



For immediate release

IDSA WELCOMES INITIATIVE BY CONSUMER AFFAIR DEPARTMENT, GOVERNMENT OF INDIA

New Delhi, 19th July 2012: Indian Direct Selling Association (IDSA), independent autonomous regulatory body of direct selling sector in India, extends its warm welcome to the initiation by the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution for setting up a member committee to administer multi-level-marketing .

Ms Chavi Hemanth, Secretary General IDSA (Indian Direct Selling Association), said, “We are concerned about the mushrooming of dubious and fraudulent money circulationschemes operating under the garb of direct selling / multi level marketing opportunities. **IDSA welcomes this initiative by the Department of Consumer Affairs”.**

S Subramanian, Chairman IDSA said, “The Direct Selling Industry has contributed significantly to employment generation. The total distributor base of the Indian Direct Selling Industry during 2010-2011 stands at 3,962,522 marking a growth of around 24%, having a law/regulator will certainly protect the consumers and the direct sellers.”

IDSA Chairman, Mr S Subrmanian informed “The recent survey report done by PHD Chamber of Commerce & Industry, the Indian Direct Selling Industry is estimated to double by 2014-15 reaching up to INR 10844 crore from the current level of INR 5229 crore in 2010-11. The industry is slated to grow at an average of more than 20% in the next four years. Globally, Direct Selling Industry is witnessing the growth at 12%.

Ms Chavi Hemanth, Secretary General, IDSA said, “The general public is deceived by many fraudulent and pyramid schemes in the market which operates under the guise of Direct Selling Industry causing financial hardship and emotional trauma to public at large.” She stressed on the importance of creating a strong regulatory framework for the industry and framing a clear government policy to support direct selling companies and weed out the fraudulent schemes operating in the garb of direct selling . IDSA seeks to protect, regulate and assist the industry and harness the economic potential that it truly holds

IDSA comprises several domestic and international companies including Tupperware, Tianjin Tianshi, Oriflame, Modicare, Max New York Life, Mary Kay Cosmetics, K-Link Healthcare, Jafra Ruchi Cosmetics, Hindustan Unilever Network, Herbalife, Elken International, Daeshan Trading, CNI Enterprises, Avon, Amway, AMC Cookware,Altos Enterprises & ForLife Trading (4Life).

Indian Direct Selling Association (IDSA) acts as an interface between the industry and policy – making bodies of the Government facilitating the cause of Direct Selling Industry in India.

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