



BUSINESS PLAN

www.mplgold.com



EXECUTIVE SUMMARY

MPL Gold is a wellness brand founded on the belief that good health and financial freedom can begin with something as simple as your daily cup of coffee. By offering premium wellness and lifestyle products through a community-powered affiliate model, MPL Gold empowers individuals to elevate their mind, body, and income – every day.

KEY HIGHLIGHTS



Founded with Purpose



Booming Market



Community First



Scalable & Inclusive

ABOUT US

MPL Gold was founded by Mr. Param, a finance and banking professional who discovered the traditional health benefits of the Ganoderma (Reishi) mushroom during his travel in Asia.

Inspired by the vitality of the local communities he encountered, he partnered with his wife to create a coffee blend infused with Ganoderma, aiming to bring its wellness benefits to people in India.

The brand officially launched in 2014 through a grassroots network. With the support of over 200 volunteers across India, MPL Gold quickly achieved its first major sales milestone.

Since then, MPL Gold has cultivated a loyal customer base by offering premium wellness products and embracing a community-powered model of distribution.



MARKET OPPORTUNITY & INDUSTRY TRENDS

- **Global Coffee Boom:** The worldwide coffee market continues to grow steadily. Valued at approximately \$269 billion in 2024, it is projected to reach \$369 billion by 2030, reflecting an annual growth rate of 5.3%. Rising incomes and the spread of coffee culture especially in Asia – are making the Asia-Pacific the fastest-growing region.
- **Health and Functional Beverages:** Consumers are increasingly seeking health-boosting beverages. India's health drinks market is expected to grow at ~12% annually, rising from \$9.63 billion in 2024 to \$28.45 billion by 2033. This growth is driven by rising interest in antioxidants, adaptogens, and traditional ingredients like turmeric, tulsi, mushroom and others. The trend reflects surging demand for functional coffees and beverages.
- **Mushroom Coffee Niche:** Within the broader functional beverage space, mushroom-infused coffee is gaining traction. Analysts estimate the global mushroom coffee market at \$2.83 billion in 2023, projected to grow to \$4.12 billion by 2030 (CAGR of ~5.5%). More broadly, the functional coffee category is expected to roughly double by 2034.
- **Established Precedents:** Market interest is proven by existing players. For example, DXN (Malaysia) is a major multi-level marketer founded in 1993 that built a global business on Ganoderma-based. Likewise, Organo Gold (global network brand) sells Ganoderma coffee in many countries. MPL Gold enters a strong-growth niche of wellness beverages and network marketing, with room to capture both health-conscious consumers and aspiring entrepreneurs.

WHAT MAKES US DIFFERENT?



**Functional
Wellness
Products**



**Community
Powered
Growth**



**Earn While
You Thrive**



**Designed
For Everyone**



**Balanced
Bonus System**

LEGACY RECRAFTED

MPL Gold isn't just a wellness brand, it's a growing movement dedicated to smarter habits, better health, and shared prosperity.

It all began with Mr. Param, a finance professional whose travel across Asia opened his eyes to something powerful: the everyday vitality of communities embracing traditional remedies. He was especially drawn to Ganoderma (Reishi) – a legendary mushroom known for its rejuvenating and immune-supporting properties.

Inspired to make ancient wisdom more accessible, he envisioned a way to combine time-tested wellness with modern routines – starting with a daily favorite: a nourishing, functional beverage. MPL Gold came to life with a clear mission: to make better health and additional income easy, approachable, and available to everyone.



OUR VISION AND MISSION



OUR VISION

Spread wellness, build prosperity, MPL Gold's mission is to uplift individuals by promoting better health through wellness products, while creating income opportunities through a business model driven by empowered, connected communities.

OUR MISSION

Enable everyone to live healthier, more energized lives while earning extra income. MPL Gold explicitly designs its programs for everyday individuals like students, housewives, and senior citizens – helping them build a consistent income stream as they work toward financial freedom.



OUR CEO



While building his career in finance and exploring cultures around the world, Mr. Param experienced a moment that would reshape his life. During a business trip to Hong Kong, he was struck not by skyscrapers or numbers – but by the people. The local community radiated something profound: vitality, resilience, and a natural energy that couldn't be ignored. There were fewer hospitals, fewer signs of illness, and a quiet sense of well-being woven into daily life.

Inspired and curious, he uncovered their secret – Ganoderma, a revered medicinal mushroom with powerful antioxidant and immune-supporting benefits. That discovery sparked a vision: to blend ancient wellness with modern life. From this, MPL Gold was born – a mission to bring health and hope into homes through simple, meaningful rituals.

OUR PRODUCTS

20%
OFF



MINI

40 SATCHETS

MRP : ~~₹3,000~~ **₹2,400**

30%
OFF



PRIME

100 SATCHETS

MRP : ~~₹7,500~~ **₹5,250**

40%
OFF



LUXE

250 SATCHETS

MRP : ~~₹18,750~~ **₹11,250**

HEALTH BENEFITS

MORE THAN COFFEE – IT'S WELLNESS IN A CUP

Each cup of MPL Gold is infused with **Ganoderma Lucidum (Reishi Mushroom)**, a powerful adaptogen used for centuries in traditional medicine. Experience the benefits of functional wellness every day.

Boosts Immunity

Strengthens your body's natural defense system



Supports Heart Health

Helps regulate blood pressure and cholesterol



Reduces Stress and Fatigue

Acts as a natural adaptogen to calm your system



Anti-Inflammatory Properties

Helps reduce joint and muscle inflammation



Rich in Antioxidants

Fights oxidative stress and promotes cell health



Improves Overall Health

Boosts energy, liver health, and blood sugar balance

OUR AFFILIATE PROGRAM



Turn your wellness routine into a source of income. MPL Gold's affiliate program is simple, powerful, and built for everyone.

- ₹ Direct Commission**
Earn 5% on every purchase made by your direct referrals.
- ₹ Residual Income**
Earn on purchases made by your team up to 10 levels.
- ₹ Zero Investment to Start**
No sign-up fee, no kits. Just register and start sharing.
- ₹ Grow More, Earn More**
The more you share, the more you consistently earn.
- ₹ Multi-Level Income Flow**
Income for Generation 2 to 10 will depend on the income generated by Generation 1.

	GENERATION 1	5%
	GENERATION 2	5%
	GENERATION 3	4%
	GENERATION 4	4%
	GENERATION 5	3%
	GENERATION 6	3%
	GENERATION 7	2%
	GENERATION 8	2%
	GENERATION 9	1%
	GENERATION 10	1%

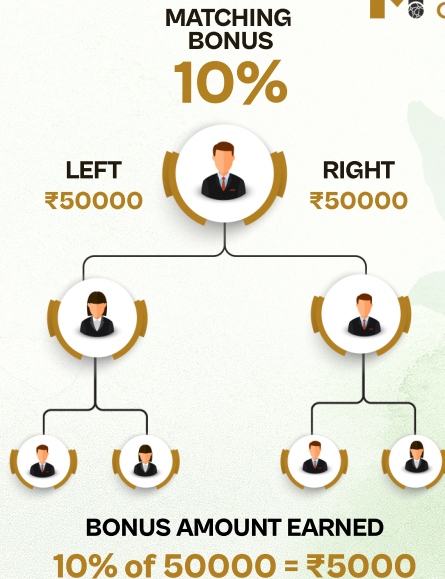


EXCLUSIVE MATCHING BONUS



MPL Gold rewards smart network building with a bonus that balances your growth. Double up with team matching bonus.

- ₹ **Binary Team Structure**
Build two balanced teams: Left and Right.
- ₹ **Balance is the Key**
When both legs reach equal sales volume, you get paid.
- ₹ **Earn 10% Matching Bonus**
On the matched volume across your Left and Right leg.
- ₹ **Unlimited Growth Potential**
The more your teams grow, the higher your bonuses.
- ₹ **Teamwork Pays**
Help others succeed and your bonus multiplies.



MONTHLY CAREER PLAN



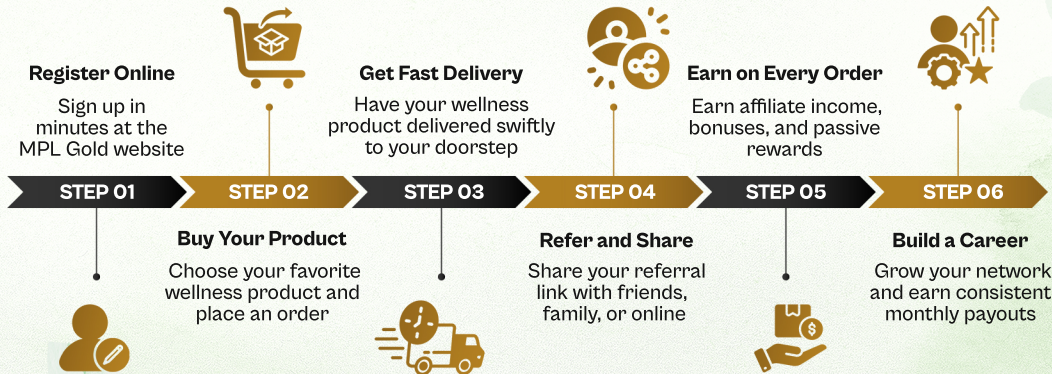
Get rewarded monthly when you build consistently with your team. This is your stepping stone to stable, recurring income.

- ₹ **Enroll 10 Active Members**
Personally refer and activate 10 direct members.
- ₹ **Achieve ₹1,00,000 Monthly Volume**
Combined purchases from your referred users.
- ₹ **Earn ₹1,000 Monthly Bonus**
Hit the target, unlock your bonus. Simple.
- ₹ **Repeat to Grow**
Maintain monthly, and unlock higher tiers in the future.
- ₹ **12 Months = ₹12,000 Extra**
Turn small smart actions into year-long results.



INTERACTIVE USER FLOW

Getting started with MPL Gold is easy, effortless, and full of rewards. Here's how your wellness and income journey takes off:



HEAR WHAT OUR USERS SAY



Ezhilarasi Balakrishnan

Coimbatore, India



One fine day, my friend introduced me to it, and I quickly realized that MPL Gold was more than just great coffee. It was a platform with a vision - 'Spread coffee, spread incomes.' I was intrigued, so I dug deeper, and the rest is history! Today, I am a proud member of MPL Gold and a proud individual. I make great figures while sipping my coffee. Conquer the day, one cup at a time.

Pranav Gokhale

Pune, India



MPL Gold is not just coffee - it's a whole new way of life! Their Mushroom Coffee, known for its ancient healing properties, gives me the perfect blend of tradition, health, and energy. But what makes MPL Gold truly stand out is their structured income system. It's not just about enjoying great coffee; it's about earning while you sip! With daily incomes, bonuses, and fixed salaries, MPL Gold allows you to build a successful financial future on your terms.



LEGAL COMPLIANCE



MPL Gold is a fully compliant entity, registered in Hyderabad, India, under the Companies Act and operating with all necessary government approvals. Our operations are backed by:

- ✓ **GST Registration**
Ensuring tax transparency and seamless, secure national transactions.
- ✓ **FSSAI License**
Certifying our adherence to strict food safety and quality standards.
- ✓ **Labour Licence**
Guaranteeing ethical employment and lawful HR practices.

To strengthen its global presence, MPL Gold is officially registered in the United States under the State of Washington (**UBI: 605890601**), aligning with international standards and reinforcing operational transparency.

We maintain a strong internal system for corporate governance, consumer protection, and regulatory checks to ensure every product and service we deliver meets the highest industry benchmarks.

For more details, visit: mplgold.com/legal



FRANCHISE WITH MPL GOLD



MPL Gold invites aspiring entrepreneurs to join a smart, fully digital franchise model. No physical space, inventory, or logistics needed, partners can launch and grow their business from anywhere. We handle packaging, warehousing, and delivery, so you can focus on marketing and sales through social media, events, and personal networks.

Core Features

- ✓ Low startup investment with multiple income streams
- ✓ Fully digital operations with no stock or shipping responsibilities
- ✓ Welcome kit and verified franchise certificate upon joining
- ✓ Gain visibility with your name and franchise showcased on website

As a franchise partner, you get pre-designed marketing assets, online training, and direct support from MPL Gold leaders. Enjoy official recognition, referral rewards, and secure earnings through a smart digital wallet with easy withdrawals and flexible reinvestment options.

To explore the opportunity further, visit: mplgold.com/franchise



JOIN THE MOVEMENT

You're one step away from transforming your
health and your income.

BUY NOW

CONNECT WITH US!



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Join our community :





www.mplgold.com