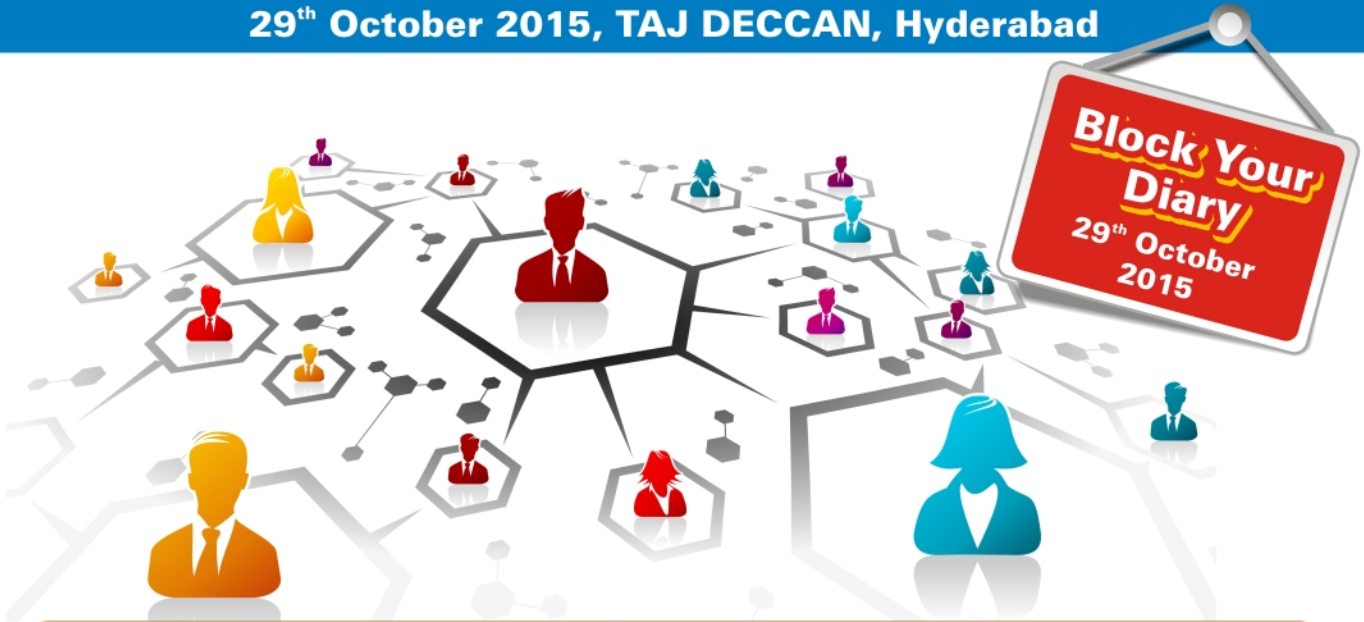


*FICCI – KPMG Report Launch*

# Direct Selling: Andhra Pradesh & Telangana - Global Industry Empowering millions in india

29<sup>th</sup> October 2015, TAJ DECCAN, Hyderabad



## Background

On 4<sup>th</sup> 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  
Andhra Pradesh & Telangana - first in series

## Andhra Pradesh & Telangana – A snap shot

Direct Selling market in Andhra Pradesh & Telangana has grown at a CAGR of 15 per cent over the last 4 years to reach INR 350 crores in 2013-14

Direct Selling market has generated a large number of self-employment opportunities in Andhra Pradesh & Telangana with 60% of the total workforce dominated by women

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 direct selling industry in Andhra Pradesh & Telangana has a potential to reach INR 4,800 -5,000 crores of revenue by 2025.

Total indirect tax contribution by direct selling industry to the government in 2013-14 alone is estimated to be in the range of INR 20-40 crore

## Contact For Registration and Queries

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