & Termination

Agreement is valid until terminated. Either party may terminate with 30 days' written notice. The Company may terminate immediately in case of fraud or policy violation.

11. Dispute Resolution

Disputes shall be resolved amicably. If unresolved, referred to arbitration under the Arbitration and Conciliation Act, 1996. Jurisdiction: Vadodara, Gujarat, India.

12. Miscellaneous

Agreement is non-transferable. Data privacy shall be maintained under Indian law.

Acceptance

I, [Direct Seller's Full Name], have read and understood the above terms and agree to comply with them as a Direct Seller of Pixel-Pioneers.

Signature of Direct Seller

Legal Compliance Disclaimer

This Agreement has been drafted in alignment with the Consumer Protection (Direct Selling) Rules, 2021, the Indian Contract Act, 1872, and other applicable laws and regulations governing direct selling businesses in India. It is intended to ensure transparency, fairness, and compliance with Indian consumer protection requirements. The Company and Direct Seller agree to abide by all such legal provisions in letter and spirit.

2. Pixel-Pioneers KYC & Registration Form

Purpose: This form is mandatory for all Direct Sellers to complete their registration and verification in compliance with Indian regulations.

1. Personal Details

Field	Information
Full Name	_____
Father's / Mother's Name	_____
Date of Birth (DD/MM/YYYY)	_____
Gender <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other	_____
Mobile Number	_____
Email ID	_____
Permanent Address	_____
City / State / PIN Code	_____

2. Identification Details (KYC)

Document Type	Document Number	Issuing Authority	Upload / Copy Attached
Aadhaar	_____	UIDAI	<input type="checkbox"/>
PAN	_____	Income Tax Dept	<input type="checkbox"/>
Bank Account Number	_____	Bank Name & Branch	<input type="checkbox"/>
IFSC Code	_____		

Note: KYC documents are required for commission payments and compliance verification.

3. Direct Seller Details

Field	Information
Preferred Upline / Sponsor Name	_____
Direct Seller Level <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input type="checkbox"/> Platinum <input type="checkbox"/> Diamond <input type="checkbox"/> Emerald	_____
Date of Joining	_____
Seller ID (to be filled by company)	_____

4. Agreement Acknowledgment

I, [Direct Seller Name], hereby declare that the information provided above is true and accurate. I agree to abide by the Direct Seller Agreement, Policies & Procedures, and all applicable Direct Selling Rules, 2021.

Signature of Direct Seller

3. Pixel-Pioneers Compensation Plan

At Pixel-Pioneers, our compensation plan is designed to reward Direct Sellers fairly and transparently, based on their efforts and the sales volume they generate. This plan follows a Binary Model and is fully compliant with the Consumer Protection (Direct Selling) Rules, 2021.

Binary Model Overview

The Binary Compensation Model requires each Direct Seller to build two legs (**Left and Right**). Commissions are earned when sales volume is balanced between both legs.

Pairing Ratio: 1 member in Left Leg + 1 member in Right Leg = 1 Pair

Carry Forward: Any unused volume is carried forward to the next cycle

Eligibility

- Pair 2:1 / 1:2
- Minimum of 2 Direct Recruits (1 in Left Leg and 1 in Right Leg) required to qualify for commission.
- Direct Sellers must be active and compliant with company policies.
- No commissions are paid for recruitment alone – earnings are tied to sales volume.

Payout Structure

Payout Cycle: Every 30 days

Payment Mode: Credited directly to the registered bank account of the Direct Seller

Transparency: Full commission records available in the Seller Portal

Daily Capping

Total Pair (Paid)	Rank	Daily Capping
0-10	Star	1000
11 - 40	Silver	2000
41 - 80	Gold	3000
81 - 200	Pixel-Pioneers Platinum	4000
201 - 500	White Ruby	5000
501 - 1000	White Ruby Elite	7000
1001 - 2500	Pixel-Pioneers Ruby	9000
2501 - 5000	White Dimond	11000
5001 - 10000	White Diamond Elite	13000
10001 - 35000	Pixel-Pioneers Diamond	14000
35001 - 75000	Ambassador	17000
75001 - 100000	Pixel-Pioneers Ambassador	20000

Compliance & Fair Practices

The Compensation Plan is sales-based and does not reward recruitment alone.

All commissions are subject to TDS With Pancard - 2%, Admin Charges 10% and applicable taxes.

Direct Sellers are required to comply with the Consumer Protection (Direct Selling) Rules, 2021.



Disclaimer

This Compensation Plan is a legal and transparent framework intended to provide fair opportunities for all Direct Sellers.

Any misrepresentation, false income claims, or violation of company policies may lead to suspension or termination of the Agreement.

4. Pixel-Pioneers Product Catalogue & Price List

1. How to Use This Catalogue

- Always use the MRP (Maximum Retail Price) listed.
- Do not offer unauthorized discounts unless approved by the Company.
- Keep the catalogue updated with the latest product additions and changes.

2. Product Listing Template

Product Code	Product Name	Description	MRP (₹)	Commissionable PV
P001	Example Product 1	Brief product description	4999	1

Note: PV = Point Value used for commission calculations in the Binary Model.

3. Guidelines for Direct Sellers

- Only sell products approved by Pixel-Pioneers.
- Maintain proper invoices for every sale.
- Do not modify product packaging or misrepresent products.
- Report any stock discrepancies to the company immediately.

4. Updates & Revisions

- Pixel-Pioneers may update the catalogue periodically.
- Direct Sellers are responsible for ensuring they have the latest version.
- Old versions should be discarded to avoid confusion.

5. Pixel-Pioneers Policies & Procedures (P&P Manual)

This document outlines the rules, guidelines, and ethical standards that all Pixel-Pioneers Direct Sellers must follow. It is designed to ensure compliance with Indian Direct Selling Rules, 2021, and to protect both sellers and customers.

1. Code of Conduct

Conduct business honestly, ethically, and professionally.

Avoid making false, misleading, or exaggerated claims about products, earnings, or the business opportunity.

Respect customer rights, including their decision not to purchase.

Maintain confidentiality of company information, training material, and pricing.

Refrain from promoting other Direct Selling companies while representing Pixel-Pioneers.

2. Business Practices

Products must be sold at official company prices (MRP).

No compulsion for customers or recruits to purchase additional products.

Recruitment must be transparent; no upfront fees may be charged.

Maintain accurate records of personal sales, team sales, and commissions earned.

3. Communication Guidelines

Advertising and promotion must be truthful and compliant with applicable law.

Social media posts must clearly identify the poster as a Direct Seller of Pixel-Pioneers.

Do not post unverified claims, fake testimonials or income promises.

When addressing potential recruits or customers, always provide official company literature.

4. Training & Support

Direct Sellers are required to attend training sessions (online or offline) as scheduled by Pixel-Pioneers.

Training material is proprietary of PIXEL-PIONEERS and cannot be shared externally.

Sellers should seek guidance from upline leaders or company support in case of queries.

5. Termination & Disciplinary Actions

Pixel-Pioneers may terminate a Direct Seller's participation in case of:

Fraud, misrepresentation or unethical conduct.

Violation of company policies or Direct Selling Rules.

Misuse of company brand, trademarks or digital materials.

Persistent complaints from customers or team members.

Consequences may include suspension of commissions, removal from the network or permanent termination.

Publishing individual clip or partial material results in violation of training process and results in termination of contract with possible liability of the involved party to pay the lawsuit amount to the company.

6. Compliance Reminder

Sellers must comply with the Consumer Protection (Direct Selling) Rules, 2021, and any other applicable laws in India.

All sales, commissions, and recruitment activities should be transparent and documented.

Ethical conduct is mandatory for long-term success and regulatory compliance.

7.Acknowledgment

I, [Direct Seller Name], have read, understood, and agree to abide by the Policies & Procedures outlined in this manual.

Signature Of Direct Seller

7. Pixel-Pioneers Code of Ethics

This Code of Ethics establishes the standards of behavior and professional conduct expected from all Pixel-Pioneers Direct Sellers. Compliance is mandatory and ensures a trustworthy and sustainable business.

1. Honesty & Integrity

- Conduct all business dealings **truthfully** and **transparently**.
- Avoid **misrepresentation** of products, income potential, or company policies.
- Do not engage in **fraud**, deception or **unethical** behavior.

2. Respect & Professionalism

- Treat customers, team members, and company representatives with **respect** and **courtesy**.
- Refrain from harassment, intimidation, or coercion in any form.
- Promote a positive image of Pixel Pioneers in all communications.

3. Compliance with Laws & Policies

- Abide by the Direct Selling Rules, 2021 and applicable Indian laws.
- Follow the Direct Seller Agreement, Policies & Procedures, and Compensation Plan.
- **Do not promote or participate in other MLM or pyramid schemes while representing Pixel-Pioneers.**

4. Confidentiality

- Protect the company's **confidential** information, training materials, and digital content.
- Do not share sensitive company data, trade secrets, or pricing information with unauthorized parties.

5. Ethical Selling Practices

- Sell products at official prices and avoid unauthorized discounts.
- Ensure customers are aware of return, refund, and buy-back policies.
- Avoid pressure selling or making exaggerated claims about products or income.

6. Reporting Violations

- Any observed violations of this Code must be reported to company management.
- Sellers are expected to support investigations into **unethical** or non-compliant behavior.

8. Pixel-Pioneers Return, Refund, Buy-Back & Liability Policy

This policy ensures transparency, customer satisfaction, and compliance with the Consumer Protection (Direct Selling) Rules, 2021. All Direct Sellers are required to follow these guidelines.

1. Customer Returns & Refunds

Eligibility : Customers can return products within 30 days of purchase.

Condition : Products must be unused, unopened, and in original packaging.

Process:

Customer contacts Direct Seller or Company support.

The request is verified against purchase records.

Refund is processed within 7 business days after verification.

Refund Mode: 70 % of Plan Value Refunds are credited via the original payment method.

2. Direct Seller Buy-Back Policy

Direct Sellers may return unused/**unsold** inventory within 30 days of purchase.

Products must be in original condition and packaging.

Buy-back is at invoice value, excluding any bonuses, shipping, or taxes.

Buy-back requests must be submitted via official company channels.

3. Non-Returnable Items

Products that have been opened, used, or damaged are not eligible for returns or buy-back. Any products sold at special promotional events may have separate terms.

4. Compliance Guidelines for Direct Sellers

- Always provide official receipts for every sale.
- Do not charge extra fees for returns or exchanges.
- Educate customers on the return period and process at the time of purchase.
- Ensure all returned stock is sent back to the Company in proper condition.

5. Dispute Resolution

Any disputes related to returns or buy-back will be handled by Company management. If unresolved, disputes may be escalated under arbitration as per Indian law.

6. Liability

- The manufacturer and distributor liability for any failure of the installed **smoke/gas detectors** Product is limited to the cost of replacing or repairing the defective equipment during warranty period.
- The end user must follow an installation guide for proper installation and working of the product as manufacturer or distributor not be liable for any indirect, incidental or consequential damage, including loss of business/residential or profit, that may arise from a system malfunction.

9. Pixel-Pioneers Training Manual – Quick Start Guide

1. Welcome to Pixel-Pioneers

Congratulations on joining Pixel-Pioneers! This guide will help you:

- Understand the Direct Selling model.
- Learn how to sell products ethically.
- Build your team and earn commissions.
- Stay compliant with Indian Direct Selling Rules, 2021.

2. Understanding the Binary Compensation Plan

Binary Model: Build two legs – Left and Right.

Pairing Bonus: Earn ₹1,000 per valid pair.

Sponsor Income: ₹250

Carry Forward: Unused volume is carried forward to the next cycle.

Eligibility: Minimum 2 direct recruits (1 per leg) to earn commission.

1st Pair 2:1 / 1:2 Then Unlimited 1:1

Capping: Daily commission limits apply depending on your level (Star to Pixel-Pioneers Ambassador).

3. Product Knowledge

Always know your products – benefits, usage, and pricing.

Provide accurate and truthful information to customers.

Direct Sellers must use the official Product Catalogue.

Any questions related to product or demo from Direct Sellers can be addressed by the company support team based on priority decided by the company leader.

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4. Customer Engagement & Sales Tips

Build trust first – listen to customer needs.

Avoid pressure selling; allow customers to decide.

Educate customers on product features, benefits, and pricing.

Maintain records of all sales and invoices.

5. Recruiting & Team Building

Recruit ethically – no misleading promises about income.

Ensure each new recruit completes KYC & Registration.

Train your team to follow company policies and ethical selling.

Monitor performance using the Seller Portal.

6. Compliance & Ethics

Always adhere to the Direct Selling Rules, 2021.

Avoid false or exaggerated income claims.

Respect customer rights for returns and refunds.

Maintain confidentiality of company strategies, training materials, and pricing.

7. Tools & Resources

Seller Portal: Track your sales, commissions, and team performance.

Training Sessions: Attend online/offline sessions regularly.

Company Support: Contact upline or official support for guidance.

Marketing Materials: Use only approved materials for promotion.

8. Quick Checklist for New Direct Sellers

<input checked="" type="checkbox"/> Quick Checklist for New Direct Sellers	Done (✓)
Complete KYC & Registration Form	<input type="checkbox"/>
Review Direct Seller Agreement	<input type="checkbox"/>
Understand Compensation Plan & Policies	<input type="checkbox"/>
Familiarize yourself with Product Catalogue & Pricing	<input type="checkbox"/>
Learn Ethical Sales Practices	<input type="checkbox"/>
Attend Training Sessions	<input type="checkbox"/>
Begin selling and building your team ethically & compliantly	<input type="checkbox"/>

10. Pixel-Pioneers Privacy Policy & Data Protection Notice

1. Purpose

To inform Direct Sellers about how their personal data is collected, used, stored, and protected, in compliance with applicable Indian laws.

2. Data

We may collect the following information from Direct Sellers:

- Personal Identification: Name, Date Of Birth, Gender, Passport Size Photograph.
- Contact Information: Address, Phone Number, Email.
- Financial Information: Bank Account Details, PAN, GST (if applicable).
- Business Information: Direct Seller Level, Team Structure, Sales Records.

3. Purpose of Data Collection

We collect data to:

- Facilitate registration and KYC verification.
- Process commissions and payouts.
- Maintain accurate sales and performance records.
- Communicate important updates, policies, and training.
- Comply with legal, tax, and regulatory requirements.

4. Data Storage & Security

- **Personal and Business data is stored securely using encryption and access control.**
- Only authorized personnel have access to sensitive data.
- Data is retained only for as long as necessary to comply with legal obligations or business purposes.

5. Sharing of Data

- Data is not sold or shared with third parties for marketing purposes.
- Limited sharing may occur with government authorities, auditors or payment processors for legal compliance.
- Team leaders may access limited data for business mentoring and support, subject to confidentiality rules.

6. Rights of Direct Sellers

- **Sellers** can request access, correction, or deletion of their personal data.
- Requests must be submitted to the Company Support / Data Protection Officer.
- Pixel-Pioneers will respond to requests in accordance with applicable laws and regulations.

7. Obligations of Direct Sellers

- Provide accurate and updated information.
- Report any unauthorized access or data breaches to the Company immediately.
- Maintain confidentiality of other sellers' personal information.

Acknowledgment (Signature Page)

I acknowledge that I have read and understood the Pixel-Pioneers Code Of Ethics, Return, Refund, Buyback Policy, Training Manual, Privacy Policy & Data Protection Notice. I agree to comply with all provisions related to the protection and responsible use of personal and business data.

Signature Of Direct Seller

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