

## Press Release:

**Bihar continues to shine in direct selling in Eastern region, breaches 1300 cr. mark**

### Highlights:

- With sales of Rs 1301 cr, Bihar is the 2nd largest market in Eastern region and 4th in India.
- Growing at 6.68 %, Bihar contributes around 7.2% to the National Turnover of Rs 18,067 cr.
- Number of women Direct Sellers 7 lakh out of the total of about 14.9 lakh in the state.
- Nearly Rs 180 cr contribution towards CGST and SGST.

**Patna, May 30, 2022( )** Direct selling industry in Bihar continues to shine in the Eastern region, with a growth rate of 6.68% despite adverse business conditions caused by the Covid19 pandemic, reaching Rs 1301 crore during the Financial Year 2020-21, according to an Annual Survey Report, released by Indian Direct Selling Association (IDSA) here on Monday.

The survey, carried out by the IPSOS Strategy 3, shows a sales increase of more than Rs 81.5 crore over the previous FY figure of Rs 1219.50 crore indicating that the year being dominated by Covid19 and comprehensive lockdowns, the direct selling industry has managed to emerge stronger and maintain the growth momentum.

Bihar maintains fourth in terms of sales among the top 10 states in the country, contributing almost Rs 180 crore towards SGST and CGST throughout the year. During this time, the sector grew by three lakh direct sellers in the state, a rise of over 25% from 11.9 lakh in FY 2019-20 to 14.9 lakh, with over seven lakh of them being women. The state contributed over 7.2%, or Rs 1301 crore, to the overall national sales, which stood at over Rs 18,067 crore during the period.

In the Eastern region, the state also maintained second rank in sales behind West Bengal. According to the survey, the Region, which also includes the states of Odisha and Jharkhand, retained its second place on the national direct selling map with a total business turnover of Rs 4708 crore, 26.04 percent of national gross sales, and over 26.57 lakh direct sellers. The report further elaborates.

Mr. Rajat Banerji, Chairman IDSA, while throwing a light on the status of direct selling in the state said “ Bihar continues to be the fourth largest and a vital market for the direct selling business in India. Despite comprehensive lockdowns, a massive spike of three lakh direct sellers above the FY 2019-20 figure of 11.9 lakh, clearly demonstrates that direct selling was a key source of income during the Covid19 epidemic for the people of the state. Furthermore, the business currently provides sustainable self-employment and micro-entrepreneurship opportunities to over 79 lakh Indians, up from 74 lakh in FY 2019-20, reinforcing its upward growth trajectory and robustness.”

“With a CAGR of 12% over the last five years, direct selling has demonstrated consistent and sustained growth. Notwithstanding a few small hiccups during the initial wave of the Covid pandemic in 2020, the industry has shown to be resilient and sustainable. While working within the regulatory framework, IDSA’s 18 member companies can certainly claim to have effectively protected consumer interests as well as the 14.9 lakh direct sellers in Bihar,” stated Banerji.

**About IDSA:**

The Indian Direct Selling Association IDSA is an autonomous, self-regulatory body for the direct selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of the Direct Selling Industry in India. IDSA strives to create and further an environment conducive to the growth of the direct selling industry in India, partnering industry and government alike through advisory and consultative activities. IDSA catalyses change by working closely with the government on policy issues, enhancing efficiency and ushering in desired credibility, clarity & confidence in Direct Selling.

**For any further queries, please contact:**

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