



Direct selling industry logs 6% growth in Punjab with Rs 523 cr sales in FY20

The direct selling industry in Punjab has reported a turnover of Rs 523 crore in the pre-pandemic FY20, registering a growth of 6 per cent, said a report. This is the first time, direct industry sales have crossed Rs 500 crore mark in Punjab, a leading market for the segment in north India, the Indian Direct Selling Association (IDSA) said while releasing a survey report on Monday in Chandigarh.