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IDSA Announces New Executive Committee

Avon India, Director Legal & Government Affairs, **Mr. Jitendra Jagota**, is the new IDSA Chairman

New Delhi, 29th March 2016: Indian Direct Selling Association (IDSA) announced its new Executive Committee at the General Body Meeting held in New Delhi. **Mr. Jitendra Jagota, Director Legal & Government Affairs, Avon Beauty Products India Pvt. Ltd has been has become the Chairman of the Association.** He succeeds Mr. Rajat Banerji, National Head Corporate Affairs, Amway India Enterprises, who congratulated and welcomed the in-coming Chairman.

The new executive committee comprises of **Vice Chairman, Mr. Vivek Katoch**, Director Corporate Affairs, Oriflame, **Treasurer, Mr. Rajat Banerji, National Head Corporate Affairs, Amway India Enterprises** and **Secretary Ms. Rini Sanyal**, Head, Worldwide Regulatory, Govt. & Industry Affairs, India, Herbalife, along with Jitendra as the new Chairman. The new executive committee also welcomed Mr. Amit Chadha, who has been recently appointed as the **Secretary General** of the Association; a Non-elected member of the IDSA board.

The elected members of the Indian Direct Selling Association will each serve one-year term for financial year 2016-17.

Amit Chadha, Secretary General, IDSA said, “We welcome the new executive committee members and we will continue to work together for the betterment of Direct Selling, ensuring progress and development of the Industry”.

Jitendra Jagota, the new IDSA Chairman, said, “This Industry values talent and hard-work providing enormous self-employment and business opportunities to millions in the country. In the last few years, we have closely worked with the Central government as well as the other stakeholders towards an exhaustive Regulatory framework for the Industry and IDSA will continue to work along with government in this endeavor.”

About IDSA: Incorporated in 1996 and headquartered in Delhi, IDSA strives to create an environment conducive to the growth of Direct Selling Industry in India, partnering Industry and government alike through advisory and consultative activities. IDSA is affiliated to World Federation of Direct Selling Association established in 1978, which has 60 Direct Selling Associations across the world as its members. WFDSA is a non-government voluntary organization, representing Direct Selling Industry globally as a federation worldwide. It is reported that worldwide retail sales is USD 182 billion through the activities of more than 99 million independent sales consultants as per the latest WFDSA Statistical Report.

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