



Leader of the Month

Anshu Bagai

Managing Director, Jeunesse Global India Pvt. Ltd.

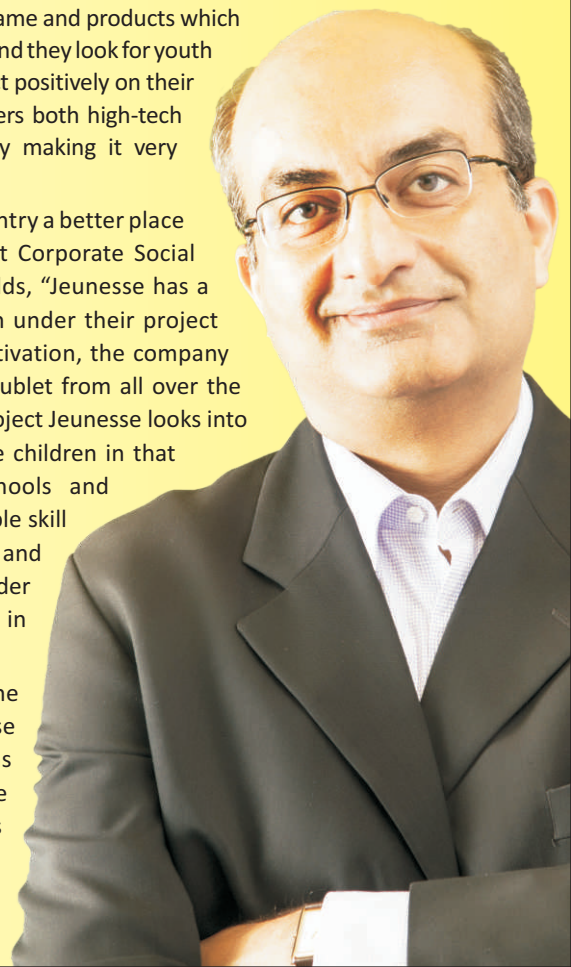
An inspirational leader who spearheaded many successful projects in well-known companies, Anshu Bagai leads his team on carving a niche and premium imagery and positioning in the market with the brand. As a promoter of living good and looking good, Anshu takes up the charge to take the message to every household.

Anshu Bagai heads Jeunesse Global India, as Managing Director and is responsible for the overall functioning of Indian Operations. Jeunesse launched its operations in India from June 2017 under the strong leadership of Anshu in its helm. Jeunesse Global India is a 100% wholly owned subsidiary of Jeunesse Global LLC, Florida, USA with its Head Office in India based out of New Delhi.

In a conversation with IDSA, Anshu highlighted the advantages of being a Direct Seller with Jeunesse Global India. He says, "Our biggest advantage is our Financial Rewards plan which is very robust and lucrative. It's easy and simple to understand and work with. Along with that, the one-of-a kind product range with razor sharp technology and innovation is what makes Jeunesse stand out in this industry." He also added how Jeunesse fulfils the needs of a young Direct Seller. He further explains this, "The youth today is always on lookout for an alternative way of earning income. Any extra money is good to match their lifestyle. In addition, they are always on lookout to get associated with Multinational companies with prestigious brand name and products which they can promote, propagate or sell. Along with brand they look for youth related, cool and hi-tech products which will reflect positively on their imagery on getting associated with. Jeunesse offers both high-tech products and an attractive business opportunity making it very appealing and engaging for the young."

Jeunesse Global India believes in making the country a better place for every citizen. Anshu talks about the recent Corporate Social Responsibilities taken over by the entity. He adds, "Jeunesse has a long-standing association with WE organisation under their project Free The children. Under Jeunesse Kids CSR activation, the company looks at adopting project such as a village or sublet from all over the world. The focus is that on adoption of such a project Jeunesse looks into the overall wellness for the development of the children in that village which includes, development of schools and education, sanitation, health as well as sustainable skill imparting for overall development of the children and for self- sustenance in the long run. In India under Jeunesse Kids we have adopted village Kalinjar in Rajasthan which follows the same philosophy."

This direct selling entity focuses on keeping the attention of the consumers intact with Jeunesse Global India, on a regular base. Anshu explains the process by adding "We launch attractive promos every month for not only our customers but for our distributors as well. We are also strongly working towards developing Jeunesse as a brand through media associations."



Make the World A Better Place

Direct Selling has become an extremely popular distribution model over the years. The traditional model of Direct Selling involves sales of the products and services through the means of a demonstration, in the consumer's own house or office. To succeed in this type of a sales process, the key lies in creating strong personal connect with the consumers. A good reputation in the industry can help lead towards higher achievements.

Direct Selling can change the course of employment in the country. The framework of this industry provides the liberty of working according to your own will, has helped in converting potential consumers into Direct Sellers. It has become one of the most convenient employment choices for women all over the world. The Direct Selling industry offers the ease of working from your comfort space. Homemakers from anywhere in the world can successfully become a part of this industry and extract the benefits of being an independent entrepreneur.

Direct Selling is one community that believes in standing together and standing strong. The Direct sellers in the industry are encouraged to work in a team while developing their personal and professional skills. The industry regards the fact that, unity is the key towards success. Every direct seller is trained to assist each one of their team members further, giving them the responsibility of becoming great leaders of the future.

Apart from helping the ones already in the community, the Direct Selling industry takes high pride in assisting those who are underprivileged. This is done in the form of Corporate Social Responsibilities (CSR). Most of the Direct Selling entities have ensured over time to guide those with special needs. These entities regulate tie-ups with NGOs to process activities and events with the purpose of creating awareness, along with providing such individuals with what they need the most.

Like every other industry, even Direct Selling has been facing its own challenges. But this industry has risen beyond these limitations and as ensured to keep rising. This is done by developing a strong skill set with the back bone of this industry. Yes! It is the direct sellers, that run the business with dedication and hardwork.



Unique Products; Clear Winners in Direct Selling

Direct Selling is one Industry that has maintained its basic nature and principal in-tact of person to person interaction to sell products. It proves to be a very useful method of selling especially because most of the Direct Selling entities do not advertise and rather rely upon mouth to mouth publicity done by their Direct Sellers. In such a scenario, it becomes really important that their Direct Sellers are well versed with the salient features the products being offered by the company. Companies ensure this by imparting proper training to their salesforce.

Direct Selling thrives on the 'Uniqueness' of the products being offered. The products sold through Direct Selling are usually not found in typical retail locations, and products are sold through distributors through demonstration and explaining. These distributors are the primary 'Brand Ambassadors' of the respective companies and their product range.

Over the years, Direct Selling industry has undergone a lot of changes. From approaching consumers, to compensation plans to even supply of

the products to the consumers. What has not changed in the 'impetus' on the quality products. It is widely known that FMCG products such as cosmetics, personal care, nutritional products, food & health supplements, household items and kitchenware & utensils, jewellery are the common category being sold by most of the Direct Selling companies across the globe.

However, products of each company hold some sort of uniqueness compared to others. Most of the Direct Selling companies have dedicated R&D teams that closely works on innovative technologies to bring best quality products for their customers. These R&D teams are equipped with state-of-the-art facilities to conduct their research to come up with pathbreaking innovations, enunciating the same in the products line.

Success of any entity lies in the repeat business and Direct Selling is no different. For the entities, it become utmost important to offer revolutionary products at competitive prices to ensure repeat sale & purchase. Even in the era of 'cut-throat' competition, products offered by the companies distinguishes them from one another and the Industry health remains on the better side. First impression lasts longer is a philosophy that is very must significant in the business of Direct Selling. Hence, the impact created by the quality of products helps the company to retain customers. These customers then spread the word explaining their experience, resulting in multi-fold increase in customer base.

Needless to say, companies having most innovative technology and products come out as the winners in business of Direct Selling.





Star Attraction

K.M. Rafique
International Marketing Manager,
DXN Marketing

Started a humble career with DXN in the year 2001 and with his expertise and confidence in himself he had now grown up to the level of an International Marketing Director. During his infancy in DXN he paved way for DXN's growth in Bangladesh and then spread the roots to International markets like Russia & Czech Republic. He is now the person in charge of 6 countries viz., India, Bangladesh, Afghanistan, Srilanka, Nepal and Mongolia

With his expertise and knowledge in the Multi-Level Marketing business, the Headquarters gave him his home ground India to score up in the year 2015 and since then the Indian market expanded its growth in length and breadth measuring to over 300%.

He strongly believes that the awareness of financial security by the general public, the population and the potential market is the key criteria for any business in India. With this promising trend, DXN is coming up with a mega project in Telangana which will cater to the needs for India and also meet the demand of the South Asian countries in future.

Success of DXN relies over its product range, simple yet powerful compensation plan, the emerging leaders of India and also the identification of new leaders and reiterate the basics in network.

His strategy of empowering direct seller with basics as consumer, Distributor and networker has shown tremendous results. The next strategy is on developing automation of training and relevant tools to make a direct seller independent by guiding him through the system.

Now, the time is very appropriate for the Direct selling Industry in India to flourish, as the Government started to recognize the industry. The Indian Direct Selling Association is getting more powerful with successful coordination with various legal entities and the awareness among the general public is turning out to be positive about the Direct selling industry.



Expert Opinion Corner



Water Ionization-Natures Perfect Water

Winston Tan
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The quest to create ionized water was initiated by Michael Faraday Inventor of the dynamo and the magneto. He was a pioneer in the field of electrical energy with regard to modern water ionization; his core invention was an electrolysis device to capture nature's perfect water. Electrolysis is the electronic separation of water into hydrogen and oxygen. "Thus the invention of alkaline water ionizer". "Natures perfect water", The inventor had no clue as to the impact his discovery would later have on the modern technology of purified healthy water.

It is believed that in the 1930's Dr Henri Coanda, a renowned Rumanian scientist and subsequent Nobel Prize winner, was the first to explore water within the realm of applied science. His scientific quest was based on a personal search for a source of longevity and his discovery led him to the water of Hunza in the Himalayas his investigation and hypothesis of the water of Hunza concluded that it had a unique chemistry and the water was different, both in properties and in structure. He concluded that this fuelled the remarkable health and longevity of the native people. This was a place that seemed to have never been exposed to cancer.

Hunza in the Himalayas is the most well-known of the areas where this paradigm for life giving water was discovered. But there were other places, the Shin-Chan area of China, the Andes Mountains and the Caucasus in Azerbaijan, Nordenau in Germany, Lourdes in France, Tlacote in Mexico. Places filled with energetic, incredibly, healthy and long-lived populations. The phenomenon of health, vitality, and overall body balance to originate and blossom fascinated scientists. They attempted to replicate the structure of water namely, molecular structure, the high alkalinity, the startlingly high colloidal mineral content, active hydrogen content, the negative Redox potential, or the ability to reduce harmful oxygen.

Early History reveals that in 1940's scientists from Russia and Japan explored what Coanda had explored. Russian researcher's had discovered a brand new method of electrolysis, (Chemical change achieved by passing electricity through liquid) The Japanese researchers became aware of this new method of electrolysis it raised their own interest in ionization to another level.

They soon produced the first water ionizer in the year 1954. After intensive research having been made they realised that effects of varied levels of alkalinity and acidity levels in water had different health responses in the human body. Eventually it was proved that alkaline water was not only especially hydrating and de-oxidising for humans but was also beneficial health wise. Alkaline ionic water is produced by means of introducing electrical current into filtered tap water. This splits the water into an acid component and an alkaline component, each distributed via separate pathways. Varied levels of acidity and alkalinity in waters have different purposes -the more acid for washing and cleaning purposes and alkaline for drinking.

In 1966 Medical /Agricultural research institute was formed in Japan for the sole purpose of ionized water study. The research showed the usefulness of the alkaline ionic water process for health improvement and medical use by the Health and Rehabilitation Ministry of the Japanese Government. A few years later other countries followed suit Water ionizing systems were now available to fortunate people. This spurred Mr Hironari Oshiro founder is/was the precursor of ENAGIC Japan in the year 1974 to innovate and manufacturing its revolutionary range of ENAGIC water Ionizer products with a unique method of ionization ensuring sharp distinction between various types of ionized water through their proprietary machines followed by the creation of the brand " Kangen Water" with the slogan "Return to Origin-Change your Water Change Your Life." Mr Oshir's vision became a philosophy of "True Health" specialised in electrolysis water generating technology. These machines produced customised pH levels with 5 types of water for Anti Oxidant, Alkaline, and Micro Clustering to enhance our body life and environment. These machines have been recommended by the Japanese Association for the Prevention of Geriatric Diseases, and also certified by the Water Quality Association Gold Seal Certification and ISO-International Organization for Standardization global standards.

Keeping in mind with Mr Oshiro's philosophy and compassion for realization of True physical Health, true financial health, and true mental/metaphysical health, the product was Marketed through Direct Selling model which is a patent compensatory Distribution Management Program, the 8 point business model. Head quartered in Okinawa Japan and having its International Network of Branch Offices and Service Centres in over 23 countries world over.



Guest Editor

Start-up India: Eligibility, Tax Exemptions and Incentives

Rahul Shukla

Financial Advisor

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Prime Minister Narendra Modi proclaimed the Start-up India campaign in 2016 to boost entrepreneurship in India. The action plan aimed at promoting bank financing for start-ups, simplifying the incorporation of start-up process and grant of various tax exemptions and other benefits to start-ups.

But all the benefits and exemptions are available to the start-ups only if they come under the criteria of an 'Eligible Start-up'.

So first let's understand the conditions to be met to qualify as an **"Eligible Start-up"**

- Eligibility for Start-up India
- Tax exemptions allowed to Eligible Start-ups under Start-up India Program

Eligibility for Start-up India

As per the Start-up India Action plan, the followings conditions must be fulfilled in order to be eligible as Start-up:

1. Being incorporated or registered in India for less than seven years and for biotechnology start-ups up to 10 years from its date of incorporation.
2. Annual turnover not exceeding Rs 25 crores in any of the preceding financial years.
3. Aims to work towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property.
4. It is not formed by splitting up or reconstruction of a business already in existence.
5. It must obtain certification from the Inter-Ministerial Board setup for such a purpose.
6. It can be incorporated as a private limited company, registered partnership firm or a limited liability partnership.

2. Tax exemptions allowed to Eligible Start-ups under Start-up India Program

Following tax exemptions have been allowed to eligible start-ups:

1. 3-year tax holiday in a block of seven years

The Start-up incorporated after April 1, 2016, is eligible for getting 100% tax rebate on profit for a period of three years in a block of seven years provided that annual turnover does not exceed Rs 25 crores in any financial year. This will help the start-ups to meet their working capital requirements during their initial years of operation.



2. Exemption from tax on Long-term capital gains:

A new section 54 EE has been inserted in the Income Tax Act for the eligible start-ups to exempt their tax on a long-term capital gain if such a long-term capital gain or a part thereof is invested in a fund notified by Central Government within a period of six months from the date of transfer of the asset. The maximum amount that can be invested in the long-term specified asset is Rs 50 lakh. Such amount shall be remaining invested in the specified fund for a period of 3 years. If withdrawn before 3 years, then exemption will be revoked in the year in which money is withdrawn.

3. Tax exemption on investments above the fair market value

The government has exempted the tax being levied on investments above the fair market value in eligible start-ups. Such investments include investments made by resident angel investors, family or funds which are not registered as venture capital funds. Also, the investments made by incubators above fair market value is exempt.

4. Tax exemption to Individual/HUF on investment of long-term capital gain in equity shares of Eligible Start-ups u/s 54GB.

The existing provisions u/s 54GB allows the exemption from tax on long-term capital gains on the sale of a residential property if such gains are invested in the small or medium enterprises as defined under the Micro, Small and Medium Enterprises Act, 2006. But now this section has been amended to include exemption on capital gains invested in eligible start-ups also.

Thus, if an individual or HUF sells a residential property and invests the capital gains to subscribe the 50% or more equity shares of the eligible start-ups, then tax on long term capital will be exempt provided that such shares are not sold or transferred within 5 years from the date of its acquisition. The start-ups shall also use the amount invested to purchase assets and should not transfer asset purchased within 5 years from the date of its purchase.

This exemption will boost the investment in eligible start-ups and will promote their growth and expansion.

5. Set off of carry forward losses and capital gains allowed in case of a change in Shareholding pattern.

The carry forward of losses in respect of eligible start-ups is allowed if all the shareholders of such company who held shares carrying voting power on the last day of the year in which the loss was incurred continue to hold shares on the last day of previous year in which such loss is to be carry forward. The restriction of holding of 51 per cent of voting rights to be remaining unchanged u/s 79 has been relaxed in case of eligible start-ups.



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