



THE TIMES OF INDIA

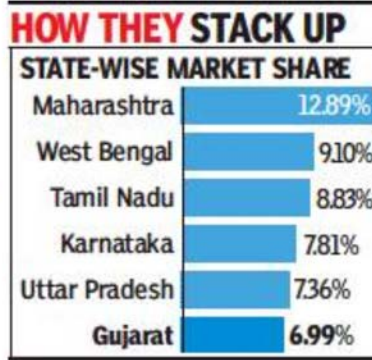
AHMEDABAD	
8 SEPTEMBER 2017	PAGE – 04
CIRCULATION – 2,09,605	

Gujarat is sixth biggest direct selling market: Survey

TIMES NEWS NETWORK

Ahmedabad: Gujarat has been ranked at sixth position in India's direct selling market as the state managed to garner 6.99% share in overall sales of direct selling companies across India in 2016-17. In western region, Gujarat comes second after Maharashtra, revealed an annual survey 2016-17 by Indian Direct Selling Association (IDSA).

With sales of Rs 722 crore in 2016-17, Gujarat finds its place among the top 10 states in India when it comes to direct selling market, which is valued at Rs 10,324.2 crores. Maharashtra is on the top with market share of 12.89% (sales worth Rs 1,330 crore) followed by West Bengal, Tamil Nadu, Karnataka and Uttar Pradesh.



In the western region, Maharashtra contributed to 52.3% of the direct selling gross sales and Gujarat accounted for 28.4%, holding on to the second spot in the region. "Western region has a share of 24.6% of Indian direct selling market," added the report by IDSA, which has direct selling companies such as Amway, Oriflame and Tupperware among others.

"Gujarat has done reasonably well in direct selling market and the state has a potential to become a major market for products sold by direct selling companies," said Vivek Katoch, chairman, IDSA.

According to the report, the Indian direct selling industry has been growing at an annual rate of 8.42% during the past five years. However, the industry is now facing a critical challenge from e-commerce websites which sell direct selling products without its consent.

The direct selling industry in India offers huge opportunities in terms of economic growth, self-employment and women empowerment. The total sales of the industry grew to Rs 10,324.2 crore in 2016-17 from Rs 8,308.5 crores in 2015-16 registering 24% growth in the sales.