



For Immediate Release

## **IDSA Elects New Executive Committee**

**Mr. Amarjit Ubhi, Country Manager, Forever Living Products takes over from outgoing Chairman Mr. Fredrik Widell, Regional Director, South Asia, Oriflame Management Asia Ltd.**

New Delhi, May 24, 2010

Indian Direct Selling Association, the autonomous and self regulatory body championing the cause of direct selling in India has announced the new leadership team. **Mr. Amarjit Ubhi, Country Manager, Forever Living Products took over from outgoing Chairman Mr Fredrik Widell, Regional Director, South Asia, Oriflame Management Asia Ltd., today during the organization's 2010 General Meeting at New Delhi.**

The new committee includes Chairman, Vice Chairman, Secretary and Treasurer. Mr. Amarjit Ubhi, Country Manager, Forever Living Products (India) Pvt. Ltd. is the new Chairman of IDSA, Mr. Yoginder Singh has been elected as the new Vice Chairman. The new IDSA Secretary is Mr. S. Subramanian and the Treasurer is Mr. A. Sengupta.

The Committee of the Indian Direct Selling Association will serve a one-year term in their elected positions, thus ensuring their commitment to the highest standards in business ethics in Direct Selling.



**Mr. Amarjit Ubhi, 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. Ubhi** emphasized, "This year IDSA will work toward promoting and explaining '**The Entrepreneurial Opportunity**' offered by direct selling to a wide spectrum of society. We are at present in dialogue with some colleges where we intend to connect to the youth."

**At the end he stated that** "Direct Selling is a growing industry and I am optimistic towards a tenure that promises to be every bit as exciting and eventful as the one just gone by"

**Outgoing Chairman of IDSA Mr. Fredrik Widell** expressed "It has been an honor and a privilege to serve as Chairman of IDSA and work with such an enthusiastic and dedicated team – Mr.Amarjit Ubhi, Vice

Chairman, Mr. A. Sengupta Treasurer, Mr.Yoginder Singh, Secretary and Ms. Chavi Hemanth Secretary General, for their splendid and committed performance. The year was incredibly exciting and fruitful covering a gamut of activities and I welcome Mr. Amarjit Ubhi and formally hand over the baton with my good wishes to lead IDSA to its pinnacle.”

**Ms. Chavi Hemanth, Secretary General, IDSA** on this occasion said, “On behalf of **IDSA**, I am delighted to welcome our new leadership team. I am confident the vast pool of experience of these multi disciplinary members would strengthen the direct selling industry”.

**As outlined by the Chairman**, "We will continue the momentum this year 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 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.

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