

## FICCI comments on the release of guidelines for the Direct Selling Sector by the Government

*We are confident these guidelines will certainly help in bringing in regulatory clarity for the sector*  
– A. Didar Singh, Secretary General, FICCI

**New Delhi, 12 September 2016:** *“FICCI congratulates the Ministry of Consumer Affairs, Food and Public Distribution for releasing the much awaited guidelines for the Direct Selling Sector. It is a very progressive move by the government which will give a boost to INR 72 billion industry and will help in motivating the stakeholders associated with the sector”,* **said Dr. A. Didar Singh, Secretary General, FICCI.**

*“The industry has the potential to reach INR 645 billion by 2025. We are confident these guidelines will certainly help in bringing in regulatory clarity for the sector. FICCI is positive that the state governments will implement these guidelines as the sector is a major contributor towards employment creation and tax revenue. FICCI would continue to work relentlessly for the development of the sector”,* **added Dr. Didar Singh.**

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**FICCI MEDIA DIVISION**