

AFFIDAVIT

I _____

S/o, W/o, D/o, _____

D'License No [_____] PAN [_____] Passport No [_____]

Resident of _____

Enclosed my ID proofs, BIO-Data/Resume/CV/Business Profile/Income Tax Returns/Bank Details with attestation signed on _____ and do hereby solemnly affirm and declare that the details given & documents submitted in support of claim made in CV are true/ bonafide/ legally tenable to the best of my knowledge and belief. I, unconditionally, without any demur hereby undertake that no wrong information/suppression of fact has been committed and in case same is found to be forged/suppression of facts/false claim, I am liable to any action, as deemed fit and proper by **PEOPLES MARKETING AND TRADING NETWORKS PVT LTD.**,

ABOUT PMART NETWORKS

PEOPLES MARKETING AND TRADING NETWORKS PRIVATE LIMITED, INDIA is the company name and is also referred to as **PMART or PMART NETWORKS**. The name PMART is derived from **Peoples MARKeting and Trading Networks Private Limited** i.e., **P for Peoples, MAR for MARKeting & T for Trading**, so it is abbreviated as **"PMART"** and **"PMART Networks"**

LIST OF PMART NETWORKS Subsidiary Companies

PRASIDHAA VENTURES PRIVATE LIMITED, INDIA

PMART FOODS AND HOSPITALITIES PRIVATE LIMITED, INDIA

PRANAAMAM GOLD AND DIAMONDS PRIVATE LIMITED, INDIA

PMART GLOBAL NETWORKS LIMITED, INDIA

PMART ENTERPRISES LIMITED, INDIA

I understand that the terms network, community and platform are used interchangeably. I also understand that a community is a group of people that has access to each other and can reach out to each other without necessarily needing much assistance from a node, a network is very similar to a community, but typically requires the assistance of relational nodes that can connect people together that don't know each other in the community and a platform is the structure upon which a community and a network can build, flourish and interact.

I have verified **PEOPLES MARKETING AND TRADING NETWORKS PRIVATE LIMITED's** Registration Certificate, Memorandum of Association, Articles of Association and Bank Details. I had gone through all the contents of the Memorandum of Association & Articles of Association. I have come to know that there are only two directors in this company namely **Pulipaka Uma Maheswara Durga Prasad** and **Pulipaka Neelima**.

I also know that, PMART Networks did not given any rights to any person(s), Firms, Companies and no one is having any legal rights and shares in PMART Networks. As of this date there are no shareholder(s) and/or investors in this company. I have come to know that PMART Networks management not entered into any agreements, tie-up(s) and Joint Venture(s) with any individuals and/or companies.

I noticed that, **PRASIDHAA VENTURES PRIVATE LIMITED, PMART FOODS AND HOSPITALITIES PRIVATE LIMITED, PRANAAMAM GOLD AND DIAMONDS PRIVATE LIMITED, PMART GLOBAL NETWORKS LIMITED and PMART ENTERPRISES LIMITED** companies are subsidiary companies of **PMART Networks**.

I discussed about **PMART Networks** with persons/members who are signing along with me on this **AFFIDAVIT**. Finally, I noticed that, I will get more benefits through **PMART Networks**. Hence, I decided to sign on this **AFFIDAVIT** on my own decision without any hesitation, pressure, force and obligations. I have no doubt that, **PMART Networks** platform will be very useful to me.

I am joining **PMART Networks** with my total consent and free will. I am not under any obligation/pressure/force whatsoever. **PMART Networks** management did not influence me to join in PMART Networks and they clearly told me that, it's a task based Business Networking Tree Structure and they have given clarity regarding their business strategies.

I will not try to forcefully join members (individuals) in **PMART Networks** as my subordinates/down-line members. I will not collect any Fees/Deposit from anybody on behalf of **PMART Networks** or form groups with **PMART Networks** members and indulge in any sort of similar, parallel business activities with **PMART** members under any circumstances whatsoever.

I understand that **PMART Networks** is a Business Platform.

I understand that, I am not only joining hands with **PMART Networks**, once I sign this **AFFIDAVIT**, I may also be treated as a an Advisor/Trainee/Distributor/Personal Relation Officer/Executive/Employee/Office Bearer/Subordinate/Franchisee Holder/Rights Holder/ Investor/ Financier/Mediator /Helper/Commission Agent/Consultant/VIP Client of **PMART NETWORKS, India** depending on the nature of the transaction.

I understand that, **PMART Networks** will pay the compensation in terms of Remuneration/Gifts/Commission/Fees/Incentives/Plot(s)/Flat(s)/Shares/Rights to active members of **PMART Networks** based on specific tasks performed by them through Hub Structure in selected segments. However, task incentive will be converted/presented as salary based on member's request. Employee payroll system will be maintained to specified members of PMART Networks. All members will not be treated as PMART Networks Employees unless they obtain Appointment Letter/Contract Agreement/MOU.

I acknowledge that **PMART Networks** will not give any memberships/offer letters to unknown persons/entities or general public without existing **PMART Member's** authorization/recommendation and his/her team Hub Head's approval/authorization/witness signatures. By default, any member who is joining PMART Networks will be treated as Trainee, She/he needs time to understand the structure of PMART Networks.

I understand that, **PMART Networks** is maintaining well organized structure called Tree Structure. **PMART Networks** tree structure consists of Country Head, States Heads, Zonal Heads, Regional Heads, Hub Heads, Second Line Heads, Front Line Heads and Members introduced by all Heads. I am only a Head among all.

Hereafter, I will not blame **PMART Networks Heads/Members/Management** without taking clarifications about any Constraints/Issues/Topics/Rumors related to **PMART Networks** by writing a letter/email to PMART Networks Management and will give sufficient time to respond.

I understand that, **PMART Networks** is **NOT a Multi-Level Marketing Company**. **PMART Networks** has its unique features and is not copying/following any other company's strategies. PMART Networks is not collecting any Application Fees, Entry Fees and Deposits presently for member onboarding.

I believe that, **PMART Networks** is very useful to my career.

I understand that, once I join with **PMART Networks** and take Identity card I will officially be considered a **PMART Networks** Member.

I assure that, I will interact with PMART Networks Central Auditing Team, Hyderabad and Company Secretary, Associated Company Secretary teams when there is a need and also consult my personal auditor(s) and company secretary in case I need any clarifications.

I know that, in PMART Networks each division, entity will be organized, managed and controlled by the members specified by the PMART Networks Management.

I understand that I need to file my income tax returns(ITR), submit one copy to **PMART Networks** as early as possible, once I get PMART Networks Membership.

Signature of the Member/Candidate	
Name of the Member/Candidate	
PMART ID No	
Referred to PMART Networks by	
Signature of the Referrer/Introducer	
PMART ID No	
Date	
Station	

I submitted the following list self-attested Xerox copies.

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Signature of the Candidate

Important Notes:-

Know your customer — it's hard to build a community & network for an abstract person or for too broad a group. Although you will naturally have outliers above and below, it's good to get some conviction around what kind of person you'd like to focus on, what their skills are, what their needs are, and most importantly, what their time pressures are. Btw, 'customers' aren't just limited to founders, they also include those that will contribute time to help founders, be they lawyers, bankers, investors, and friends. Seed camp's role in the ecosystem has naturally changed over the years, from the early days we helped spread best practices with the help of our community that would share their learning and thoughts via events we hosted (some of you might remember our mini-seed camps!), to current day, where the ecosystem has matured so much that there is no lack of specialised events catering to every type of founder in most geographies. As such, our 'customer', both from our investor base, functional experts, and founders, has evolved along with that and what they want to get out of what we can bring together has changed as well.

For us, though, what's not changed is our focus on early-stage founders and founding teams. Yes, we are open to pre-product ideas, but our main focus is around teams that have come together and built something, no matter how crude, that serves a clear customer, even if there is limited-to-no traction & revenue. It might not seem like much of a distinction, but it is, by focusing on founding teams + early product at the earliest and seed-stage, pre-series A founders at the latest, we can build a community of people around them that can best help and assist them on their journeys.

2) Define a culture for your platform- This seems like a funny one to add as typically 'companies' have a culture, not 'platforms' as such, but as sometimes funds or programmes have different teams for investment vs. support, it is critical to get the culture right across both. To help create some measure for platform culture, I've found that platform cultures can range from educational to peer-based on one axis, and from formal to hyper-informal/ad-hoc on another. The permutations within these axes are almost limitless, but what matters most is that they address the needs of your customer; otherwise the platform will have a poor connection with those it serves. The outcome of how you define your platform's culture can have a massive impact on decisions such as: how often you communicate, what tone you use, what channels you use, whom you partner with, and are offerings unlimited or with restrictions based on certain attributes.

During Seed camp's evolution to date, we've migrated slightly on these two axes. When we started, we were likely heavily on the educational and hyper-informal end of the spectrum, but today we sit on a different intersection point. Rather than focusing on what founders need to learn to avoid mistakes, we are now more about helping founders better understand how other excellent founders have tackled similar issues, and the knock on effect of this has been that we've had to shift away from being hyper-informal to something more structured, but without losing our Seed camp culture. In the end, we feel it is a right mix for where we are right now in our journey with our community.

3) Hire the right team for your stated culture — Hire a team that represents your culture so the experience feels genuine. There's nothing worse than hiring one type of character (I won't go into job stereotypes here about the previous roles of those you hire) to interface with your community if they won't be able to represent your tone, personality, values, and spirit well. It will end in disaster. The great thing if you do hire the right team, is that they will be able to add value to the platform with their creative inputs as it will be clear what should be within it and what should not. We've been very lucky with our hires within Seed camp. I've had the pleasure of working with some of the greatest people I know, and no matter where they were in their careers when we first met, they all had attributes that resonated with our culture and how we communicated with our community.

4) Put Elbow Grease in — running a platform, particularly one that is based on a community, is not a set-and-forget type thing. You can't just hire a team, put a structure based on a hypothesis of what the platform should offer and then let it run. Rather you need to be putting some serious effort into expanding it, refreshing it, and catalysing it. Iterate it as often as you can afford to without being disruptive of the very value you've promised in advance. At Seed camp after every event we reflect what went right or what went wrong, it's not always a super formal process that's time consuming, but it's important to do nevertheless. Every year we reflect on what formats are working and which aren't working, and every two years, we do a sense check of how we are engaging with the community on the two axes and how we can best serve the community. On a more micro-level, as of about a year and a half ago, we also started rolling out a new format to catch things on a tighter time-frame which we call Seed camp Essentials.

5) And the most important rule — don't overdo it — just because you offer a platform to add value to your community doesn't mean it should be a distraction for founders or other members of your community. It should be genuinely useful and have the needs of your 'customer' at heart. At Seed camp, we make sure we keep this in mind as we come up with

modifications and additions, and we integrate their feedback into this process. It is very tempting to constantly want to promote it as a basis of differentiation (as more and more investors want to offer something) and add more and more to it, but keep the number one rule in mind — is this what my customer truly needs?

As you compare our decisions on the above to your own, one last comment I want to add is that I don't think there is one 'right' platform, just optimal configurations of the 5 golden rules/guidelines as they apply to a set of 'customers'. What I mean by 'optimal configuration', is that naturally, every one of these 5 rules can be set across a spectrum to fit your needs. If your community is focused on start-up building, you'll likely have a different culture and team than if your community is focused on creative and freelancer workers, for example.

Therefore, any one platform format that is espoused by any one organisation runs the risk of failing to deliver the right engagement for the new 'customer' the platform is trying to engage; in other words, you can't re-use someone else's magic and expect to get the same results. I'd rather the reader think of these rules as a framework upon which you can personalise a configuration that works for your community. My hope is that these 5 rules, guidelines, or whatever you want to call it, allows you to engage in a conversation about not only how they are interrelated, but also how they ultimately face trade-offs.

- As a final point about us, [Seed camp's platform today is optimised around building and supporting Europe's strongest founder network](#). To that end, today, we are an evolution from where we started back in 2007, but we took many of the learning of those early days and applied the 5 golden rules to create a platform that starts with building connections quickly between founders, highlighting key areas of company failure and success early, having a reasonable pace of updates and support cycles for newly invested founders, providing structured access to functional experts in our community at the right times, and organising thought-leadership events that are apropos to the needs of our community in any given year. I hope the above helps you with any projects you are considering!