

IDSA announces new Chairman

Yoginder Singh, Vice President - Legal & Corporate Affairs, Amway India Enterprises Pvt. Ltd. takes over from outgoing Chairman Amarjit Ubhi, Country Manager, Forever Living Products.

New Delhi, October 8, 2010

Indian Direct Selling Association announced that Amarjit Ubhi has stepped down as Chairman with effect from 20th September 2010. Mr Yoginder Singh, Vice Chairman, IDSA also the Vice President – Legal & Corporate Affairs, Amway has been named as the new Chairman & Mr Ajay Khanna, Country Director, Herbalife as the new Vice Chairman.

Amarjit Ubhi said "I would like to send my best wishes to the Chairman, Mr Yoginder Singh in his new role, as I have always appreciated his ability, dedication and commitment. I am sure that, under his direction & guidance, IDSA will foster a climate open to dialogue and constructive collaboration with the stakeholders.

Further he stated that "It has been an honor and a privilege to serve as a Chairman. The early exit is due to personal reasons and I welcome Yoginder Singh and formally hand over the baton with my good wishes to lead IDSA to its pinnacle."

Yoginder Singh, Chairman, IDSA, stated, "In my new role I would be responsible for spearheading IDSA's vision and mission of promoting direct selling in India, making it one of the most respectable industries and advocating with the government to lay down regulatory guidelines for the industry."

Mr Ajay Khanna, Vice Chairman, IDSA said, "I am honored & delighted to be a part of IDSA Executive Committee envired with highly talented professionals. I will support the cause of direct selling in India via complimenting the work initiated & outlined by Chairman & Secretary General"

Outgoing Chairman of IDSA Amarjit Ubhi expressed "IDSA has an extremely talented executive team supported by a dedicated & focused work force. I expect that the Association will continue to be successful in the future."

Ms. Chavi Hemanth, Secretary General, IDSA said, "On behalf of IDSA, We welcome our new leadership team".

She also stated that "IDSA will continue the momentum with the new leadership team and would reach out to explain the entrepreneurial opportunity offered by direct selling and advocate with the Government for giving us a Policy Framework."

About Yoginder Singh

Yoginder Singh, Chairman IDSA & Vice President - Legal & Corporate Affairs, Amway India Enterprises Pvt. Ltd. has a rich experience of over 16 years in the Corporate Sector. He started his career as a practicing Lawyer in the Supreme Court of India and is also a Company Secretary and a Management Graduate from IIM - Lucknow. He has worked for corporates like Max India and Installment Supply and has extensive knowledge of Finance, Pharma and I.T. industry. For the past eight years he is working in the direct selling industry and championing the cause of legislation for direct selling industry in India.

About Ajay Khanna

Ajay Khanna, Vice Chairman, IDSA – Country Head Herbalife International India Pvt Ltd, is heading Herbalife for over 2 years now. He is a veteran business executive who is highly adaptable and responsive to the needs of the market and business situations. Ajay Khanna has over 22 years of sales and business development experience and has worked with companies like Xerox and IBM. He believes that unlike other industries which follow a particular route to promote the product or concept, Direct Selling Industry is the only industry that follows various approaches to outreach best of products and best of business opportunities to the market and is all set with his new role to contribute towards the growth of the Direct Selling industry in India.

About IDSA

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.

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

IDSA is affiliated to World Federation of Direct Selling Associations established in 1978 and is a part of 59 Direct Selling Associations across the world. WFDSA is a non-governmental voluntary organization representing the Direct Selling Industry globally as a federation of National Direct Selling Association (DSA's). It is estimated that worldwide retail sales by its members is more than US \$ 98 billion through the activities of more than 58 million independent sales persons.

IDSA has currently 18 members representing both domestic and global companies of repute that include:

1. Altos Enterprises Limited, Ludhiana www.altosindia.net
2. A M C Cookware (India) Pvt. Ltd., Bangalore www.amc.info
3. Amway India Enterprises Pvt. Ltd., Noida www.amway.com
4. Avon Beauty Products India Pvt. Ltd, Gurgaon www.avon.com
5. CNI Enterprise (India) Pvt. Ltd., Bangalore www.cni-india.com
6. Daehsan Trading (India) Pvt Ltd., Delhi www.daehsanindia.com
7. Elken International Pvt. Ltd., Bangalore www.elken.com.my
8. Forever Living Products (India) P. Ltd., Mumbai www.foreverliving.com
9. 4life Trading India Private Ltd., Mumbai www.4life.com
10. Herbalife International India Pvt Ltd., Bangalore www.herbalife.com
11. Hindustan Unilever Network, Mumbai www.huln.co.in
12. Jafra Ruchi Cosmetics India P. Ltd., Delhi www.jafra.com
13. K-Link Healthcare (I) Pvt Ltd., Chennai www.klinkindia.in
14. Mary Kay Cosmetics Pvt Ltd., Gurgaon www.marykay.co.in
15. Max New York Life Insurance Co. Ltd., Gurgaon www.maxnewyorklife.com
16. Modicare Limited, Delhi www.modicare.com
17. Oriflame India Pvt. Ltd., Delhi www.oriflame.co.in
18. Tupperware India Pvt Ltd., Gurgaon www.tupperware.com

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