



GROWING TOGETHER WITH TRUST

Zest Ads Business Presentation

ZEST CONSUMER SERVICES — an Indian advertisement viewing platform that shares advertising revenue with its lifetime members. Founder: Manoj Kumar ·

www.zestads.in

ABOUT US

Who we are

Zest Ads is the flagship platform of ZEST CONSUMER SERVICES, built on one simple idea: the person who watches an advertisement deserves a share of what the advertiser paid for that attention.

Vision

India's trusted attention economy

Everyday people earn a fair share of the advertising money spent on them.

Mission

Real views, honest payouts

Verified views for brands, transparent and on-time payments for members.

Objective

Audit-ready systems

A clean member portal, an advertiser marketplace and fixed payout cycles.

THE OPPORTUNITY

Advertising money is huge — viewers get nothing

- Indian brands spend thousands of crores every year to buy attention.
- All of that money goes to platforms and middlemen, never to the viewer.
- Small businesses struggle to reach a genuine, verified Indian audience.
- Zest Ads connects both sides: advertisers pay for real completed views, members get paid for watching.

HOW IT WORKS

Four simple steps

1

Join with an e-PIN

One-time ₹351 lifetime membership using an admin-generated e-PIN.

2

Watch daily ads

3–5 ads per day, Monday to Friday, each with a fixed timer.

3

Build your team

Introduce members with your referral link; placements happen automatically.

4

Withdraw

Weekly working income payout and monthly ad income payout to your bank.

MEMBERSHIP

₹351 one-time, lifetime ID

- One-time joining fee of ₹351 — no renewal, no monthly charge.
- Joining is e-PIN based: the admin generates PINs, members hold them in a PIN wallet.
- Unused PINs can be transferred only inside your own team.
- Every PIN is single-use and fully tracked in the e-PIN transaction history.
- Each member receives a unique member ID (ZA1000xx) used for login and referrals.

Ad viewing income (non-working)

- No condition, no team required — activity alone earns.
- Paid out once a month with a minimum of ₹50 and zero deduction.

3-5

Ads per day

Delivered Monday to Friday, weekends off.

Timer

Verified viewing

Income is credited only after the full admin-set timer completes.

15

Months

Ad viewing income runs for 15 months from ID activation.

INCOME STREAM 2

Direct referral income — ₹150

- ₹150 is paid to the introducer for every person they personally join.
- Unlimited directs — there is no cap on how many people you can introduce.
- Paid regardless of where that person is placed in your matrix.
- Every member gets a personal referral link that pre-fills their sponsor ID.

INCOME STREAM 3

Level income — ₹3 per ID, 50 levels deep

Level	IDs when filled	Level income
1	2	₹6
2	4	₹12
3	8	₹24
4	16	₹48
5	32	₹96
6 – 50	Continues doubling	₹3 per ID

Level income is paid only on IDs that actually join and activate. A full matrix is a mathematical maximum, not a promise of earnings.

STRUCTURE

2-wide matrix, 50 levels deep

Every member has exactly two positions directly under them. Extra referrals automatically spill into the first vacant position inside your own team — filling left to right, level by level.

- Placement is always within your own team, never a company-wide pool.
- Members below you can also receive placements from their uplines.
- Level 1 holds 2 IDs, level 2 holds 4, level 3 holds 8 — continuing to level 50.
- Every placement records both the introducer ID and the placed-under ID.

RULES

Working income condition

Referral income and level income together form the working income wallet.

- Condition: minimum 2 direct referrals to make working income payable.
- Income earned before 2 directs is held — not lost.
- Held income is released in full once 2 directs are complete.
- 90-day limit: if 2 directs are not completed within 90 days of activation, the held amount becomes zero.
- The ID stays active — completing 2 directs later restarts payable income, but the expired amount is not restored.

Withdrawal cycles and deductions

Weekly

Working income wallet

Minimum ₹250. Deduction 15% (5% TDS + 10% maintenance). Requires 2 directs.

Monthly

Ad income wallet

Minimum ₹50. No deduction. Runs for 15 months from activation.

Bank

Direct transfer

Members save their bank / UPI details; admin approves each payout request.

Why brands advertise with Zest Ads

- Pay for verified, timer-completed views — not passive impressions.
- Reach a verified Indian member base across states.
- Self-serve campaign booking from inside the member portal, with admin approval for quality.
- Upload image or video banners, or use YouTube, Shorts, Facebook and Instagram links.
- Live reporting on views, completion rate and remaining budget.

The platform we have built

Member

Portal

Dashboard, team report, ad viewing, PIN wallet, notifications, payouts.

Admin

Control panel

PIN generation, ad approval, packages, payout approval, matrix reports.

Cloud

Secure backend

Role-based access, row-level security, audit trail on every PIN and payout.

Live at www.zestads.in — mobile friendly and ready to scale.

Future scope

- Online payment gateway for instant advertiser bookings and PIN purchase.
- KYC verification and automated TDS reporting.
- Android and iOS mobile apps for daily ad viewing.
- Regional language ad campaigns — Hindi, Telugu and more.
- Advertiser self-serve analytics dashboard.
- Rewards, rank recognition and leadership programmes for top teams.

JOIN US

Start with ₹351 — grow for a lifetime

ZEST CONSUMER SERVICES · Vijayawada, Andhra Pradesh, India

- Website: www.zestads.in
- Email: info@zestads.in
- Growing Together with Trust

Disclaimer: Income depends on individual activity and team performance. No income is guaranteed. All terms, privacy and disclaimer policies on zestads.in apply, under Vijayawada, Andhra Pradesh jurisdiction.

Ad viewing income (non-working)

- 3–5 advertisements every working day (Monday to Friday), allotted automatically.
- Income is credited only after the full admin-set timer completes on each ad.
- No team condition — activity alone earns this income.
- Ad viewing income runs for 15 months from ID activation.
- Payout runs automatically every week (Monday 12:00 AM), minimum ₹50.
- Deduction 15% (5% TDS + 10% maintenance), same as working income.

Ad booking commission — 5 levels

When any member of your referral team books an advertisement and the admin approves it, you earn a percentage of that booking amount — up to 5 levels of your direct sponsor chain (separate from the 2×50 matrix).

LEVEL	COMMISSION %	ON ₹10,000 BOOKING
Level 1	5%	₹500
Level 2	4%	₹400
Level 3	4%	₹400
Level 4	3%	₹300
Level 5	4%	₹400
Total	20%	₹2,000

Commission is credited only on admin-approved and paid bookings. Percentages are set by the company and may be revised. Paid weekly with the ad income wallet, minimum ₹50, 15% deduction.