

FICCI – KPMG Report Launch
**Direct Selling: Kerala -
Global Industry Empowering
millions in india**

18th March 2016, Symphony Hall, Mascot Hotel, Thiruvananthapuram



Background

On 4th December 2014 in DIRECT 2014 FICCI KPMG national study was released
Need felt for state specific reports on opportunities & challenges for the Direct Selling Industry in States
Kerala - second in series

Kerala – A snap shot

The direct selling market in Kerala is estimated in the range of INR 700-750 million
Currently, about 80,000-90,000 direct sellers are estimated to be engaged with the industry in Kerala, and are projected to grow further with growth of the industry.
Many direct selling companies in India outsource their manufacturing process to contract manufacturers which are generally Micro, Small and Medium Enterprises (MSME) to produce products domestically.
The industry has the potential to reach a size of around INR 18-20 billion by 2025 driven by growth in consumer markets and increase in the penetration of direct selling.
Total tax contribution by direct selling industry to the government in FY14 alone is estimated at INR 70-80 million.

Contact For Registration and Queries

Ms. Shilpa Gupta
Head – Retail, FMCG and Gems & Jewellery
shilpa.gupta@ficci.com

Mr. Savio Mathew
Head - FICCI Kerala State Council
+91-484-4058041/42, savio.mathew@ficci.com

Mr. Ankit Misra
Research Associate
9911728401, ankit.misra@ficci.com

Federation of Indian Chambers of Commerce and Industry (FICCI)
Federation House, Tansen Marg, New Delhi-India

www.ficci.com