

Press Release:

Rajasthan ranks 4th in direct selling in Northern region, crosses Rs 713 cr. mark

Highlights:

- **With sales of Rs 713 cr, Rajasthan is the 4th largest market in Northern region.**
- **The state contributes around nearly 4 % to the National Turnover of Rs 18,067 cr.**
- **Number of women Direct Sellers 1.60 lakh out of the total of about 3.4 lakh in the state.**
- **Nearly Rs 110 cr contribution towards CGST and SGST.**

Jaipur, July 25, 2022() Jaipur, July 25, () Direct selling industry in Rajasthan continues to be at 4th in Northern region, with a total business of over Rs 713 crore in year 2020-21 despite adverse business conditions caused by the Covid19 pandemic, according to an annual survey report released by Indian Direct Selling Association (IDSA) here on Monday.

The survey, carried out by the IPSOS Strategy3, indicates that the year being dominated by Covid19 and comprehensive lockdowns, the direct selling industry in the state managed to sustain the business turnover, which was nearly four percent of the national direct selling figure of over Rs 18,067 crore.

The state also ranked 4th by way of business in Northern region while the first three positions retained by Uttar Pradesh, Delhi and Haryana respectively. All the credit goes to over 3.4 lakh direct sellers in the state. The industry also contributed roughly Rs 110 crore to the exchequer by way of taxes, reflects survey.

Mr. Rajat Banerji, Chairman, IDSA, while speaking on the Direct Selling Industry scenario in the country, said “Rajasthan is one of the priority markets for us in the northern states. Ranking at 4th in Northern Region shows that there is a huge potential for the expansion of direct selling business here. Despite the period which was marred by break out of COVID19 and followed by lockdowns, the direct selling business crossing over Rs 700 crore during the period reflects the inherent strength of the market with hard work, dedication and faith of the direct sellers of the state.”

“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 of more than 3.4 lakh direct sellers in Rajasthan,” **stated Banerji.**

Among the dignitaries present on occasion were Mr. Vivek Katoch, Vice Chairman, and Mr. Chetan Bhardwaj, General Manager, IDSA. During the conference, female direct selling achievers from the state were also felicitated, one from each of the IDSA member companies.

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.

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