

# NayaSeekho

[Home](#) » [Business](#) »

Rajat Banerjee becomes IDSA's new chairman | Rajat Banerjee appointed as the new Chairman of Indian Direct Selling Association, Vipul Rai takes over as IEEMA President



## Rajat Banerjee becomes IDSA's new chairman | Rajat Banerjee appointed as the new Chairman of Indian Direct Selling Association, Vipul Rai takes over as IEEMA President

[Business](#)

Photo:SKILL INDIA

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