

Direct Sellers will get new energy with the better result of the growth of Direct Selling Industry - Abhishek Gupta



Delhi, New Delhi, Jul 23, 2021 ([Issuewire.com](https://www.issuewire.com)) - At the time of the Corona epidemic, when the whole country was under lockdown, Indian Direct Selling is going towards steady growth. Indian direct selling industry enabled people to explore additional sources of income, with the concept of work from home.

Indian Direct Selling Association (IDSA) releases a report every year on the growth of the direct selling industry. According to this year's report, the Indian direct selling industry grew by 4.7 percent to reach total sales of Rs 7,518 crore in the first half of 2020-21, due to the increasing demand for health and nutrition products. For FY 2019-20, the Indian direct selling industry grew by 28.26 percent to Rs 16,776.2 crore as against Rs 13,080 crore in FY 2018-19.

According to the IDSA, during this period, 53.18 lakh people joined an average of 29,064 new direct sellers daily. It also said that about 55 percent of the Gross Direct Selling a business in India comes from the health category and has seen an increase in demand.

Abhishek Gupta, a well-known name in the Direct Selling Industry and Director of Altos Enterprises Limited, said that the growth results of the Direct Selling Industry are better than expected. Such a report will create new energy in the direct selling industry and in its associated direct sellers.

Earlier this month, the government has come out with a draft of regulation for the direct selling industry. The Consumer Affairs Ministry has framed the Consumer Protection Rules, 2021, and has sought public opinion by July 21.

Media Contact

Manoj Joshi

famefinders.media@gmail.com

9718750379

8A/8, W.E.A, Karol Bagh, New Delhi (Behind Telephone Exchange)

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