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## **IDSA Announces New Executive Committee**

**Rajat Banerji, Head Corporate Affairs, Amway India elected as the Chairman**

**New Delhi, 2<sup>nd</sup> April 2015:** Indian Direct Selling Association (IDSA) announces its new Executive Committee at the General Body Meeting held in New Delhi. **Mr. Rajat Banerji, National Head Corporate Affairs, Amway India Enterprises** has taken over as the New Chairman of the Association from Mr. Ajay Khanna, Country Manager, Herbalife International India Pvt. Ltd.

The new executive committee comprises of **Vice Chairman Mr. Jitendra Jagota**, Director Legal & Government Affairs, Avon Beauty Products India Pvt. Ltd, **Treasurer Mr. Vivek Katoch**, Director Corporate Affairs, Oriflame and **Secretary Ms. Rini Sanyal**, Head, Worldwide Regulatory, Govt. & Industry Affairs, India, Herbalife. **Secretary General, Ms. Chavi Hemanth** continues as a Non-elected member of the IDSA board and represents India as a WFDSA Board Member.

The elected members of the Indian Direct Selling Association will each serve one-year term for financial year 2015 to 2016.

**Chavi Hemanth, Secretary General, IDSA** said, "We welcome the new executive committee members and will together continue to ensure excellence in our ethics and commitment to create a conducive environment & work towards the need of definitional clarity which will bolster the business of Direct Selling. Direct Selling is Rs. 7000 crore market and has a huge potential in India and we are looking forward to clarity in the regulatory framework for our industry".

**Rajat Banerji, the new IDSA Chairman**, said that our immediate aim is to work towards a policy framework for Direct Selling with the Government and Stakeholders. We also believe in encouraging and maintaining an environment where members can operate independently, ethically and progressively where Direct Selling is regarded with merit by the entire community.

**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 166,876 million through the activities of more than 89,675,927 Million independent sales consultants as per the latest WFDSA Statistical Report.

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