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## Indian Direct Selling sector emerges as top performer among Asia Pacific countries

These are great signs for Indian Direct Selling sector, and we are now hopeful that India will find a place in top 5 direct selling markets much earlier than the previous estimates of a decade

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India has moved to the 15th spot in the global direct selling markets for the year 2019, up from 19th position a year before as per the WFDSA Global Statistics 2019 released recently. The information was shared by Indian Direct Selling Association's (IDSA) Chairperson Rini Sanyal while opening a symposium organised by IDSA on the need of introducing modern concepts of businesslike Direct Selling as part of academic curriculum.

World Federation of Direct Selling Associations (WFDSA) headquartered in Washington DC (USA), is the apex international body having representation from over 60 direct selling associations from around the world. As per the 2019 global statistical data, India is ranked 6th in terms of number of direct sellers.

“Amidst Covid-19 crisis across the world, this is a strong reason to cheer as the country has registered an impressive double-digit growth last year. India has recorded highest year on year growth rate of 12.1% and the highest CAGR of 16.3% over the period of last three years, amongst the top 20 direct selling markets across the globe. These are great signs for Indian Direct Selling sector, and we are now hopeful that India will find a place in top 5 direct selling markets much earlier than the previous estimates of a decade” said Rini Sanyal.

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