



IDSA Announces New Executive Committee

Mr. Vivek Katoch, Director-Corporate Affairs, Oriflame India Pvt. Ltd is the new Chairman of IDSA

New Delhi, 4th October 2017: Indian Direct Selling Association (IDSA) announced its new Executive Committee at the 21st Annual General Body Meeting of the Association. The AGM, held on 27th September 2017, witnessed **Mr. Vivek Katoch, Director Corporate Affairs, Oriflame India Pvt. Ltd.**, taking over as the new Chairman of the Association. **Ms. Rini Sanyal, Head, Worldwide Regulatory, Government & Industry Affairs, India, Herbalife**, was elected as the new Vice-Chairperson of the Association.

The new Chairman, Mr. Vivek Katoch brings with him, more than 16 years of experience in different verticals including Government & Legal Affairs, Taxation (Direct, Indirect, & International), Financial Management, Litigation Management and Internal Audit. Mr. Katoch has been one of the leaders in voicing the concerns of the Industry.

Apart from Chairman and Vice Chair, **Mr. Jitendra Jagota, Director Legal & Government Affairs, Avon Beauty Products India Pvt. Ltd.**, was elected as the new **Treasurer**, while **Mr. Rajat Banerji, VP Corporate Affairs, Amway India Enterprises** was elected as the new Secretary of the Association.

As per the recent changes, the elected members of the Executive Committee of IDSA will hold office for a period of two years.

Amit Chadha, Secretary General, IDSA, while welcoming the new Executive Committee, said, "Last couple of years have been remarkable for IDSA and the Direct Selling Industry, thanks to the outgoing Executive Committee, who handled the Industry concerns with utmost priority. A special mention about the outgoing Chairman, Mr. Jitendra Jagota, under whose guidance we were able to drive the Industry initiatives very efficiently. It was under his chairmanship that we achieved important milestones in form of issuance of Direct Selling Guidelines, immediately followed by our grand 2-decade celebrations. I remain thankful to Mr. Jagota and his team for their spirited efforts for the Industry."

The new **Chairman, Mr. Vivek Katoch** said, "The year 2016 was a very significant one for the Industry as we saw Ministry of Consumer Affairs coming out with Guidelines on Direct Selling and the coming years are equally important. Guidelines was just one step towards having regulatory framework for the Industry and Team IDSA will continue to work along with central and state governments to push for a legislative framework for this Industry."

Rini Sanyal, the incoming **Vice-Chairperson** thanked all members for their belief in the Executive Committee and added, "The whole industry is going through a change and we shall look forward to continuous support from all the IDSA members, for their suggestions and inputs related to important matters of the Industry to enable and empower the Executive Committee for effective functioning towards the organizational goal".



Amit Chadha further said, “This Executive Committee consists of subject matter experts from food, government relations, legal affairs to finance. Such ‘unity in diversity’ makes a unique team that can handle almost all the current concerns the Direct Selling Industry is facing on regulatory and legislative front.”

About IDSA: Incorporated in 1996 and headquartered in Delhi, IDSA is an autonomous, self-regulatory body for the Direct Selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of Direct Selling Industry in India. IDSA has played a proactive role in raising the voice for the Direct Selling Industry for policy reforms which can nurture growth and facilitate the trade of Direct Selling Industry in India with the Central and State Governments. It is affiliated to World Federation of Direct Selling Association, which was established in 1978, currently having 63 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.