

ZillonLife

ZLF WHITEPAPER V 1.0 MAY 2020

"Blockchain technology could change our world more than people imagine" - Jack Ma (Chinese Investor, Philanthropist and Co-Founder of Alibaba)

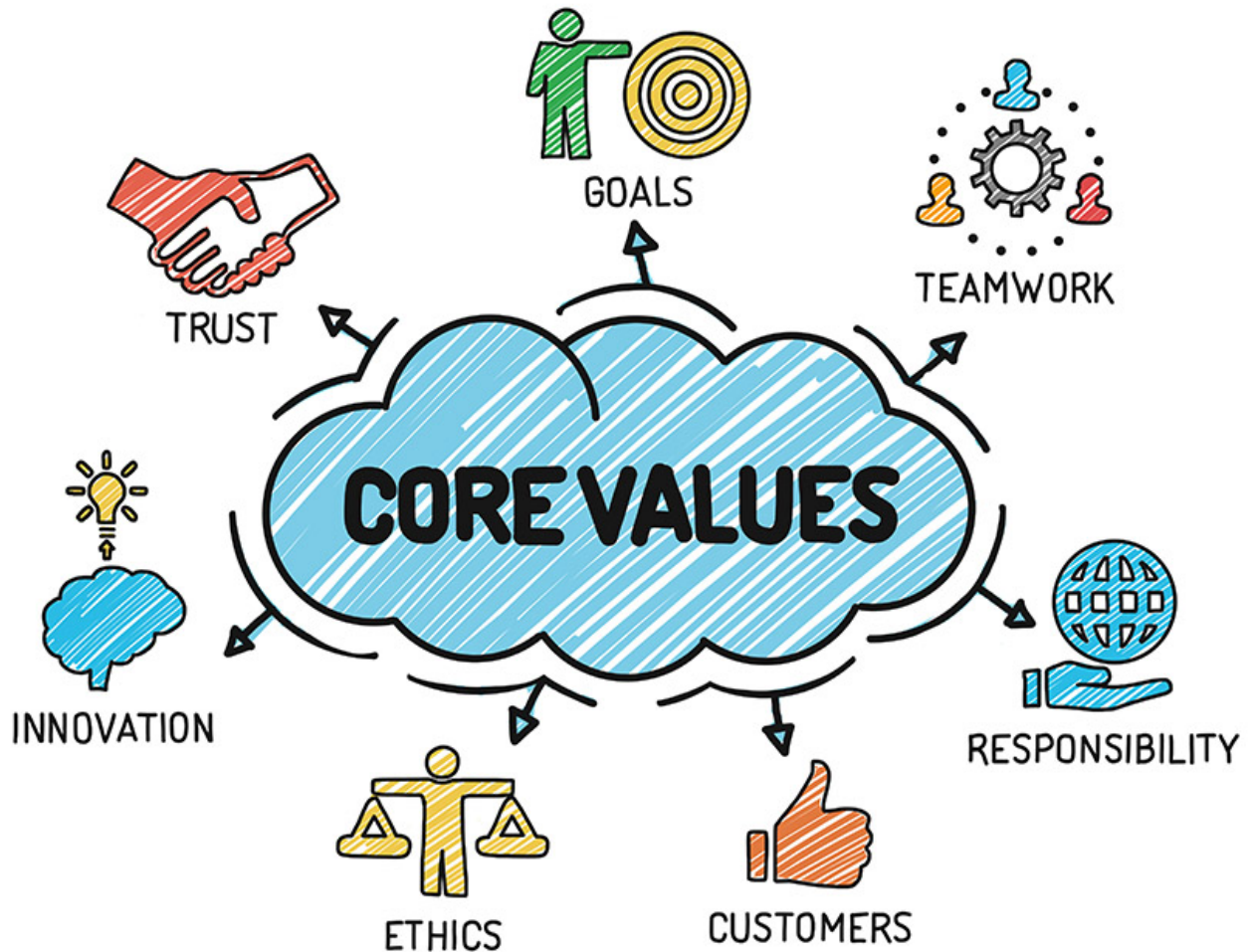
ABSTRACT

ZillonLife which started in the year 2016 is an inclusive eco-system to enable masses to participate in a wealth creation process by allowing them to participate as owners of a system based cash flow business. It is a confluence of multiple industries – electronic security & home automation, luxury bath & shower, royal leaf teas, air purifiers, financial services and upcoming online education, health & wellness consultation services on a 100% ecommerce platform leveraging the power of social media & direct sales.

ZLF, which is the underlying token within the ZillonLife ecosystem, is a first of its kind in the Tron Network. We are in the Tron Network because of its capability in handling transactions and a definite future potential owing to its fast and reliable blockchain and its efficient performing TRX cryptocurrency. The founder of the Tron blockchain is Justin Sun. Sun was listed in Forbes' 30 under 30 list in 2017 for consumer technology.

ZLF looks at leveraging on the value brought in by the Tron Blockchain to provide a trusted, efficient, effective, transparent and a globally accessible retail sales ecommerce platform which is scalable.

ABOUT ZILLONLIFE



ZillonLife established in the year 2016, is a first of its kind Ecommerce & Direct Marketing Company in India looking to now also expand globally. The company was founded by a team of high achievers with experience in IT, ITES and BFSI sectors who have extensive experience in Business to Consumer B2C sales and marketing as business owners.

ZillonLife's approach was always structured to bring products to consumers more quickly than would be the case through retail stores. Instead of a physical servicing model, ZillonLife works on a 100% online ordering and fulfilment model for optimizing operating costs and making the business more competitive. The e-commerce solution

allows its Franchise Owners to spend more time in customer-facing and less time in ordering, processing and administration as it is crucial, to help customers know what and how to buy. A strong team of Micro Franchise Owners, from multiple states back us across the country.

Over the last 4 years, we have been able to develop cutting edge E-commerce platform, highly experienced team, agile warehouse systems and a focused customer care centre. We have successfully been able to impact our consumers with a safe and secure online buying experience, convenient payment options, easy returns and enjoy a completely hassle free online shopping experience.

BUSINESS VERTICALS

ZillonLife now has 8 product verticals in its eco-system; each having potential to be a full-fledged business on its own. Here is a quick snapshot:

- a. **Electronic Surveillance:** A fast growing market having use-case in every town of the country and other nations. With the introduction of IoT based devices ZillonLife envisions to convert the current reactive market(where people can take action only after an incidence of break-in/burglary happening) to a proactive market (where users can take action at the time of an incident happening due to motion sensor trigger, IR vision, 2 way communication features of its devices).
- b. **Luxury Bath & Shower:** Inspired by other premium bath care lines, this vertical focuses on educating customers about benefits of using natural products vis-à-vis chemical based products. Also these products are not tested on animals thus contribution to the global philanthropic causes of animal protection. A fast growing market which focuses on personal hygiene, this segment has very huge consumer spending.
- c. **Air Purification Systems:** This is a business vertical which is growing rapidly due to the challenges of increasing pollution and air borne diseases. The growth trend is similar to how water purifier market evolved in the country. It is expected that within the next decade; most of the houses which have a water purifier will also have one air purifier in place. This makes it one of the domains which could exhibit exponential growth in years to come.
- d. **Darjeeling Tea:** The concept behind this vertical is to provide masses access to premium leaf tea; which currently is not easily available to consumers. The leaf teas intrinsically have a lot of health benefits ranging from cutting cholesterol to helping in weight management and controlling sugar levels due to its ability to enhance

metabolism of the body. Additionally these leaves can be re-brewed making is very affordable for the consumers. A product which can be consumed in every household.

e. Financial Services: ZillonLife has recently started with Insurance Services and Tax Consultations. It envisions providing a centralized structure to the currently unorganized tax consultancy market by providing high quality advisory and Income Tax assistance. This as a vertical has potential to cater to 5.8 crore (58 million) population of India which currently are filing tax returns.

f. Luxury electronics: Through this vertical the goal is to cater to new age population who have interest into adventure sports, IoT devices etc. The current offering consists of adventure travel cameras, IP cameras & wi-fi connector sockets.

g. Home Décor: A platform to connect local artists with art connoisseur.

h. International Education: High end technical courses for the professionals and students to upgrade their skill-set and thus enhance their job prospects/entrepreneurship aspirations. With a market size of \$240 billion it has got huge growth potential.

WHAT IS ZLF?

1) ZillonLife is bringing in the ZLF token as an immediate use token for its first international product line – Online Education. All services within this line will be available to be transacted with ZLF Tokens.

Moreover, we see the Blockchain & Cryptocurrency market establish itself, moving forward, all new business lines as well as projects under the ZillonLife umbrella will be driven by ZLF. Existing Business Verticals, Products and Services will also be migrated to have ZLF as an underlying token for transactions on the ZLF ecosystem.

2) Furthermore, ZLF tokens, which are the underlying token within the ZillonLife Ecosystem, will be **Proof of Ownership tokens**. These are like stock market shares and earn dividends from ZillonLife. ZLF tokens can be owned and traded. The number of tokens held by an individual will be the measurement of ownership in ZillonLife. It will transfer **1%** of its turnover to the token owner pool on a monthly basis in the form of ZLF tokens by **buying them at the prevailing market rate of ZLF**. The pool will be allocated to the owner's basis their token holding ratio.

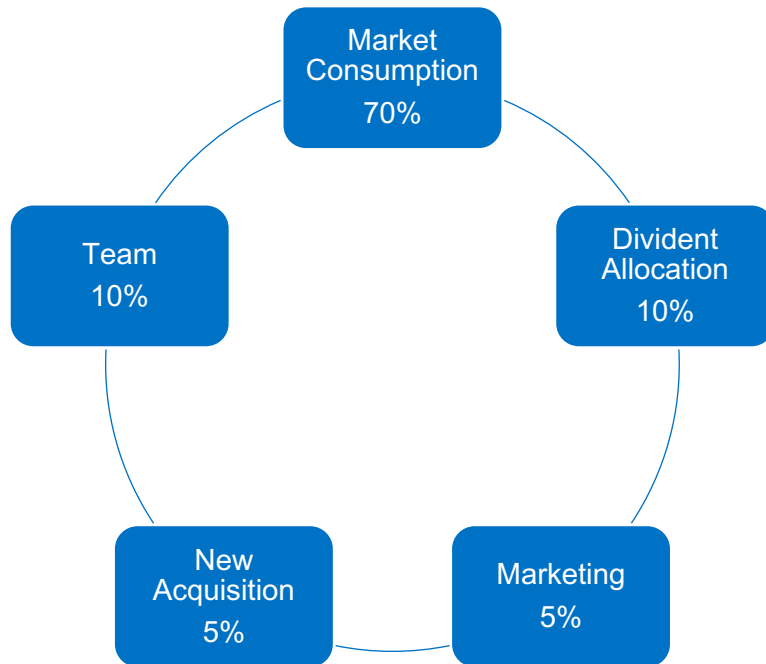
Understanding that Profit Sharing is the most important parameter for Ownership, **ZillonLife will transfer 10% of its Annual Profits to the Owners of ZLF tokens**. Owners will get payments proportional to their respective token balances. This again will follow the buy from market model thus creating sustained buy volume.

Minimum ZLF holding quantity to be eligible for profit and turnover share is 1000 ZLF

10% of the tokens consumed in transactions will be burnt thus creating a reduction in total supply over a period of time.

TOKENOMICS

- The Total Supply of TRC-10 ZLF token is 1,000,000,000.
- Token Details
 - Token Name – ZLF
 - Total Supply - 1,000,000,000
 - Listing Price – 2 TRX each
 - Purchase Currency – TRX
 - Token Allocation



TOKEN RELEASE

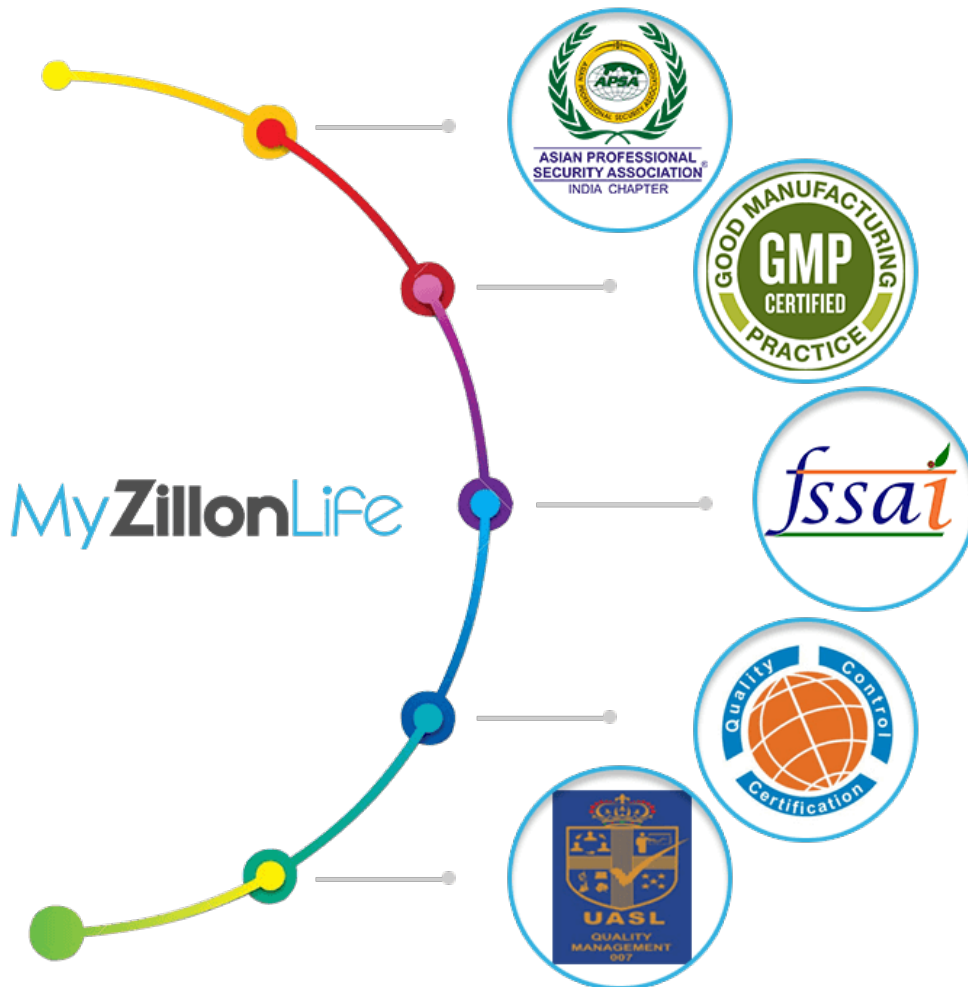
The ZillonLife blockchain project is been built with long term vision in mind. We believe in the concept of building things from scratch and growing it organically so that the growth is sustainable and profitable for long term investors and supporters.

The total supply will be released in phased manner:

- 5% in 2020
- 5% per annum for next 19 years

The total supply will thus take **20 years to be completely released** in the market. This will assist in not only controlling inflation; but 10% turnover burn will help in increasing valuation of stakeholders.

CREDIBILITY



- Established in 2016, 4th Year of Operation
- Registered as a Private Limited Liability Company
- GMP (Good Manufacturing Practices) certified Products
- Members of APSA (Asian Professional Security Association) & IDSA (Member of World Federation of Direct Selling Associations (WFDSA))
- ISO 9001:2015 certified company
- Awarded amongst Top 10 “Most Innovative Retail Solutions Provider” of 2018 by Silicon Review.

IMPORTANT INFORMATION

- ZillonLife Global Private Limited is incorporated pursuant to sub section (2) under section 7 of Companies Act, 2013 and rule 8 of Companies (Incorporation) Rules, 2014 with CIN number U74999DL2016PTC305591
- Permanent Account Number (PAN) - AAACZ99663 u/s 139A of the Income Tax Act 1961
- DVAT & CST registration , TIN - 07477149836 registered under section 7(1)/7(2) of the Central Sales Tax Act, 1956 wit Dept. of Trade and Taxes , New Delhi
- Fully Compliant and adhering to Direct Selling Guidelines 2016 under F. No. 21/18/2014-IT (Vol -II) , Ministry of Consumer Affairs and the legal guidelines as mentioned in the Consumer Protection Act, 1986 (68 of 1986)

<https://www.zaubacorp.com/company/ZILLONLIFE-GLOBAL-PRIVATE-LIMITED/U74999DL2016PTC305591>

IMPORTANT STATISTICS

- Registered Customers: 27657
- Customer Spread: 312 cities in India
- Overall Turnover: \$1,100,000

IN THE NEWS

- <http://bwdisrupt.businessworld.in/article/Zillonlife-Global-Pvt-Ltd-Announces-Launch-of-Its-Direct-Sales-Business-in-India/18-01-2017-111674/>
- <https://www.indiatoday.in/pti-feed/story/zillonlife-targets-rs-100-cr-sales-in-fy18-858364-2017-01-17>
- <http://www.digitalterminal.in/news/zillonlife-works-on-a-100-online-ordering-and-fulfilment-model/8760.html>
- <https://techobserver.in/2018/08/29/direct-selling-industry-in-india-has-potential-to-grow-to-rs-60000-crores-by-2025-zillonlife-chairman-rishiraj-mishra/>
- <https://www.indiaretailing.com/2017/06/19/beauty-and-wellness/zillonlife-announces-new-range-body-bath-essentials-india/>
- <https://www.aninews.in/news/business/business/zillonlife-becomes-member-of-idsa-launches-two-new-product-lines201802081718020001/>
- <https://medium.com/@debasish.das215/zillonlife-an-emerging-ecosystem-for-new-age-entrepreneurs-8d078afc94co>
- <https://thesiliconreview.com/magazine/profile/working-hard-to-build-the-most-credible-honest-and-excellent-direct-selling-organization-to-empower-people-zillonlife-global-private-limited>

ROADMAP FOR 2020



2021 AND BEYOND

Q1
2021

- Expand Ecommerce Marketplace for regions accepting Cryptos as legal tender

Q2
2021

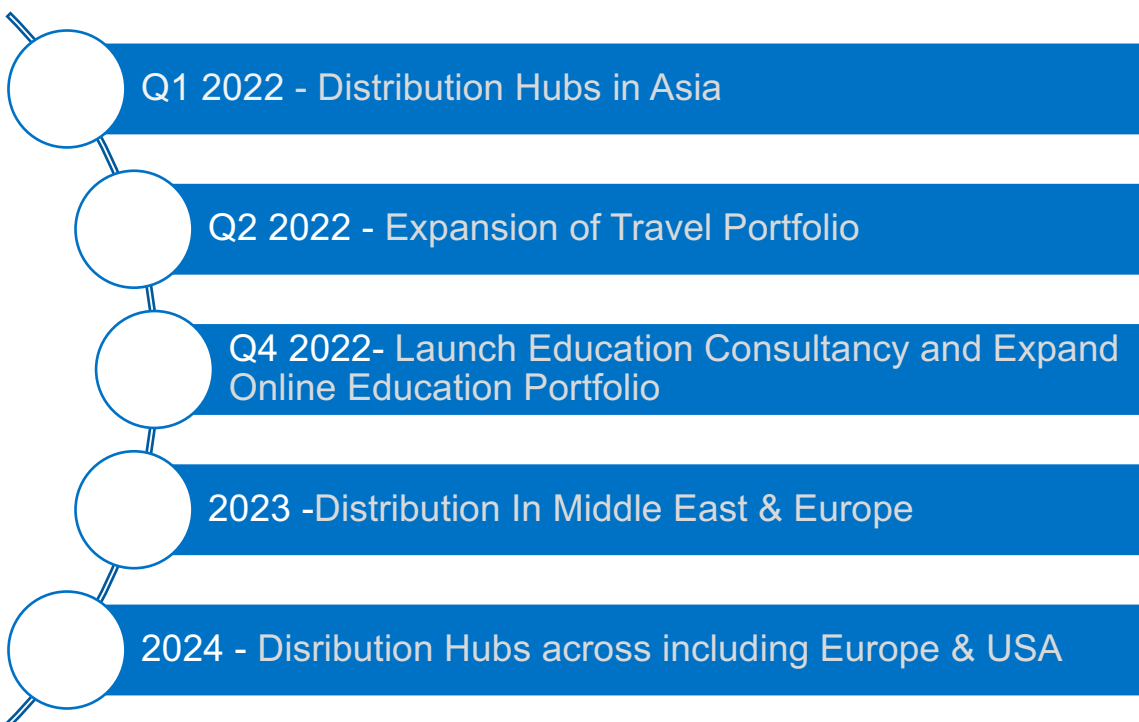
- Expansion of Support Infrastructure to cater to daily 100+ consultancies

Q4
2021

- Product lines for European, American and Middle Eastern Markets
- Launch Tax Consultancy

Q4
2021

- Expansion of Support Infrastructure to cater to 500 Monthly Educational Students



TEAM

The team comprises of:

- 1) Mr Rishi Raj Mishra (Chairman):
Mr Rishi has a rich experience of 15+ years in BFSI domain where he headed a business vertical. He has been an entrepreneur for last 5 years with businesses in e-commerce, construction and hotel industry.
- 2) Mr Mandeep Sharma (Managing Director):
Mr Mandeep has a decade plus experience in banking & insurance domain. With his flamboyant nature and pleasing personality he is the face of the company. Along with ZillonLife, Mr Mandeep also in into the business of adventure sports and hospitality. Mr Mandeep is also a big believer in blockchain technology.
- 3) Mr Vivek Agarwal (Director –IT):
Mr Vivek has 10 years experience in IT domain having worked for IT MNCs in the country. He heads the IT domain of ZillonLife. Being a technology geek his experience has been instrumental in setting up the complete IT infrastructure of ZillonLife.
- 4) Mr Debasish Das (Consultant):
Mr Debasish has decade plus experience in financial market. He has been an entrepreneur for last 5 years. He has been actively involved in blockchain domain as an author and advisor over the last couple of years. Mr Debasish brings in his expertise to set up the blockchain infrastructure.
- 5) Mr Srinivasan R (Product Management):
Mr Srinivasan is an engineer and has 7 years experience in the domain of Telecom, Education, Retail, AI. He will be responsible for product acquisition and placement strategy.

- 6) Mr Shivam Jain (Global Outreach):
Mr Shivam is an engineer with 6 years of experience in software tech industry building big enterprise applications and distributed system. As a blockchain enthusiast his role is to create awareness about ZLF.
- 7) Mr Lokeshwaran B (Database Administrator):
Mr Lokeshwaran is an engineer with 7 years experience in software tech industry building big enterprise applications and distributed system. He will be managing the complete data compilation and administration.
- 8) Mr Syed Nasir (Global Outreach):
Mr Syed has 7 years of experience in BFSI Industry, having worked with big companies like Infosys, Cognizant and JPMorgan Chase. His exposure in dealing with international clients will be of great assistance in creating a worldwide customer base for ZLF.
- 9) Mr Kartik Chopra (Customer Management):
Mr Kartik is B Tech in computer science and has 8 years of Experience in IT industry as a Senior SAP Consultant. He will be responsible for customer retention and up-sell activity.
- 10) Mr Nikhil D Adetwar (Community Engagement):
Project management Professional, worked with Nokia and Ericsson India. Mr Nikhil will be responsible for community engagement on all social media platforms.
- 11) Ms Sangita Rana (Digital Marketing):
Ms Sangita has an experience of 11 years in Market Research, Lead Generation, Knowledge Management, Content Management, Website Creation and designing, also worked on RFP & RFI, SWOT Analysis and is also certified in Digital Marketing. She will head the digital marketing campaign.

12) Mr Abhishek Sah (Compliance):

Mr Abhishek is a MBA with 10 years work experience in AML and policy framework for MNC banks like Deutsche Bank, Barclays, Wells Fargo, Societe Generale. He will assist the project in regulatory compliance activities.

Additional Support:

13) ZLC (ZillonLife Core):

ZLC is a group of individuals who are long term supporter franchises of ZillonLife. They participate in the company decision making process and play a pivotal role in expansion and distribution.

MORE DETAILS

- Mail: contactus@zillonlife.com
- Company website: <https://my-zlife.com/>
- Shopping portal: <https://zillonlife.com/>
- Twitter: <https://twitter.com/zillonlife?lang=en>
- Facebook: <https://www.facebook.com/zillonlifeofficial/>
- Telegram: <https://t.me/ZillonLife>
- Reddit : <https://www.reddit.com/r/ZLF/>