

Rajat Banerjee appointed as the new chairman of Indian Direct Selling Association, Vipul Rai takes over as IEEMA President

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Rajat Banerjee becomes IDSA's new chairman

New Delhi. Amway India Vice President Corporate Affairs Rajat Banerjee has taken over as the chairman of the Indian Direct Selling Association (IDSA), the apex body of companies that sell goods directly to customers. IDSA (Indian Direct Selling Association), an autonomous, self-regulatory body for the direct selling industry, gave this information in a statement on Thursday. According to the statement, at the 25th Annual General Meeting of the Indian Direct Selling Association, Banerjee was elected as the chairman and has assumed her office. She succeeds Rini Sanyal, Director (Regulatory and Government Affairs), Herbalife Nutrition, who has completed her two-year term.

Banerjee's term will be till 2023. IDSA is an autonomous, self-regulatory body for the industry selling goods directly to customers. According to the statement, Vivek Katoch, Director, Corporate Affairs, Oriflame India, has been elected as the Vice-Chairman. In a statement, Banerjee said that direct selling has been instrumental in making inroads into the rural areas of the country, providing livelihood to the people and making them skilled in the art of selling. We have created a roadmap to take the direct selling-people business forward across the country.

Vipul Rai takes over as President of IEEMA

Industry body IEEMA (Indian Electrical and Electronics Manufacturers' Association) said on Thursday that Vipul Rai has assumed the post of chairman with immediate effect. He has replaced Anil Sabu. IEMA said in a statement that Vipul Rai has been elected as the new President of IEMA for 2021-22.

Rohit Pathak will be the Senior Vice President and Hamza Arsiwala as the Vice President. Speaking on the occasion, Rai said that the country is currently in the transition phase in the energy sector. Thus, there are huge opportunities for the Indian electrical and allied electronics industry. He and my team will work towards building a strong and dynamic Indian Electric Appliances Industry.

This Too : Mahindra XUV700 bookings will start from October 7, first 25000 buyers will get this special price