

MAGIC PARTNERS PROGRAM

BROCHURE

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Magic Partners Program

Welcome to the Magic Partners Program, a unique initiative designed to bring flexible, low-risk earning opportunities to Indian mothers, homemakers, senior citizens, students, and digital creators.

This program is more than just a way to earn additional income; it's about fostering a sense of respect and community while making a positive impact on the lives of those you serve.

Whether you're looking for a way to share your love for wholesome meals or simply want to connect with your community while earning, the Magic Partner Program offers a comprehensive solution tailored to your lifestyle.

The Magic Partners Program

FROM A MOTHER TO ANOTHER

An exclusive gift from an Indian mother to Indian mothers.

Founded by hospitality and media veteran **Sapna Jain Chaturvedi**, iCook Magic was created to make daily cooking simpler, faster, and stress-free for every Indian household.

With over 35 years of experience—and the heart of a mother—Sapna combined her passion for food and wellbeing with a deep understanding of how Indian kitchens truly function.

The Magic Partners Program is a natural extension of this vision—a practical, respectful, and dignified way for Indian mothers to earn from home, while staying rooted in their daily rhythm.



Sapna Jain Chaturvedi
Founder- iCook Magic

2) WHO IS IT FOR?

Overview of the program

A unique venture crafted to pamper Indian mothers, Home Makers, Elderly Citizens and Students. iCook Magic makes life easier, happier, and healthier—helping her care for her family with love, follow her passion with joy, and gain financial freedom with grace.

iCook Magic is exclusively available through our partners. Every order placed on icookmagic.com/ e-Commerce partners is fulfilled only by a local Magic Partners. If there's an order in their area, they gets it—automatically.

- ☑ No pressure. No selling involved.
- ☑ Just her rhythm, her space, her way.
- ☑ Our Partners are the only bridge between our brand and the world.

3) Partnership Categories

1. Mothers Magic Partners Program

Perfect for **Mothers** looking for passive income without the pressure of direct sales.

Initial Investment: ₹99,000

Deliverables:

- Inventory worth **₹1,24,000** (25% bonus -includes **₹ 24,000** bonus stock).
 - Starter Kit with printer, packing materials, and free access to meal planners.
 - Access to weekly meal planner section
- Role:**
- Minimal time commitment of **15–20 minutes daily** to pack and dispatch orders.
 - **Fulfil orders** from iCook Magic's platform (Our Delivery Partners)
 - Delivery time: 3–4 days
- Benefits:**
1. **Earn 10% commission** on every order.
 2. **Zero sales responsibility**—we handle all the sales.
 3. Inventory **buy-back within six months** for unused stock.

2. Home Makers Magic Partners Program

Designed for homemakers (all genders not Mothers) who love to connect with their neighbourhood.

Initial Investment: ₹ 42,000

Deliverables:

- Inventory worth **₹ 42,000**.
 - Marketing assistance and personalised profile on our website.
 - Access to weekly meal planner
- Role:**
- Combine passion with purpose by **promoting and selling** in your **local area**.
 - Bring iCook Magic's wholesome kits to life with **speedy delivery and personal care**.
 - Delivery time: **Within 48 hours**
- Benefits:**
1. **25% commission** on local sales.
 2. **Plus 5% product value** credited to wallet.
 3. Inventory **buy-back** within six months.
 4. Flexibility to set your **own pricing** and manage inventory.
 5. **Taking a break** for travel or personal activities is **allowed** by notifying the dashboard, but the break duration won't count towards money-back guarantee.

3. Senior Citizens Magic Partners Program

Ideal for **senior citizens** (58+) who enjoy meaningful work within their local communities.

Initial Investment: ₹ 24,000

Deliverables:

- Inventory worth **₹ 24,000**.
 - Access to weekly **meal planner**
- Role:**
- Perfect for **senior citizens** who want to add meaning and flexibility to their days.
 - Enhance neighbourhood convenience with **hyperlocal fulfilment** or self-collection.
 - **Delivery time:** Within **12 hours**
- Benefits:**
- **15% commission** on deliveries.
 - **5% product value** credited to wallet
 - Inventory **buy-back** within six months for unused stock.
 - **Taking a break** for travel or personal activities is **allowed** by notifying the dashboard, but the break duration won't count towards money-back guarantee.

3) Partnership Categories

4. Student Partner

Perfect for **students** seeking a low-risk side hustle. Student packs are thoughtfully customized to suit students' tastes—perfect for those who love to eat!

Initial Investment: ₹12,000

Deliverables:

- Compact inventory worth ₹12,000.
 - Access to weekly meal planner section
- Benefits:**
- **Just Refer and Earn 15% commission** on sales.
 - **5% cash back credited to wallet** for deliveries and referrals.
 - No need to store inventory
 - Fulfilment is handled by iCook Magic.
 - Free within India / Extra for international orders

3) Partnership Categories

5. Digital Creator Partner

Tailored for **creative influencers** with engaged online audiences. **Exclusive Invite-Only Partnership**

Investment: ₹ 2,400

Deliverables:

- Get customized products worth ₹ 2,400
 - Affiliate links
 - Central fulfillment (tracked via links)
 - Free shipping (India only) to be taken care by the company
 - Special Mention on the website
 - Access to weekly meal planner section
- Benefits:**
1. **25% commission** per sale through affiliate links.
 2. **5% Credit to wallet** on every sale
 3. **Bonuses** for viral posts.
 4. Recognition as an **official iCook Magic influencer** on our website.

4) Why Join the Magic Partners Program?

Earn Flexible Income:

- Choose a partnership that fits your lifestyle and goals.
- Earn between **10% - 25%** commission on every sale.

Exclusive Perks:

- **Free meal planners** and customised marketing resources.
- **Buy-back options** for selected programs to reduce financial risk.
- Get **exclusivity partnership status** in your locality
- The partnership fee is currently **discounted** for the **first 100 partners** only.
- Seamless access to **essential business setup** services

Empowerment and Community:

- Be part of a network that highlights Indian mothers' entrepreneurial spirit.
- Inspire change while earning from home.

Time & Space Efficiency:

- Minimal commitment and no large space needed for inventory.

5) OFFICIAL RECOGNITION

✓ Credibility and Visibility:

She is proudly listed as an official channel partner on icookmagic.com, enhancing her credibility and giving her increased visibility within the community.

✓ Exclusive Access to the Meal Planner:

Our partner will enjoy complimentary access to our advanced Meal Planner. This tool makes it simple to design a food menu tailored to health goals, ensuring nourishment for the entire family.

✓ Growth Incentives:

As you grow alongside our team, you'll unlock a variety of exciting incentives. These rewards will be shared with you periodically, supporting and recognising your dedication as a valued partner.

6) EXCLUSIVE PARTNERSHIP OFFER

Unlock your earning potential with the iCook Magic Partnership Program — a one-of-a-kind opportunity designed to help you grow with confidence and minimal competition.

To ensure quality and profitability, we are limiting partnerships to only three members per PIN code. This gives you a unique local market with dedicated access and faster business growth.

Take advantage of our special introductory offer:

The partnership fee is currently discounted for the **first 100 partners only**.

Once this limit is reached, the partnership fee will increase for the first order.

Registrations open on 11th May 2025 (for short period)

Time is limited. Availability is limited.

Secure your slot today and start your journey toward exceptional growth.

7) Partnership benefits at a glance

Feature / Partner Type	Fulfillment Partner	Community Partners	Next Door Partner	Student Partner (Selected)	Digital Creator Partner (Selected)
Role	MainArea Stockist Non-Selling Partner - Delivers through Companies Courier partner delivers in 2-4 days	Sales & Fulfillment local Influencer	Neighbourhood Stockist - Local Fulfillment through Hyperlocal Delivery Partner or self pickup (6 hours delivery)	Sells to Student community only - Shipment to be taken care off my the company	Digital Content Partners and Influencer
Who can participate	Mothers Only	Homemakers (All genders) No mothers	Senior Citizens (60+ only)	Students - 18 yrs & 25 yrs	Any Digital Creator
Initial Investment	Rs 99,000	Rs 42,000	RS 24,000	Rs 12,000	Rs 2,400
What you get against Investment	You get products worth 1,24,00	Products worth Rs 42,000	Products worth Rs 24,000	Products worth Rs 12,000	Products worth Rs 2,400
Commission Slabs	25% worth of products with the first lot, + 10% commission on every successful delivery	25% commission on local sales and 5% credited to your wallet.	15% on deliveries + 5% product value credited to wallet	15% commission on sales and 5% credited in wallet	25% commission per Sale + 5% Credit to wallet + bonuses for viral posts.
What You Do?	Fulfill orders from iCookMagic.com via Shiprocket (no selling)	Sell our products locally with your own pricing (sales focused)	Store inventory for fast delivery, may sell directly	Promote only the Student Pack via referral link	Create content for iCook Magic & promote offers
Discount for Audience	Not applicable	Can offer discount from their commissions	Not applicable	Flexible: up to 25% from their commission	Flexible: up to 25% from their commission
Printer Provided / Optional	Included	Optional at 25% discounted price	Optional at 25% discounted price	Not Needed	Not Needed

9) OUR PRODUCTS PORTFOLIO

Download our product Brochure - [Here](#)