WELCOME TO

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SCOPE OF DIRECT SELLING IN INDIA

DIRECT SELLING

Direct Selling, in simple terms, is the marketing and Selling of products directly to consumers, away from a fixed retail location (Eg: A shop).

DIRECT SELLING IS A WAY BETTER THAN THE CONVENTIONAL METHODS OF SELLING AND IS IMMENSELY BENEFICIAL TO ALL INVOLVED.

IT MAKES SENCE TO BECOME A DIRECT SELLING ASSOCIATE (DSA) BECAUSE :

- Direct Selling is a booming industry which is slated to touch Rs.64,000 Crore in 2025.
- The market for Direct Selling has grown to become a key channel for the distribution of goods and services in India.
- Consistent growth in Direct Selling has resulted in more and more people becoming Direct Selling Associates.
- Direct Selling has spread a ripple of self-employment in India with the involvement of over 6.2 million people, 60% of them being women.

News Paper

Booming direct selling industry to grow to Rs64,000 crore by 2025

dna correspondent

Gandhinagar: For direct selling companies such as Amway and Tupperware, the coming decade in India could mark a period of phenomenal growth. If experts are to be believed, direct selling industry in India is expected to grow by more than nine times in next 10 years.

"Direct selling has been present in India for ages, but experts say the industry is still in a nascent stage. In 2013, size of direct selling industry was estimated at Rs7,200 crore, barely a fraction of the total retail industry size of a staggering Rs30 lakh crore. Direct selling industry has been growing at 16% in India, but it is expected to grow at a scorching pace over the next few years.

"The direct selling industry will see fast growth in India in the next ten years. If it matches the numbers of comparable economies, we expect the to grow to Rs64000 crores by 2025," Rajandeep Singh, manager, strategy & operations, management consulting, KPMG, said at a FICCI roundtable on direct selling industry.

According to Singh, a burgeoning middle class in India and growing working age population in the coming years, would boost direct selling industry. He said the number of direct sellers in the country would go up from 6 million at present to 18 million by 2025. Organised players such as Amway, Tupperware, Oriflame, Herbalife, and others, dominate the industry with a market share of nearly 90%. Experts see huge potential for growth for these companies in particular in the coming years.

Rajat Banerji, co-chair of FICCI's direct selling committee, said that in terms of numbers, the direct selling industry in India has a huge growth potential. "The penetration of direct selling industry in India is very low. It is more or less limited to cities. There is a huge market waiting to be tapped, which is where the potential is," Banerji said.

However, direct selling companies are wary of regulatory issues, which they say arise because the authorities are unable to distinguish them from chit fund companies. The arrest of Amway India CEO William Pinckney over charges of financial irregularities earlier is a case in point.

"There's a lack of clarity. We do not take any money from members. The business is based entirely on commissions. This is why we are working with the government for an amendment to The Prize Chits and Money Circulation Schemes (Banning) Act," Banerji said.

Elaborating on the contentious issue, Bejon Misra, a member of the FICCI taskforce, said "You invite entrepreneurs to invest in India. When they do and grow, they realise that laws are not on their side. You give them a license to do business but then you tell them that it's not ethical."

PHENOMENAL GROWTH

- In 2013, the size of direct selling industry was estimated at $ 180 billion globally. Asia accounts for 40% of the pie, followed by North and South America with 20% each, and Europe with 15%.
- US, Japan and China are the biggest direct selling markets. Even countries like Mexicio and Brazil, which have a much smaller population than India, the size of the industry is several times more.
- In 2013, the size of direct selling industry in India was estimated at Rs7,200 crore, which is projected to grow to Rs64,000 crore by 2025
- Wellness & personal care products and cosmetics dominate the direct selling industry in India and globally
- Organised players such as Amway, Oriflame, Tupperware, Herbalife, Hindustan Unilever Network, and others account for 90% of the direct selling industry in India.

ORGANISED PLAYERS SUCH AS AMWAY, TUPPERWARE, ORIFLAME, HERBALIFE, AND OTHERS, DOMINATE THE INDUSTRY WITH A MARKET SHARE OF NEARLY 90%

Difference b/w traditional marketing and direct selling

Manufacturing → Advertisement → Stock → Distributor → Retailer → CUSTOMER

60% Money distributed between them

TRADITIONAL MARKETING

Manufacturing → Direct Seller → Customer/You

60% Money distributed between you

DIRECT SELLING

About Us..

New

- New is a fastest growing pharmaceutical company with extensive proficiency in the field of developing, manufacturing and commercializing Ayurvedic Medicines, Cosmetics, Nutraceuticals & Food products with an absolute focus on product quality and customer satisfaction.

- We, at New World Creations company, offer a range of services not only manufacturing and Marketing of Pharmaceutical products but also covering the licensing and regulatory hurdles involved in registering products for the Market.

- The world is full of opportunities, anywhere & anytime one can find a new opportunity. But those opportunities, which we should call it as "Its Amazing Opportunity", are very rare and hard to recognize.

- Our team of expert regularly moniters the market and propose which attracts you very much.We also gives right trading ideas to our customers for their bright future and get lifetime income. We have well experienced team, who are very kind and maintains a smooth customer relationship.

Vision

To help people live a life of economic independence on their own terms.

Mission

To grow to a global scale and become the benchmark in direct selling.

01 With the vision of becoming open wallet (bank) and to provide lots of services in financial and ecommerce business in near future .

02 Through our b2b module we increase the independent earner through out India and in future abroad also.

03 To provide all necessary transactions in one platform

Why Choose Us..

New

Easy to Operate

Fast Transactions

100% Assurance

Security

100% Natural

Business Plan

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Our Product Category

New

01 **FMCG Products**

02 **Health care**

03 **Personal Care**

04 **Home care**

05 **Agro care**

06 **Other so many Products**

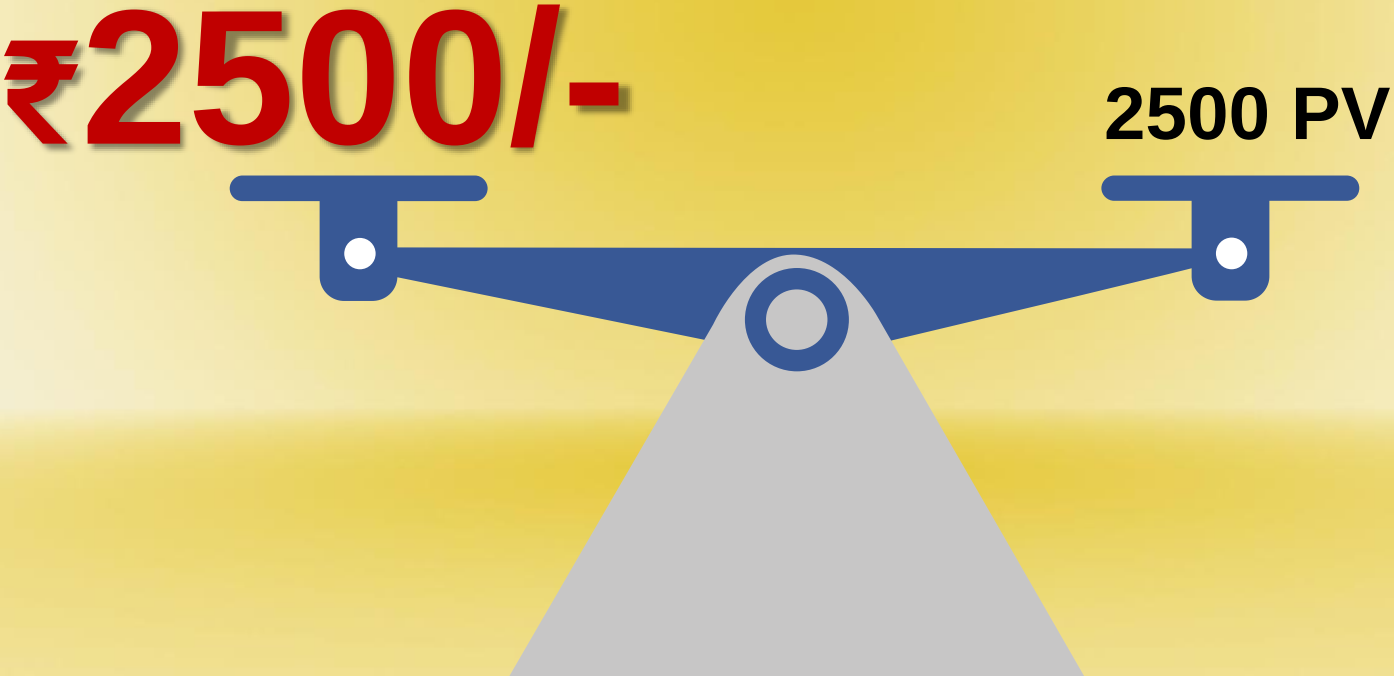
New

AND QUALIFIED FOR 4 TYPES OF INCOME

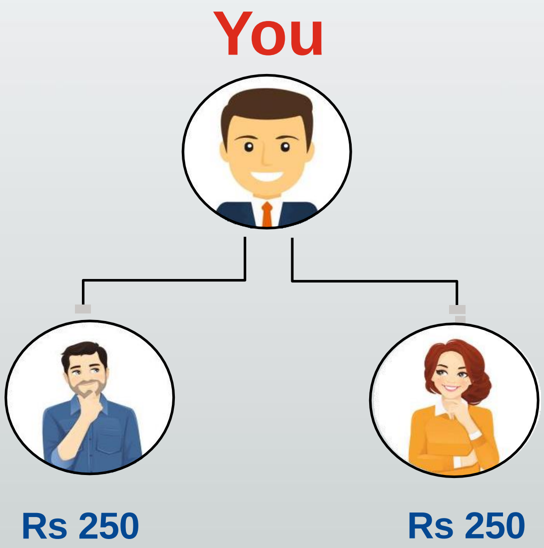
Types Of Income

- Direct Referral
- Rank & Level
- Royalty
- Reward & Award

Start - Up Cost



Direct Referral



Direct Referral

₹250

Rank Income

Sr. No.	Rank	Condition		Income
		Self Business	Team Business	
1	Silver	2500 PV	--	20%
2	Gold	10000 PV	25000 PV	8%
3	Pearl	10000 PV	1 Lakh PV	5%
4	Platinum	--	5 Lakh PV	2.5%
5	Ruby	--	20 Lakh PV	2%
6	Sapphire	--	70 Lakh PV	1.5%
7	Emerald	--	2.5 Cr PV	1%
Total Distribute				40%

Royalty Income

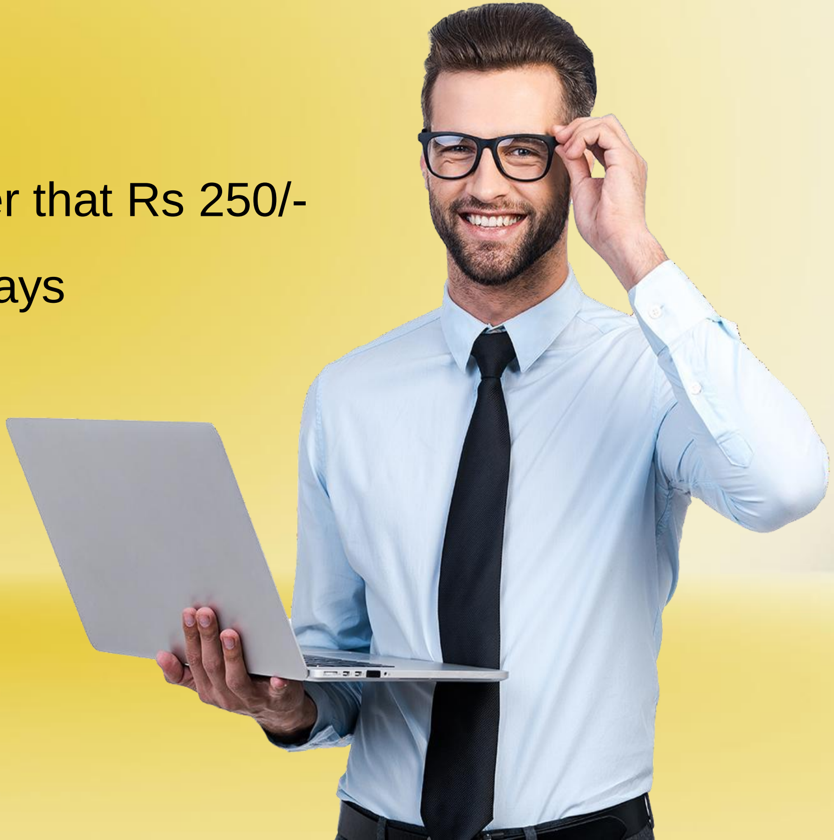
Sr. No.	Rank	Condition	Income
		Team Business	
1	Diamond	7.5 Cr	3%
2	Blue Diamond	--	3%
3	Crown	--	2%
4	Crown Ambassador	--	2%
Total Distribute			10%

Award & Rewards For Limited Time

Sr. No.	PV Required	Reward
1	5 (PV)	T - Shirt
2	Next 10 (PV)	Lunch Box or Dinner Set
3	Next 25 (PV)	Mixer
4	Next 50 (PV)	Led TV
5	Next 100 (PV)	Smart Phone
6	Next 200 (PV)	Electric Scotty
7	Next 500 (PV)	Bike Splendor Plus
8	Next 1000 (PV)	Car Down Payment
9	Next 2000 (PV)	Suv Car Down Payment

Terms & Conditions

1. One Pan Card – One Registration
2. Registration Free
3. Minimum withdrawal 1st Rs 1500/- , After that Rs 250/-
4. 24 Hours Auto withdrawal in every 15 days
5. KYC mandatory for withdrwal



Thank you

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Customer care.