



Leader of the Month

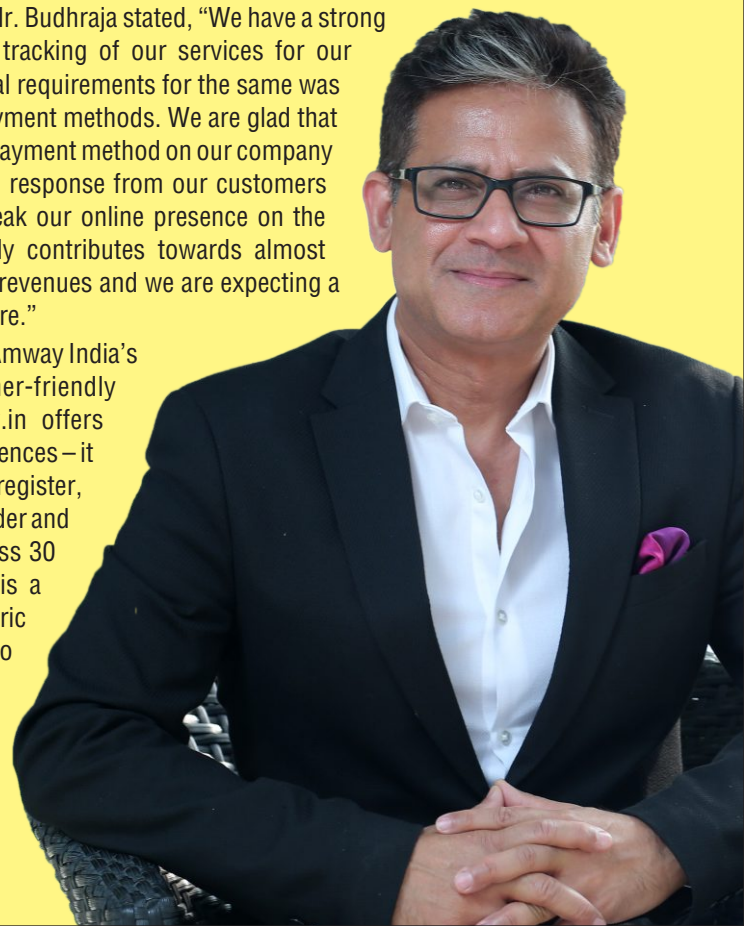
Mr. Anshu Budhraja

CEO, Amway India Enterprises

Amway is one of the most successful running direct selling entities in India today. It has been successful not only in terms of personal selling, but also in terms of digitization as well. Mr. Anshu Budhraja, Chief Executive Officer, Amway India Enterprises speaks about the 'Digital First Approach' & initiatives that have been introduced by Amway in order to make the entire process of direct selling convenient for its direct sellers and consumers. Amway has introduced several tools to help distributors to help them run their business and sell their products. The tools help them showcase Amway brands and products to consumers and manage their business better. These tools include mobile apps such as the Digital Tool Box which is a one-stop shop for all information related to Amway brands/products, Amway India learning Academy app and web platforms such as My Biz. which helps them manage their business better and Artistry Recommender which recommends products basis skin types and other similar business building tools. Recently we introduced a Protein Calculator app that helps in assessing approximate protein intake in our diets, making it easier to identify the gaps, if any. The apps have received good reviews from distributors as well as the customers."

In its constant endeavor to move towards digital services, Amway introduced Unified Payments Interface (UPI) as a payment option for its customers in collaboration with Citibank India. Commenting on this initiative, Mr. Budhraja stated, "We have a strong focus on simplifying and fast tracking of our services for our customers and one of the crucial requirements for the same was digitizing order process and payment methods. We are glad that our decision of integrating UPI payment method on our company website received overwhelming response from our customers across India. Today, as we speak our online presence on the e-commerce platform, currently contributes towards almost 35% percent of Amway India's revenues and we are expecting a considerable increase in the future."

He further shares details about Amway India's website, adding "the customer-friendly Amway website, www.amway.in offers one of the fastest delivery experiences – it only takes about a minute to register, about an hour to process the order and just 1 day of delivery time across 30 cities in the country – which is a testimony to our 'customer centric approach'. We further plan to transform the company's website to strengthen the backend and enhance the front end to give a world-class experience to our direct sellers and customers."



ISDA Delegation Meeting State & Central Government Officials



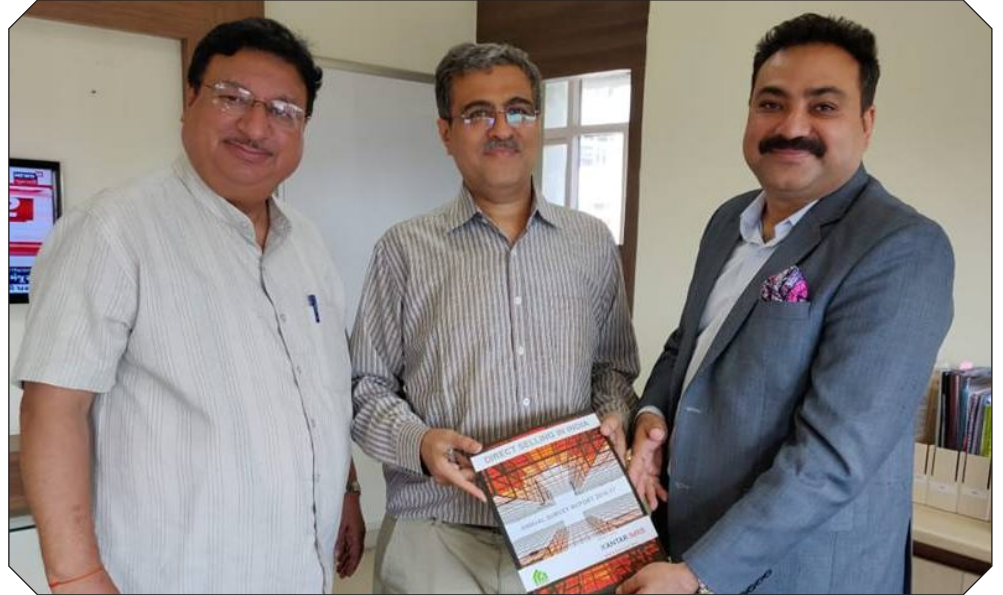
- ⊙ On **4th October 2018**, an ISDA Delegation met with Mr. Atul Chaturvedi, Additional Secretary of the Department of Industrial Policy & Promotion (DIPP) to discuss about the clarification sought by ISDA regarding FDI policy applicable to Direct Selling. The delegation updated Mr. Chaturvedi that ISDA participated in an international event in Malaysia during which a lot of foreign companies expressed desire to invest in the Direct Selling Industry in India.

- ⊙ ISDA delegation had a meeting with Mr. Dharmesh Makwana-Director, Internal Trade, Ministry of Consumer Affairs on **4th October 2018** in New Delhi, to apprise about ISDA's advocacy efforts with West Bengal government. During the meeting, the delegation also discussed about the future dates for all-stakeholders meeting, requesting Department's support to conduct the event under Ministry's Jago-Grahak-Jago campaign. Mr. Makwana suggested that a separate session on "Importance of Self-Regulation" and "Role of Regulator" in the all-stakeholders meeting.

- ⊙ The Hon'ble Minister of Food, Civil Supplies and Consumer Affairs of Gujarat, Mr. Jayeshbhai Radadiya met with the ISDA deputation, led by Chairman Vivek Katoch along with Former Consumer Affairs Secretary, Hem Kumar Pande on **23rd October 2018**. Mr. Radadiya was given a brief about the industry scenarios in Gujarat, highlighting the states' potential in the Direct Selling world. ISDA requested hon'ble minister's intervention in the matter to speed up notifying the Guidelines.



- ⦿ A meeting took place in Gujarat between the representatives of IDSA and the Mr. Kamal Kumar Dayani, Principal Secretary, Department of Food, Civil Supplies and Consumer Affairs. IDSA informed that Rajasthan and Kerala have become the latest states to notify Guidelines and that a total of 9 states have issued the Guidelines so far and requested the state to expedite the notification of the Guidelines. Mr. Dayani informed that the Department shall notify the Guidelines in the coming months.



- ⦿ IDSA delegation attended a discussion with Ms. Smita Pandey Additional Secretary, Mr. Swapan Kumar Roy Joint Secretary and Ms. Nabagata Mitra Law Officer of The Department of Consumer Affairs in Kolkata. Ms. Pandey informed IDSA about the Online registration of the Direct Selling entities, that is to be time bound and would be eligible to be renewed once a year. The department has confirmed that once the online system will be operational, they will intimate IDSA and provide extension to register online.



IDSA Welcomes

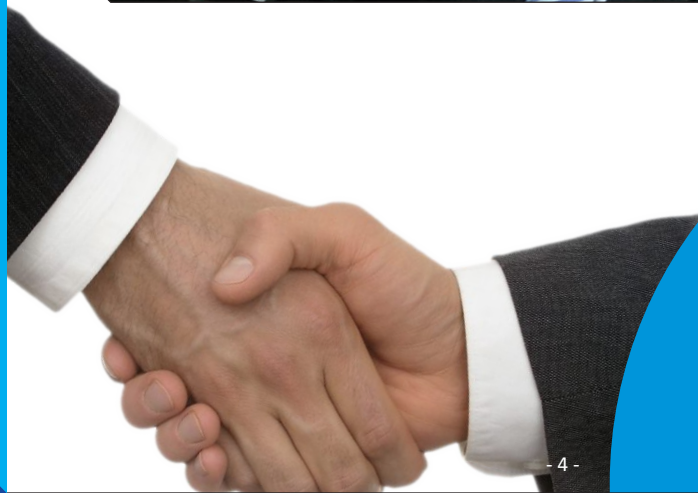
Mr. Rana Banerjee

IDSA welcomes Mr. Rana Banerjee as the Secretary General of the apex industry body, with a vision to take Direct Selling Industry and the Association towards a better future.

Mr. Banerjee has 28 years of rich experience in various companies and Industry Associations, such as BCC, Remington Rand of India

Limited, Herbertsons Limited, ION Exchange India Limited, PHDCCI, CII and ICC. He is a well-known name in the industry and has closely worked with relevant ministries, along with departments in formulation of key policies. His last assignment was with FICCI as Joint Director & Head of Jharkhand and Bihar. Mr. Banerjee has also worked with the Government of India, Ministry of Tourism, as Project Director for organising “Global Exhibition on Tourism” in the year 2015 though for a short stint.

A graduate from Patna University, Rana is married to Sona Banerjee and has three children, two sons and a daughter.





Star Attraction

Mandeep Sharma

Managing Director, Zillionlife Global Pvt. Ltd.



A young member of Indian Direct Selling Association (IDSA), Zillionlife Global Pvt. Ltd. has already added quite a number of feathers to its cap in its early years since inception. A brainchild of Rishiraj Mishra and Mandeep Sharma, started its direct sales business in 2016 and has witnessed a steady traction. Zillionlife is now aiming for a rapid expansion with the new IBC centers opening across the country.

Being the only Indian direct selling company with electronic security products, Zillionlife not only offers security solutions, but also has forayed into healthcare and lifestyle with products like purifiers, handcrafted bath & body products, premium Darjeeling tea and natural honey. They also launched their own home décor brand – Zhom Comfort. In addition, the company is already in its planning stage to revamp their technology product portfolio making it a wholly DIY plug-n-play service.

Mandeep Sharma, the young and upbeat face of the company, carries with him a plethora of experiences in different sectors. From being a performance driven employee in renowned corporate houses to being a mass leader as a direct seller with leading global companies, Mandeep found his calling as a social entrepreneur, which made him a perfect fit for the direct selling sector.

Under the aegis of the top management, with the likes of Mandeep, Rishiraj and the CEO, Satya Pradhan, Zillionlife was recently listed in the Top 10 Best Innovative Retail Solutions Provider by Silicon Review alongside DLF Brands Ltd., Sodexo and Walmart.

A hard believer in the direct selling industry's potential, Mandeep understands that India is a thriving market for direct selling and a prospective multi-billion dollar market, he states with pride, "Our industry will give livelihood to more than 1 crore people by 2020."

Direct Selling, Not So Direct Anymore

The world is moving fast and the ways to buy one's favorite products has changed over the years. From the time when a salesperson would knock your door to sell products, to the present day when an individual sitting in the house and receiving what they want in just one click, thanks to e-commerce. While e-commerce makes one's shopping experience very convenient, it has its own limitations too. One of the primary limitations is the lack of product demonstration and having to get a look and feel of the product. These are the very reasons that make Direct Selling a preferred shopping mode for millions in the country.

However, the Direct Selling entities have been facing tremendous challenges in reaching their target audience, due to the stiff competition posed by e-commerce companies. With the awakening of the internet world, the e-commerce companies have flourished at a dashing speed of light. These companies make available on their portal, virtually every FMCG product, including that of the Direct Selling products, something that has been a constant concern for Direct Selling.

As a unique distribution model, the sale of products in Direct Selling is conducted through personal interaction and product demonstration, without really requiring shelves with focus providing high-quality products to consumers. Direct Selling also thrives on these consumers deciding to become Direct Sellers, making the products reach the larger consumer base. But, nowadays some sellers have been taking an advantage of the online platforms that are easily accessible from anywhere, selling products at bigger discounts than that of the discounts offered by Direct Sellers. This has indeed shaken the ethics of the direct selling industry.

The availability of such commodities online has resulted in the depression of sales for the Direct Selling company. These products mostly are presented on special discounts ensuring to attract as many customers as possible. Most of the Direct Selling entities are not even aware about the fact that their products are being sold out on an online platform. Some Direct Selling entities have refused to embrace this e-commerce phenomena, but there are others that have been standing in the favor of such platforms.

Indian Direct Selling Association was successful in circulating notices to such e-commerce companies demanding them to put a halt on the sales of these products, without taking consent of direct selling entities. This is after, the Ministry of Consumer Affairs, Food and Public Distribution notifying Direct Selling Guidelines that regulated the sales of such products. These guidelines noted that every e-commerce would have to seek permission directly from the direct selling entity, before selling any products on their platform.

Not just the direct selling entities, even the consumers get to face various challenges with such products. There is always a possibility of the products being expired spoiled, altered or could even be counterfeit product.



IDSA Joins Hand with Kerala Govt towards Rehabilitation of Flood Victims

On 6th October 2018, an IDSA delegation, led by Chairman-Vivek Katoch, along with representatives of the members of the Association met with Kerala Chief Minister, Shri Pinarayi Vijayan to present a cheque, pledging support to Kerala flood victims.



IDSA joins hand with Kerala Govt. towards rehabilitation of flood victims

New Delhi, October 22nd, 2018 : In an effort to show support and solidarity to the flood affected areas in the state of Kerala, Indian Direct Selling Association (IDSA), the apex Industry body, has facilitated a contribution of INR 3.72 crore towards the Chief Minister's Distress Relief Fund in monetary and contribution in kind towards developmental and relief efforts that are being undertaken by the

State Government for bringing Kerala back to life. The contributions (monetary & in-kind) has been pledged by the leading Direct Selling companies who are members of IDSA, coming together to show the support towards the flood-affected state.

IDSA, recently appreciated the efforts of the Kerala government for adopting Direct Selling guidelines in the state. On this occasion,

Vivek Katoch, Chairman, IDSA said, "We stand with the people of Kerala in such testing time and sincerely hope that Direct Selling industry's contribution will help in bringing back some normalcy for the residents of the state. Direct Selling has made a positive impact to the lives of many and the Industry is pledged to continue its endeavor. We understand the damages caused by the devastating floods is

something that cannot be replaced. This is just a small contribution from an Industry that is for the people, of the people and by the people." Apart from monetary contribution, IDSA member companies have also made significant contribution in a bid to bring back normalcy in the state. These companies have taken up extensive rehabilitation work through different NGOs and by their staff.

आईडीएसए ने 3.72 करोड़ रुपये दिए

नई दिल्ली। इंडियन डायरेक्ट सेलिंग एसोसिएशन (आईडीएसए) ने केरल बाढ़ पीड़ितों के सहायताार्थ मुख्यमंत्री राहत कोष में 3.72 करोड़ रुपये का योगदान किया है। यह योगदान (धन से और वस्तु रूप में) अग्रणी डायरेक्ट सेलिंग कंपनियों द्वारा किया गया है, जो आईडीएसए के सदस्य हैं। आईडीएसए के अध्यक्ष विवेक कटोच ने कहा, डायरेक्ट सेलिंग ने कई लोगों के जीवन पर

सकारात्मक प्रभाव डाला है और उद्योग अपना प्रयास जारी रखने के लिए वचनबद्ध है। हम समझते हैं कि इस विनाशकारी बाढ़ के कारण हुई क्षति में कुछ ऐसी चीजें हैं, जिन्हें बदला नहीं जा सकता है। यह एक ऐसे उद्योग की तरफ से बस एक छोटा योगदान है, जो लोगों के लिए, लोगों का और लोगों के द्वारा है। उन्होंने कहा कि मौद्रिक योगदान के अलावा आईडीएसए की सदस्य कंपनियों ने राज्य में सामान्य स्थिति

वापस लाने की कोशिश में महत्वपूर्ण योगदान किया है। इन कंपनियों ने विभिन्न गैर सरकारी संगठनों और उनके कर्मचारियों के माध्यम से व्यापक पुनर्वास कार्य किया है। जबकि कुछ कंपनियों ने कंबल, रसोई के बर्तन, सोने के लिए चटाई, तैलियाँ, टूथ पेस्ट, टूथ ब्रश जैसे आवश्यक उत्पादों से युक्त किट वितरित किए हैं। अन्य कंपनियों ने राहत शिविरों में खाने के सामान वितरित किए हैं।



“ Digitalization is the new trend that the Direct Selling entities can cash upon ”

– Abhishek Kumar
Senior Manger IDSA

For more information, please contact us:



Indian Direct Selling Association

504, 5th Floor, Ansal Manisha Building,
75-76 Nehru Place, New Delhi-110 019. India

Phone: +91 (011) 2628 2017

Fax: +91 (011) 2628 2045

E-mail: info@idsa.co.in