



IDSA Chairman Mr. Amarjit Ubhi welcomes 3 new members into its fold

3 new direct selling companies registered membership with IDSA

New Delhi, May 31, 2010

Indian Direct Selling Association (IDSA), the autonomous, self-regulatory body championing the cause of direct selling industry in India, today announced the registration of three new members: **Elken International India Pvt. Ltd., Jafra Ruchi Cosmetics India Pvt. Ltd & Mary Kay Cosmetics Pvt. Ltd.**, to the current membership.

On behalf of the industry **Amarjit Ubhi, Chairman IDSA** stated that we all welcome Elken International, Jafra Ruchi Cosmetics & Mary Kay Cosmetics to IDSA. We look forward to benefiting from their membership and will use the strength of these companies in advocating with the government for a policy framework for our sector, plus reiterate our mission in “making direct selling the most respected industry in India”.

Mr. Ubhi further said “IDSA is constantly working to promote and create awareness about legitimate direct selling companies. With three new prominent and respectable companies registering membership with us, and more expected to join during the course of this financial year, the Association is going from strength to strength and is a further example of assuring the public at large. Hence the time is now ripe for the industry to drive its agenda with the Government to distinguish between legitimate and fly-by-night direct selling companies and to recognize this sector by formulating a regulatory framework”.

“On behalf of **IDSA**, I welcome each new member for being a part of **IDSA** to serve the direct selling industry in its own capacity,” said **Ms Chavi Hemanth, Secretary General**. She further stated, “Elken International, Jafra Ruchi Cosmetics & Mary Kay Cosmetics have expressed commitment to work diligently to fortify the direct selling industry”.

Ms Hemanth further reiterates, “**IDSA** has a very stringent documentation process enabling only legitimate companies to become members with us. **IDSA** as an autonomous body on a regular basis gets many requests from companies for registration, but due to the strict process, many companies fail to qualify the criteria for membership”.

With this membership, **Elken International, Jafra Ruchi Cosmetics & Mary Kay Cosmetics** gets the **IDSA Authorization Seal** of being a legitimate direct selling company.



The new members will bring new perspective to an already rich and dynamic entity that currently includes Altos Enterprises Ltd. Ludhiana; AMC Cookware (India) Pvt. Ltd., Bangalore; Amway India Enterprises, Avon Beauty Products India Pvt. Ltd., CNI Enterprise (India) Pvt. Ltd., Daehsan Trading (India) P. Ltd., Forever Living Products (India) P. Ltd., Herbalife International India P. Ltd., Hindustan Unilever Network, Modicare Ltd., Oriflame India Pvt. Ltd., Tupperware India Pvt. Ltd., Max New York Life Insurance Co. Ltd., K-Link Healthcare (India) Pvt. Ltd.

ABOUT ELKEN INTERNATIONAL

Elken Internatonal established in August 2003; sells Water Purifiers through Direct selling medium. Under the pragmatic approach of **Mr. Sandip Misra, CEO, Elken International India Pvt. Ltd.**, company has witnessed 71% YOY growth in 2009, and is anticipating 75% growth by the end of this financial year. Presently Elken International is present in 13 states in India. The company plans to commence its second contract manufacturing facility for Health Food in coming months.



Sandip Misra, quoted, “We at Elken are happy to become members of IDSA. Our association with IDSA will empower us to create acceptance of direct selling as a business and as an entrepreneurial opportunity”

Johan Wicklund, Managing Director (Jt.), JAFRA Ruchi Cosmetics India Pvt. Ltd says, “It is an important and fundamental step for JAFRA to have become member of the IDSA, as it supports and underlines our company’s strong focus on quality products, our commitment to high ethical standards, our passion to serve our customers, as well as our dedication to attract people who act with trust and integrity”

ABOUT MARY KAY INDIA

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world, generating wholesale sales of \$2.5 billion. Mary Kay in India is committed to an investment of \$20 million over 5 years to support geographical expansion with infrastructure development and education of the Independent Sales Force members.

Mary Kay India has been growing tremendously under the leadership and guidance of Country Manager, **Hina Nagarajan** who brings with her over two decades of experience in Marketing, Brand Management as well as Business Strategy.



“Ms. Hina Nagarajan, said “We at Mary Kay are pleased to become members of IDSA, and feel that this new association would enable us to further strengthen our foundation & achieve our mission of Enriching Women’s Lives in India”



ABOUT IDSA

The Indian Direct Selling Association (IDSA) is an autonomous, self-regulatory body championing the cause of 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 direct selling industry in India.

Incorporated in 1996 and headquartered in Delhi, IDSA strives to create and further an environment conducive to the growth of direct selling industry in India, partnering industry and government alike through advisory and consultative activities.

Since its inception the Association has grown to several members representing over a million independent consultants salespeople in India and still counting.

IDSA's members are leading Indian and international organizations engaged in the business of direct selling in India.

The Association works along with the World Federation of Direct Selling Associations (WFDSA), a non-governmental, voluntary organization globally representing the direct selling industry as a federation of national Direct Selling Associations.

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