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Posted at: Aug 27 2021 5:20PM









Telangana Govt assures to extend all support for Direct **Marketing Companies to setup manufacturing in state:** Jayesh Ranjan

Hyderabad, Aug 27 (UNI) Telangana Government is ready to extend all help and support to Direct Marketing Companies (DMC) to set up manufacturing in the state, said Jayesh Ranjan, Principal Secretary (I&C), Government of Telangana.

Speaking at the Telangana Direct Selling Sammelanam 2021 here, Jayesh said that direct selling is a 20 years old industry and faced problems in the past due to some companies that cheated customers and committed fraud.

Telangana Government came up with regulations in 2017 for direct selling companies to protect consumer interests; he said registration of direct selling companies is to start soon by the centre and will be looked after by the Department for Promotion of Industry and Internal Trade (DPIIT).



Registration and regulatory framework will be good for all stakeholders including customers, he said. Telangana has good industrial policy and will always encourage companies with good quality products in direct selling.

The state has been on the forefront in direct selling, he said besides providing job and selfincome generation opportunities, the Direct Selling industry in Telangana would also be expected to encourage MSMEs by increasing their sourcing from them.

There is a lot of opportunity for Direct Selling to grow in Telangana and South India, he said. MORE UNI KNR ASN 1720 Please log in to get detailed story.

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By Murtuza Merchant

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