



Press Release

IDSA PLANS TO RESURGE WITH A NEW SET OF BOARD MEMBERS ***Association to work towards Operational Directives for Direct Selling***

New Delhi, June 30, 2009

The Indian Direct Selling Association (IDSA), the self-regulatory and promoting body for the direct selling industry in India, has a **new Executive Committee comprising five members. This new body aims at working towards championing the image of Direct Selling as an industry.**

This body has **Fredrik Widell**, Managing Director, Oriflame India Pvt. Ltd. as its new **Chairman** superseding the responsibilities from **Mr. David Stanley**, Chief Executive Officer AMC Cookware India Pvt.Ltd. The other members include **Mr. Amarjit Ubhi** , Country Head of Forever Living Products India Pvt.Ltd. as the **Vice Chairman**, **Ms. Chavi Hemanth** as the **IDSA Secretary General**, **Mr. Yoginder Singh** of Amway India Enterprises Pvt.Ltd. as the **Secretary** and **Mr. Amarnath Sengupta**, Daehsan Trading India Pvt.Ltd The as the **Treasurer**. The Association, under the guidance of these Board Members, pursues three key objectives:

- Serving as a trusted global resource for information on direct selling.
- Focus on women's economic empowerment and the positive impact of direct selling on communities and society around the world.
- Advocating the industry's positions and interest with governments, media and key influencers.

The Chairman Mr. Fredrik Widell stated while attaching importance to internal work ethics of IDSA, "We shall strive to be open, direct and honest in all our communications and dealings with every member and stakeholders. **As a first step we have introduced free consultation with prior appointment for any kind of doubt clearance and knowledge sharing on direct selling for dealers and consumers at large.**"

The Secretary General Chavi Hemanth quips, "Present today in over 140 countries and boasting of more than 62 million sales representatives, direct selling for sure, has made its mark. The Direct Selling Industry is a great opportunity and a platform for anyone seeking a parallel source of income. The flexibility it provides makes it viable for just about anyone."

Mr. Amarjit Ubhi, the Vice Chairman categorically mentioned, "There are malpractices in Direct selling like other industries as well. We shall be pro-actively focusing on eradicating these foul elements to make direct selling a respectable industry in India. **We are here to encourage**

and maintain an environment where members can operate freely, independently and ethically.”

Ms Hemanth also informs, **“My two key priorities for the upcoming term is – first to dramatically elevate our industry-wide focus on ethics and second, to significantly elevate awareness of direct selling as a way to economically empower women and families in today’s uncertain times”.**

As per IDSA estimates, the **Direct Selling Industry in India** has a **market size of Rs. 3000 crores**, provides **self-employment to around 1.6 million distributors of which 68% are women.**

About IDSA

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 15 members representing both domestic and global companies of repute.

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