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Indian direct selling Industry aims Rs 645b turnover

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Direct Selling Industry in India has the potential to become an Rs 645 Billion industry by 2025 according to a prediction of KPMG Report. Speaking on the Retail India Summit organized by Indian Chamber of Commerce, Rajat Banerjee, Chairman, IDSA (Indian Direct Selling Association) urged for a separate legislation for the industry that would provide the industry an opportunity to grow. He cites the existence of the separate law in countries like China, Japan, Korea, Thailand, Vietnam and Singapore. Direct Selling, one of the oldest forms of selling is actually a non-store retail trade. At present the industry is over Rs 7,000 crore Industry. The Retail India Summit organized by Indian Chamber also witnessed presentation of Retail award by Hon'ble Justic Altamash Kabir, Former Chief Justice of India, Arnab Basu, Executive Director & partner PWC, Diptarag Bhattacharjee, Vice President, Amway India (East) . (EOIC)

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