



SIRI
GOLD & DIAMONDS

**A GOLDEN
OPPORTUNITY
TO EARN GOLD**

www.sirigold.biz

Legal Certificates

आयकर विभाग **भारत सरकार**
INCOME TAX DEPARTMENT **GOVT. OF INDIA**

सत्यमेव जयते

Ref.No.: 86305921179243/TAN/NEW

TO,
SIRI GOLD MERCHANTS PRIVATE LIMITED
FLAT NO 201 GVRN SHUNINE
UPPAL BAGAYATHI, UPPA,
HYDERABAD
UPPAL (K.V.RANGAREDDY)
HYDERABAD-500039
TELANGANA
TEL. NO.: 9440625220

May 06, 2023

Sir/Madam,
Sub : Allotment of Tax Deduction Account Number
(TAN) as per Income Tax Act, 1961

Kindly refer to your application (Form 49B) dated May 06, 2023 for the allotment of Tax Deduction Account Number.

In this connection, the following TAN has been issued to you/your organisation:
HYDS75705A

Please quote the same in all TDS challans, TDS Certificates, TDS returns, Tax Collection at Source (TCS) returns as well as other documents pertaining to such transactions.

Quoting of TAN on all TDS returns and challans for payment of TDS is necessary to ensure credit of TDS paid by you and faster processing of TDS returns.

The above TAN should also be used as Tax Collections at Source Account Number under section 206CA.

Kindly note that it is mandatory to quote TAN while furnishing TDS returns, including e-TDS returns, e-TDS returns will not be accepted if TAN is not quoted.

This supersedes all the Tax Deduction / Collection Account Number, allotted to you earlier.

Income Tax Department **Income Tax Department**

Signature valid

Caution: Income Tax Department does not send e-mails regarding refunds and does not seek any taxpayer information like username, password, details of ATM, bank accounts, credit cards, etc. Taxpayers are advised not to part with such information on the basis of emails.

आयकर विभाग **भारत सरकार**
INCOME TAX DEPARTMENT **GOVT. OF INDIA**

स्थायी लेखा संख्या कार्ड
Permanent Account Number Card

ABKCS7517E

नाम / Name
SIRI GOLD MERCHANTS PRIVATE LIMITED

निगमन/मूद्र की तारीख
Date of Incorporation/Formation
06/05/2023



सत्यमेव जयते

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 SIRI GOLD MERCHANTS PRIVATE LIMITED is incorporated on this SIXTH day of MAY TWO THOUSAND TWENTY THREE under the Companies Act, 2013 (18 of 2013) and that the company is Company limited by shares

The Corporate Identity Number of the company is **U47990TS2023PTC172697**

The Permanent Account Number (PAN) of the company is **ABKCS7517E***

The Tax Deduction and Collection Account Number (TAN) of the company is **HYDS75705A***

Given under my hand at Manesar this SIXTH day of MAY TWO THOUSAND TWENTY THREE

Document certified by DS MINISTRY OF
CORPORATE AFFAIRS 10 - mca@mca.gov.in.

Digitally signed by
DS MINISTRY OF CORPORATE
AFFAIRS 10
Date: 2023.05.06 14:32:54 IST

Ravi Metta

Assistant Registrar of Companies/ Deputy Registrar of Companies/ 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 mca.gov.in

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

SIRI GOLD MERCHANTS PRIVATE LIMITED

Flat No 201 GVRN Sunshine Apartment, Uppal Bagayath, Uppa, Uppal (K.V.Rangareddy), Hyderabad, Hyderabad-500039, Telangana

*as issued by Income tax Department



CHAIRMAN's VOICE



“SIRI Gold Merchants Pvt Ltd was established with the aim of making middle class society especially women into gold traders and turning them into millionaires.”

- RAVINDRA KUSAMPUDI
CMD, SIRI GOLD MERCHANTS PVT LTD



Vast business experience, efficiency, solidity in marketing strategies, exceptional talent in organization structure management, his inspiring personality, a motivational speaker who inspires the society with motivational lectures, a hand in the use of technology, the principle of leading social service in support of others, a generous personality who acts with love towards the society, all these are Common adjectives about Shri **Ravindra Kusampudi**, founder of **SIRI Gold Merchants Pvt Ltd**.

The strength in the field of direct sales, the background of India being the first in the world in terms of population, the country with the largest youth population in the world and the belief that effective utilization of human resources is the path to financial self-sufficiency, **SIRI Gold Merchant Pvt Ltd** is a company established with the firm determination to create a platform for every individual to excel as entrepreneurs.

Our **SIRI Gold Merchants Pvt Ltd** is the first company that has entered the market by selecting gold coins and jewellery products in direct sales, making the gold business which is now only in the hands of a few millionaires available to the common middle class people especially women and giving them an opportunity to become gold traders instead of being just buyers. SIRI Gold company and our team will be with you to make every dream of your life come true.

Come and take advantage of the immense opportunities that the sky is the limit to achieve your life goals.

www.sirigold.biz





YASA NAGESWARA RAO
Director, Siri Group



NELLURI KOTESWARA RAO
Director, Siri Group



N VENKATESWARA RAO
Director, Siri Group



Lingala Shyam Sundhar
Marketing Director,
Siri Group



GARDASU SARITHA
DISTRIBUTOR (GHMC)
Siri Gold Merchants Pvt Ltd



Samineni Dhanalakshmi
Marketing Director,
Siri Group



S Swapna
Marketing Manager
Siri Group

BUSINESS PLAN



MONTHLY SAVINGS GOLD PURCHASE PLAN

Currently, there are many gold saving schemes available in the market. Starting from a street gold vendor to well established brands, they run multiple schemes where customers have to pay certain amount every month and after certain period of time, they are supposed to buy jewellery in the same outlet. During the whole tenure of any scheme, customer's hard-earned money is being used as an investment by the respective companies for years and in the end, customers don't get any benefit.

Monthly Savings Gold Purchase Plan is a different plan introduced by **SIRI Gold Merchants Private Limited**. In this plan, customers can buy gold coins by paying money from time to time. But there is no need to pay upfront and wait for years. Gold coins will arrive at your door step by door delivery after every purchase.

The special feature of this scheme is that customers can get a chance to become gold merchants. Taking advantage of this great opportunity you can sell gold and earn substantial profits through gold business and become a business partner with **SIRI Gold Merchant Private Limited (SGMPL)**.

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Details to be purchased for the first month of SIRI Gold & Diamonds 24 months gold purchase plan



With ₹15,000/- Purchase member will get a total
₹21,000/- worth of benefits.

Products Details in this Plan:

- 1g. 999/24 carat gold coin
 - 10g. 999 Pure Silver Coin
 - 23 digital discount coupons worth ₹500 each (23 x ₹500 = ₹11500)
- The special feature of this scheme is that immediately after paying ₹15000, you can buy 23 grams of gold at once using 23 coupons and get a total profit of ₹21,000.

Free Complimentary Business Kit :

- Merchant Virtual ID Card
- Gold Club Membership Card
- Purity Authorization Certificates for Gold and Silver Coins
- Siri Gold & Diamonds Brochures
- A note pad and pen



- While buying from the second time only you can buy the gold coin by paying that day selling price of that day on our web portal.
- From the date of this acquisition they can start business as business partners of Siri Gold & Diamonds.
- Merchant earns Gold Referral Bonus Points on every unit sold.
- These points can also be used to buy monthly gold coins on our web portals.

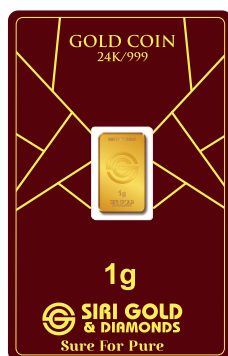
How to Use Coupons

- Members can use these digital discount coupons at the time of purchasing gold coins in monthly savings gold purchase plan. They can use one coupon per one grams gold coin.
- If member buys 23 gram of gold at a time they can use total 23 coupons at a time
- These coupons have lifetime validity.
- These coupons are transferable.

Gold Membership Card Benefits

With this Gold club membership when members purchase gold ornaments from our website or showrooms in the future will get



- **100%** waiver on making charges (MC)
- **2%** waiver on VA (Tharugu)
- **10%** discount on the value of diamonds.
- **50%** discount on value of other stones.
- And can get many other benefits in future.



GOLD REFERRAL BONUS POINTS (GRBP)

- The value of one Gold Referral Bonus Point is equal to the value of one Indian Rupee.
- GRBPs earned by merchants and distributors have lifetime validity and they can convert them into gold coins at anytime.
- All gold coins that are obtained can be door delivered from wallet or can be sold as per SGMPL buyback terms.
- GRBPS can be used to purchase gold coins only on SGMPL's web portal. The company will not make any cash payments for GRBP thereof.
- When the GRBP value is not enough for the gold coin value, the remaining amount can be paid through online payment gateway and complete the purchase of gold coin.
- While buying gold coin with GRBP's you can also use the digital discount coupons in your wallet.
- Gold coins purchased by distributors and merchants will be added to coin wallet. From Wallet, they can either get home delivery or they can sell the coins.

Obtainable GRBP points on sale of ₹15,000/- unit

 Level	 Distributor Rank	 Units	 GRBP Points	 Total GRBP Points	 Approx Earn Gold Coins
01	Gold Distributor	5	2000	2000 X 5 = 10,000	1gr
02	Ruby Distributor	25	600	600 x 25 = 15,000	2gr
03	Emerald Distributor	125	350	350x 125 = 43,750	9gr
04	Platinum Distributor	625	200	200 x 625 = 1,25,000	36gr
05	Diamond Distributor	3,125	100	100 x 3,125 = 3,12,500	135gr
06	Ast. General Manager	15,625	75	75 x 15,625 = 11,71,875	446gr
07	General Manager	78,125	50	50 x 78,125 = 39,06,250	1,116gr
08	Director	3,90,625	50	50 x 3,90,625 = 1,95,31,250	4,185gr
09	Vise President	19,53,125	50	50 x 19,53,125 = 9,76,56,250	13,950gr

ROYALTY GIFTS

- Depending on the business a member do, they can get various royalty rewards along with the GRBP's.
- Rewards are given in kind only, no cash payments are made in lieu thereof.
- Gifts are given only as an incentive. Therefore, there is no Negotiation or discussion on the value of the prizes, and the models.
- The decision of SGMPL management is final.

 Level	 Distributor Rank	 Units to be Sold	 Royalty	 Gifts	 Approx Value
01	Gold Distributor	5	x	–	–
02	Ruby Distributor	25	x	–	–
03	Emerald Distributor	125	✓	Smart Phone	₹25,000/-
04	Platinum Distributor	625	✓	Smart TV	₹50,000/-
05	Diamond Distributor	3125	✓	Laptop	₹75,000/-
06	Ast. General Manager	15625	✓	Bike	₹1,50,000/-
07	General Manager	78125	✓	Car	₹15,00,000/-
08	Director	390625	✓	2BHK Flat	₹80,00,000/-
09	Vise President	1953125	✓	Villa	₹1,50,00,000/-

LEADERSHIP BONUS CHART

- Distributors who increases the company sales with their marketing skills will be promoted as a company employee. After level 5, the distributor is eligible for further promotions.
- At **6th level** promoted to **Assistant General Manager (AGM)** and at **7th level** promoted to **General Manager (GM)**. They are also promoted to the positions of **Director** at **Level 8** and **Vice President** at **Level 9** of the company.
- In these positions, they get referral bonus points, royalty rewards and additionally monthly **Leadership Bonus**, **Travel & Meeting allowance**.

 Level	 Distributor Rank	 Sales Target (Direct/Team)	 Leadership Bonus	 Travel Allowance	 Meeting Allowance	 Total
06	Ast. General Manager	40 units	₹25,000/-	₹10,000/-	₹5,000/-	₹40,000/-
07	General Manager	80 units	₹50,000/-	₹20,000/-	₹10,000/-	₹80,000/-
08	Director	125 units	₹75,000/-	₹30,000/-	₹20,000/-	₹1,25,000/-
09	Vise President	200 units	₹1,00,000/-	₹50,000/-	₹30,000/-	₹1,80,000/-



***NOTE:** In these positions specified sales targets have to be achieved to get the monthly leadership bonus, travel allowance, meeting allowance in the above table.

ROYALTY GIFTS



Smart Phone
Est. Cost: 25,000



Smart TV
Est. Cost: 50,000



Laptop
Est. Cost: 75,000



Motor Cycle
Est. Cost: 1,50,000

Note: The images shown in picture are indicative. Actual reward/Gift may vary from these images

ROYALTY GIFTS



Luxury Car
Est. Cost: 15,00,000



Premium Villa
Est. Cost: 1,50,00,000



2BHK Flat
Est. Cost: 80,00,000

Note: The images shown in picture are indicative. Actual reward/Gift may vary from these images

VISION

- Making available of **999/24K** gold bars in the gold market at low price to traders and gold jewellery manufacturers.
- To provide domestic customers an easy way to buy and sell **999/24K** gold coins through E - Commerce Platform.
- Building a Large Business Community in future, by entering wholesale and retail sales of **91.6/22K gold jewellery**.



MISSION

- Apart from the traditional **999/24K gold bars** business, the company has created an E-Commerce platform to enable retail customers to buy small quantities of gold coins directly at wholesale price and providing an opportunity to become gold traders.
- Establish a large pool of dealers and customers, enter into retail gold ornamental business with a chain of showrooms in franchise model



WHO WE ARE

- SIRI Gold Merchants Pvt Ltd was established by **Kusampudi Ravindra**. He is the promoter with vast experience in the gold business
- Company is doing business in supply of 999/24K gold bars to traders and gold jewellery retailers through bullion market.
- Siri Gold & Diamonds was established with the aim of selling 999/24K gold coins to domestic consumers through a distributor network.



FUTURE PLAN

- Company currently sells only **999/24K pure gold bars and gold coins**.
- Our company's future plan is to establish a large network of customers, wholesalers and retailers.
- Later company enters into manufacturing, wholesale and retail sale of 91.6/22 carat Gold Jewellery.



FUTURE PROJECTS



For the first time in the gold market, the gold showrooms to be set up in the franchise model is the first step towards creating a new trend in the gold business. SIRI GOLD aims to provide this opportunity to many new aspiring entrepreneurs.



Real estate is a sector that will be in high demand in the future as Gold, and Siri Group has launched this sector with an innovative marketing approach... Siri Infra is offering a new business approach that will benefit investors, marketing people and companies.



SIRI GOLD to launch diamond jewellery brand MARVEL. We are planning to market diamond jewellery under the brand name of MARVEL with diamond quality – Carat, Color, Cut and Clarity.



Introducing SIRI DIGITAL GOLD platform. This is a new chapter of ours in gold investments where customers can make investments on gold in smaller amounts, as low as D1.



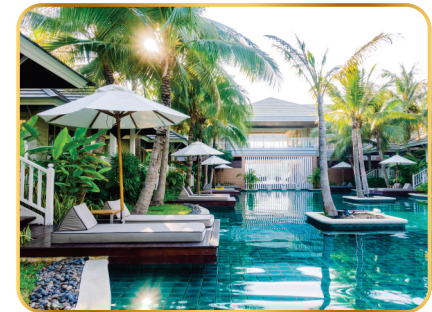
Considering the financial needs of largest community that forms in SIRI Gold in future, SGMPL is launching SIRI FINCORP to provide loans on gold with amazingly low interest rates.



Another key aspect of our future projects is the creation of a Commodities Trading Platform with minimal commission in collaboration with the most advanced Artificial Intelligence (AI) technology for Commodities Trading.



Real-estate is the most demanding sector In the future and SGMPL expects to expand its services in this sector as well. We are an ambitious and forward-thinking company dedicated to Shaping the landscape for tomorrow.



SGMPL intends to offer discount tourism packages to SGMPL members through Gold, Platinum, Diamond Club memberships in the coming days in partnership with Travel Club and also through its own Resorts and Hotels SGMPL intends to launch more affordable, highly luxurious and enjoyable tourism packages offered for the hotel chain.





SIRI
GOLD & DIAMONDS

*Thank
You!*

www.sirigold.biz



SCAN FOR LOCATION

SIRI GOLD MERCHANTS PVT LTD

#201, 2nd floor, GVRB Sunshine Bulding, Uppal Bhagayath, Uppal, Hyd. - 500 039
support@sirigold.biz

Follow us on   

www.sirigold.biz

పూర్తి వివరాలకు సంప్రదించండి:



SCAN FOR WEBSITE