

Direct Selling Industry Annual Report 08-09

Direct Selling industry expected to reach Rs 53,200 million by 2012-2013 Says IDSA - E & Y Annual Survey findings 2008-09.

New Delhi, New Delhi, October 26, 2009 /[India PRwire](#)/ -- The Indian Direct Selling Association (IDSA) is an autonomous, self-regulatory body for the 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.

IDSA catalyses change by working closely with government on policy issues, enhancing efficiency and ushering in desired credibility, clarity & confidence in Direct Selling.

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

For any information please contact IDSA Secretariat at: www.idsa.co.in

Notes to Editor

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

The association is also associated 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.

The IDSA and WFDSA table annual plans to take steps so that an environment that supports direct selling emerges and the independent entrepreneurs can create fulfilling careers in direct selling just like in over 150 nations of the world.

For more information, please contact:

Sujatha

Manager

(L) +91- (011) 2628 2017, (F) +91- (011) 2628 2045

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