



FEDERATION OF INDIAN DIRECT
SELLING INDUSTRIES

DIRECT SELLING INDUSTRY REPORT

FY 2019 TO 2024



www.fidsi.co.in



FIDSI

Federation of Indian Direct Selling Industries

The Federation of Indian Direct Selling Industries (FIDSI) is a national-level, non-profit organization dedicated to the advancement, protection, and structured development of India's direct selling sector. Established with the purpose of creating a transparent, ethical, and sustainable business environment, FIDSI plays a pivotal role in representing the interests of all stakeholders — including direct selling companies, independent distributors, policy makers, and consumers.

MISSION

FIDSI is committed to building a transparent, ethical, and well-regulated direct selling environment across India. Our mission is to:

- Promote responsible, compliant, and consumer-friendly business practices among direct selling entities
- Educate and empower direct sellers through training, awareness, and access to legal and regulatory information
- Advocate for the interests of the direct selling industry at the national and state levels by engaging with government departments and policymakers
- Serve as a bridge between industry stakeholders, regulators, and consumers to ensure sustainable and inclusive growth
- Raise public awareness to distinguish legitimate direct selling from fraudulent or deceptive business models
- Foster industry-wide adoption of the Direct Selling Rules (2021) and other government-issued guidelines.

FIDSI

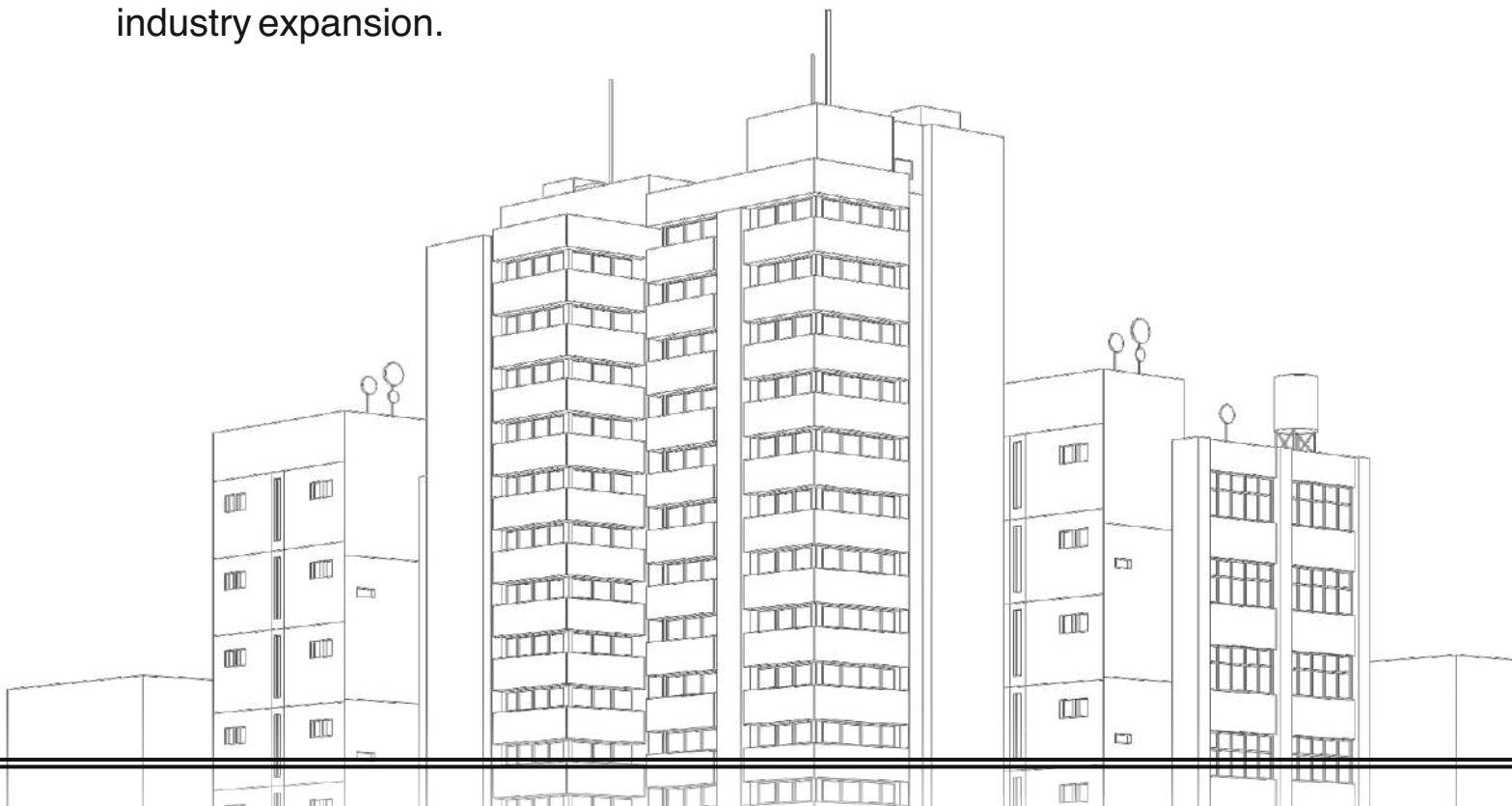
**Federation of Indian
Direct Selling Industries**



VISION

FIDSI envisions a strong, self-regulated, and globally respected direct selling industry that contributes meaningfully to India's economy and employment landscape. Our vision is to:

- Position direct selling as a credible and respectable channel for entrepreneurship and self-employment
- Enable lakhs of individuals—especially women, youth, and rural citizens—to earn, grow, and lead through ethical direct selling
- Align industry growth with national missions like Digital India, Skill India, and Atmanirbhar Bharat
- Become the central platform for industry dialogue, research, grievance redressal, and training
- Promote data-driven governance, policy reforms, and monitoring mechanisms to eliminate non-compliant practices
- Create a culture of continuous learning and innovation that fuels long-term industry expansion.





FORWARD

The Direct Selling industry in India has undergone a significant and transformative evolution in recent years. With the introduction of structured policies, increased formalization, and stronger regulatory oversight, the sector has moved from an informal model to a more transparent, credible, and trustworthy ecosystem. This transformation has also led to greater public confidence, fostering broader participation from entrepreneurs across both urban and rural regions.

This report goes beyond presenting raw data, it offers a comprehensive reflection of the industry's resilience, adaptability, and alignment with national priorities such as self-employment, entrepreneurship, women's economic empowerment, and inclusive growth. It captures the journey of a sector that has steadily emerged as a meaningful contributor to India's socio-economic fabric.



Mr. Rahul Sudan

Head - Industry Insight Report

By presenting verified, government-sourced data and factual insights, our goal is to offer all stakeholders, including policymakers, business leaders, and direct sellers, a credible, well-rounded view of where the industry stands today and the direction it is poised to take. With this initiative, we at FIDSI reaffirm our commitment to building a more ethical, transparent, and opportunity-rich direct selling ecosystem for India's future.

I take this opportunity to extend my sincere gratitude to the Executive Committee and members of FIDSI, whose dedication and collective efforts have shaped this important industry initiative. Above all, I would like to thank the Hon'ble President of FIDSI for his guidance and support. A special acknowledgment is due to Piplbyte Infotech Private Limited for leading the deep research and analytical framework that made this report possible, and to Direct Selling Today for their continued efforts in industry communication, outreach, and awareness.

Together, let us continue to strengthen the foundations of India's direct selling sector.

RESEARCH AGENCY

PIPLBYTE INFOTECH PRIVATE LIMITED

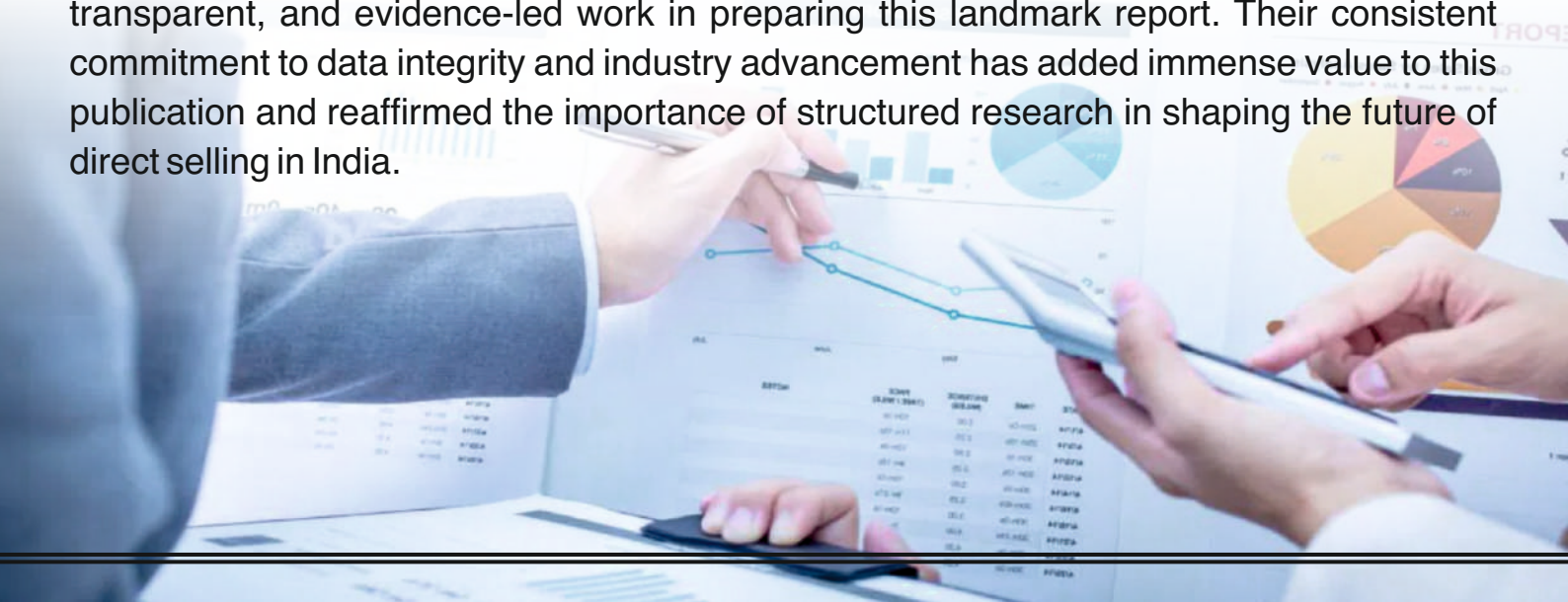
The FIDSI Insight Report (FY 2019–2024) formally acknowledges the outstanding research and data-driven contribution of Piplbyte Infotech Private Limited—one of India's leading consultancy firms dedicated to the direct selling industry.

Founded in 2016 and based in New Delhi, Piplbyte Infotech has earned recognition for providing strategic business planning, legal and regulatory advisory, product design support, and capacity-building training services for direct selling enterprises across India. For this report, Piplbyte Infotech conducted a multi-year data compilation and analysis covering national turnover trends, year-on-year growth, regional penetration, and product/service-wise segmentation across five financial years. Their approach combined government-published data, industry surveys, field inputs, and verified distributor insights—underpinned by internal audits and multi-layered verification protocols to ensure accuracy and objectivity.

Key support was provided through:

- Direct Selling Today, their media wing, which contributed digital engagement data and coordinated social media-based survey outreach;
- Direct Selling Training Academy (DSTA), which supplied real-time insights from national training programs and enabled demographic profiling of active direct sellers.

FIDSI expresses its deep appreciation to the team at Piplbyte Infotech for their rigorous, transparent, and evidence-led work in preparing this landmark report. Their consistent commitment to data integrity and industry advancement has added immense value to this publication and reaffirmed the importance of structured research in shaping the future of direct selling in India.





EXECUTIVE SUMMARY

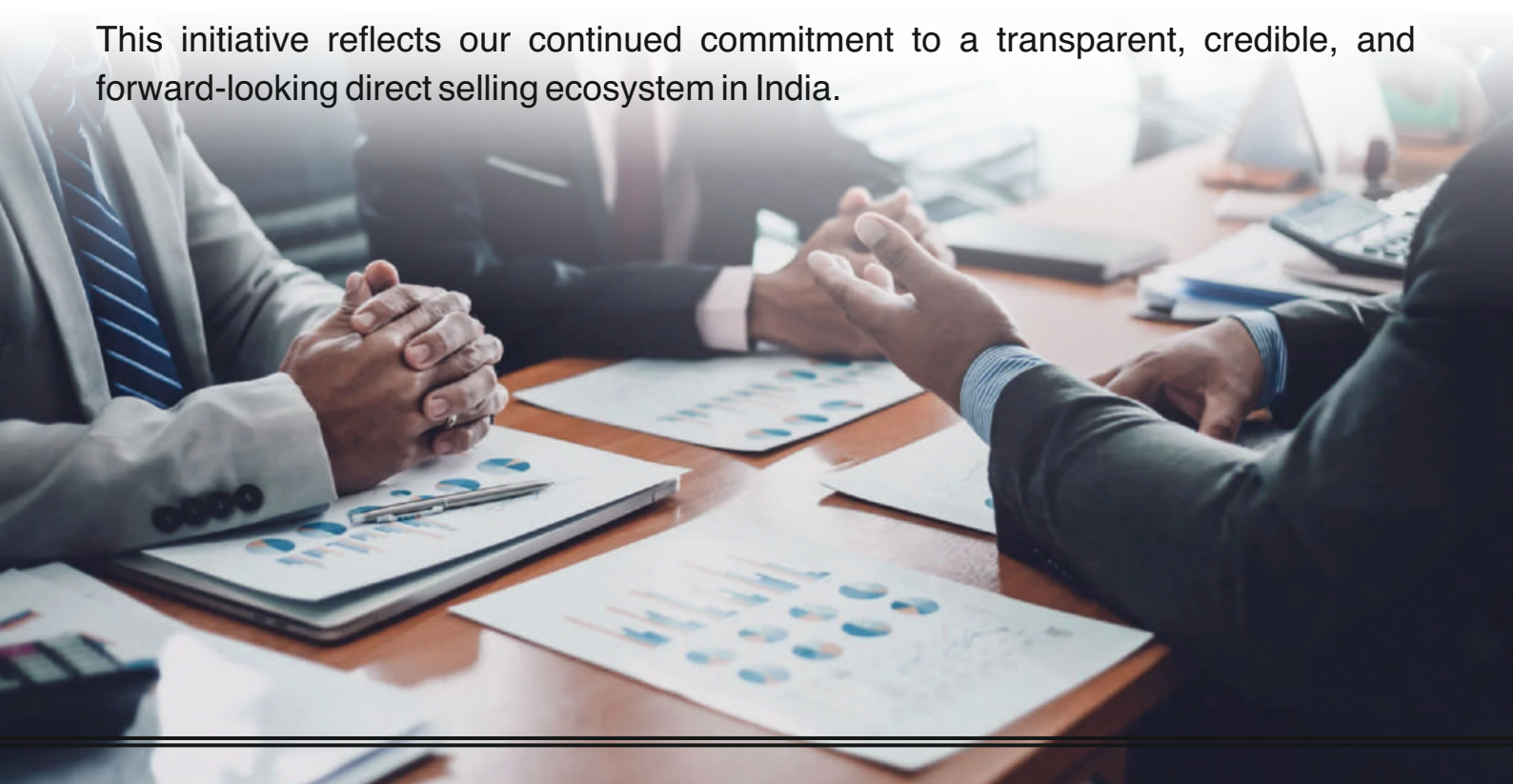
The Indian Direct Selling Industry has shown steady and structured growth over the past five years, emerging as a vital contributor to self-employment, entrepreneurship, and inclusive economic development. This report captures key insights from FY 2019 to FY 2024, highlighting turnover trends, region-wise company distribution, and ROC-based registrations.

A major feature of this report is the analysis of post-regulation growth following the implementation of the Direct Selling Rules in 2021. These rules have played a pivotal role in formalizing the sector, strengthening compliance, and building greater trust among stakeholders.

By offering verified, data-driven insights, this report is intended to serve policymakers, investors, companies, and distributors with a transparent view of the industry's direction.

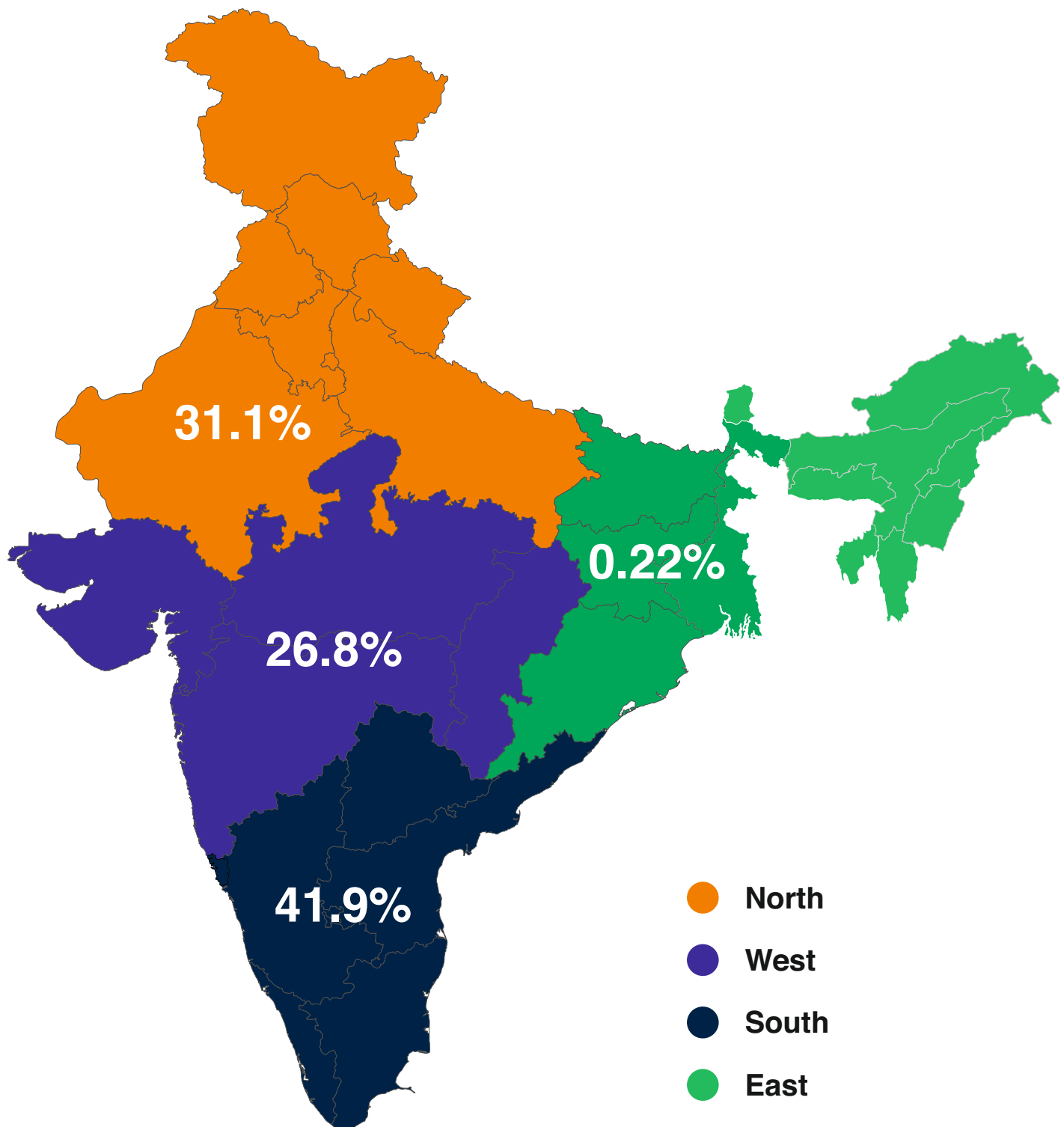
Going forward, we plan to publish this report annually and are working towards building a centralized database to support research, policymaking, and long-term monitoring of the industry's development.

This initiative reflects our continued commitment to a transparent, credible, and forward-looking direct selling ecosystem in India.



REGIONAL MARKET TURNOVER SHARE IN DIRECT SELLING

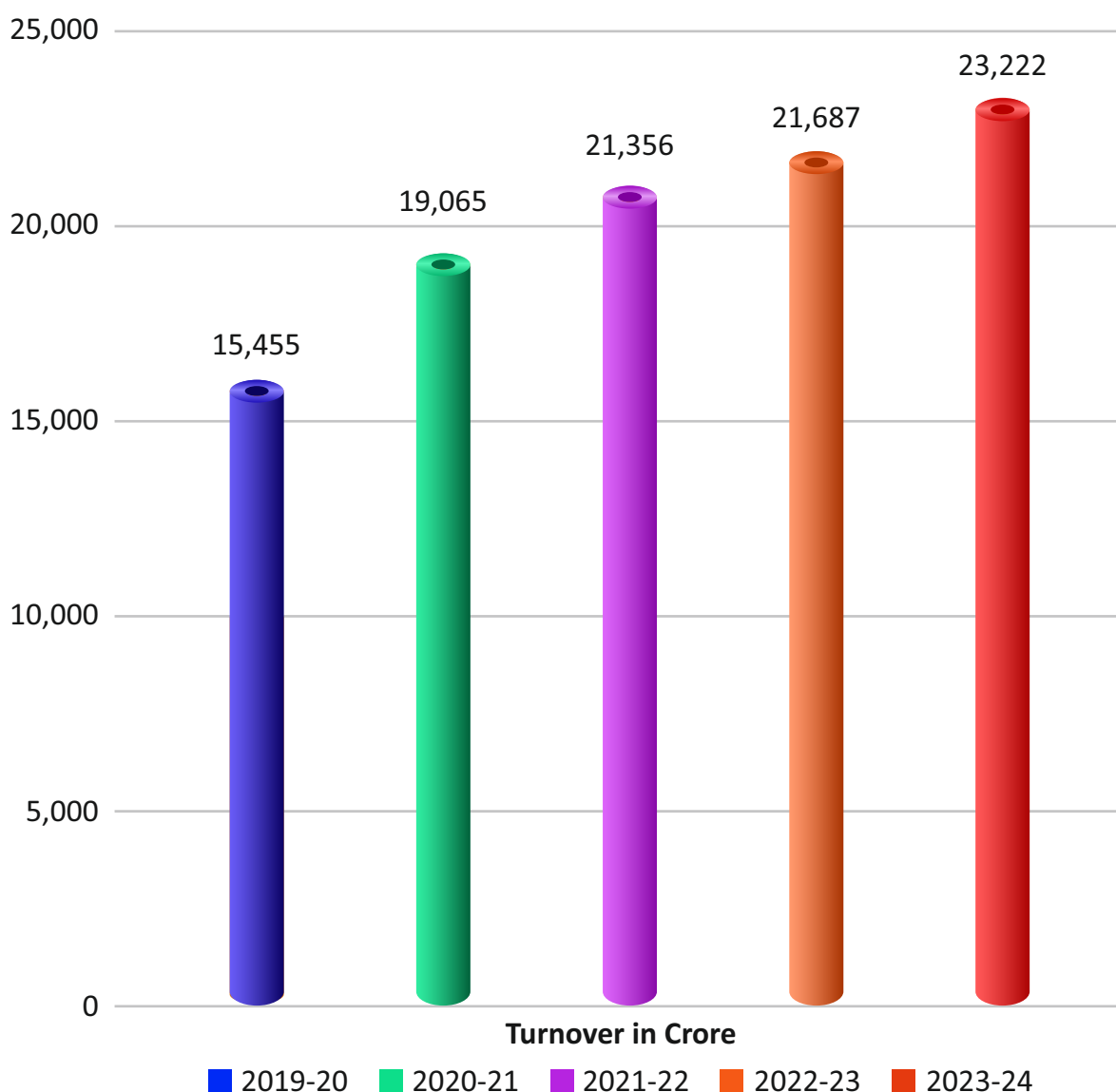
FY 2023-24 (INDIA)





TURNOVER YEAR WISE 2019-2024

- Consistent Industry Growth Turnover has steadily increased from Rs. 15,455 crore in FY 2019-20 to Rs. 23,222 crore in FY 2023-24, reflecting sustained market expansion and consumer engagement.
- Growth rate of turnover **FY 2022-23** to **FY 2023-24** is **7%**

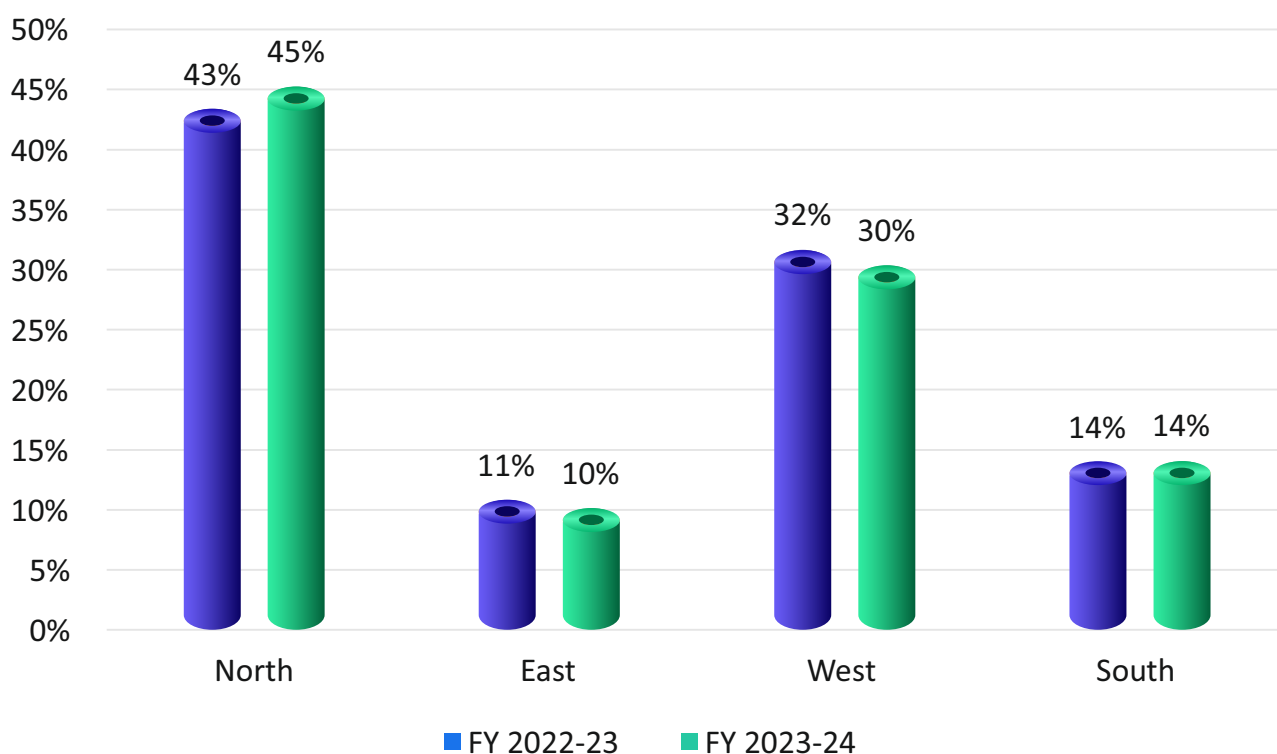


This data has been sourced from the Ministry of Corporate Affairs (MCA) and includes only companies that have completed ROC filings

NUMBER OF COMPANIES REGION WISE



The regional distribution of direct selling companies in India shows a shift, with total companies declining from **378** in FY 2022-23 to **276** in FY 2023-24. The North region strengthened its leadership with a **45%** share, while the West continued to hold a solid position at **30%**. The South remained consistent at **14%**, and the East stood at **10%**, both representing high-potential emerging markets. These developments indicate a maturing sector that is becoming more streamlined, trustworthy, and aligned with regulatory standards.



FY 2022-23		
North	164	43%
East	41	11%
West	120	32%
South	53	14%
Total	378	100%

FY 2023-24		
North	125	45%
East	28	10%
West	84	30%
South	39	14%
Total	276	100%



NUMBER OF COMPANIES INSPECTED

We conducted a comprehensive assessment of the financial metrics of 995 direct selling companies for the year 2023-24 to derive valuable insights into the evolving landscape of the industry. This analysis provided a rich dataset that reflects emerging trends, patterns of sustainable growth, and the sector's overall financial direction.

The observed shifts in company data can be attributed to increased awareness among consumers and direct sellers, driven by extensive training programs and capacity-building initiatives. Moreover, the effective enforcement of Direct Selling Rules, the Consumer Protection Act, and other regulatory frameworks has played a vital role in shaping a more transparent, ethical, and compliant ecosystem.

These developments indicate the industry's growing alignment with legal standards and consumer rights, ultimately paving the way for a more trustworthy and resilient direct selling environment.

293

FY 2019-20

354

FY 2020-21

383

FY 2021-22

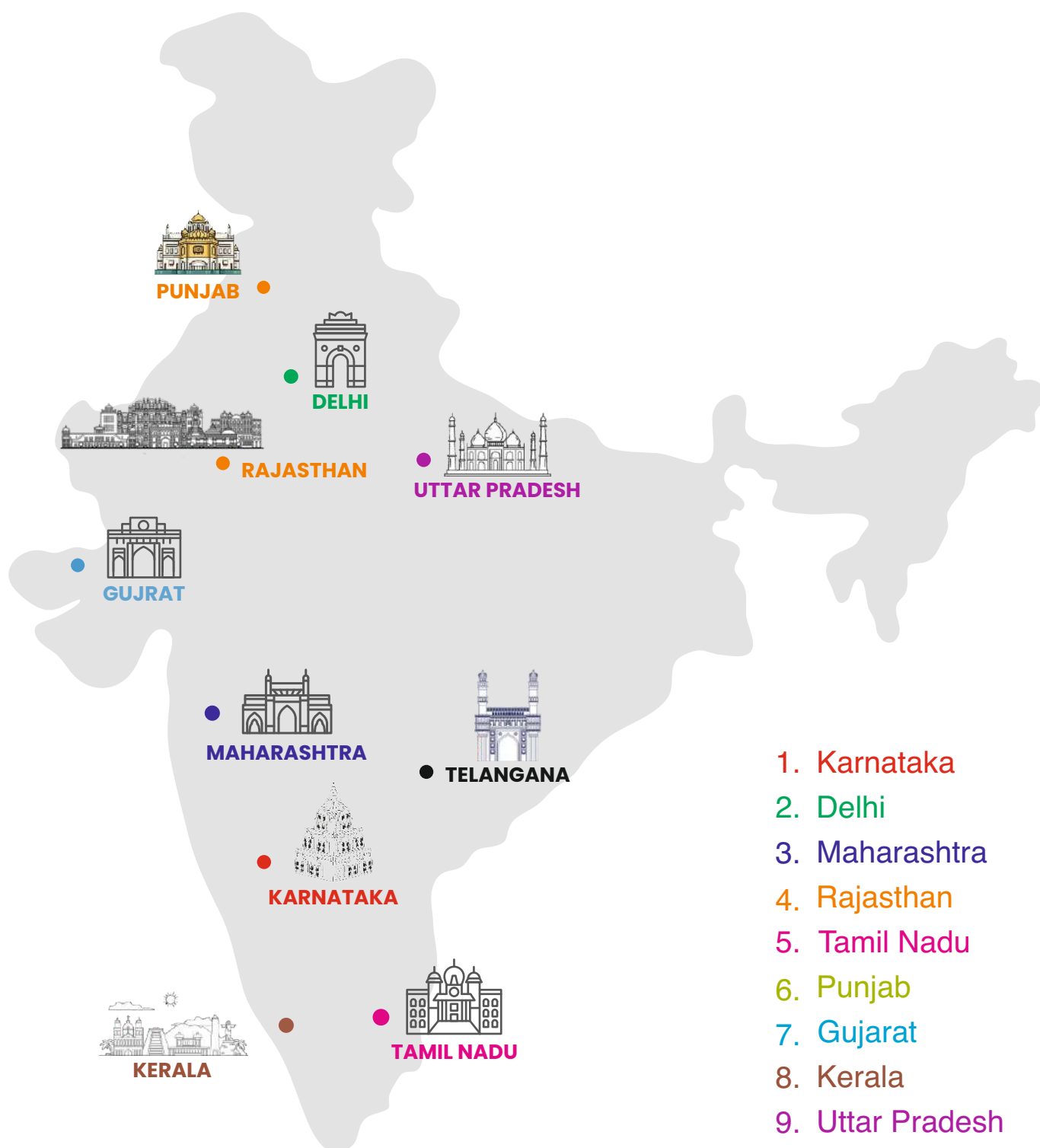
381

FY 2022-23

276

FY 2023-24

TOP 10 STATES FY 2023-24



1. Karnataka
2. Delhi
3. Maharashtra
4. Rajasthan
5. Tamil Nadu
6. Punjab
7. Gujarat
8. Kerala
9. Uttar Pradesh
10. Telangana



ASSOCIATIONS MEMBER COMPANIES DRIVING INDUSTRY GROWTH

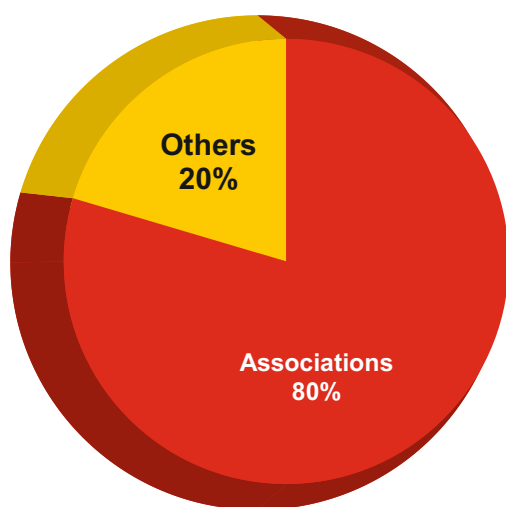
Companies associated with recognized direct selling associations have consistently contributed to the sector's formal, ethical, and regulated growth.

By complying with Direct Selling Rules, sharing verified data, and investing in training, these companies demonstrate strong governance and transparency.

Performance Highlights:

* FY 2022–23: **3.40%** growth vs **1.55%** industry average

* FY 2023–24: **6.47%** growth, closely aligned with industry's **7%**

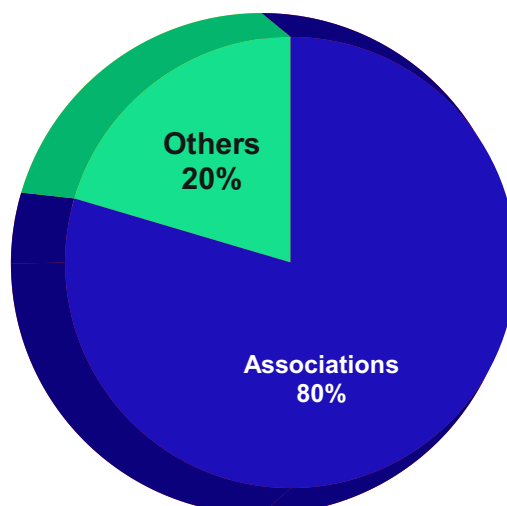


FY 2022-23

■ Associations
■ Others

FY 2023-24

■ Associations
■ Others



IMPACT OF DIRECT SELLING LAWS ON BUSINESS GROWTH



Before the implementation of the Direct Selling Rules in 2021, the industry operated in a largely unregulated space, limiting credibility and formal recognition.

Post-2021, with the enforcement of clear **Direct Selling Laws**, the sector witnessed consistent growth in turnover—from ₹19,065 Cr in FY 2020–21 to ₹23,222 Cr in FY 2023–24.

The laws boosted consumer confidence, improved business practices, and encouraged greater transparency and compliance across companies. This legal clarity marked a turning point in establishing direct selling as a credible and regulated industry in India.

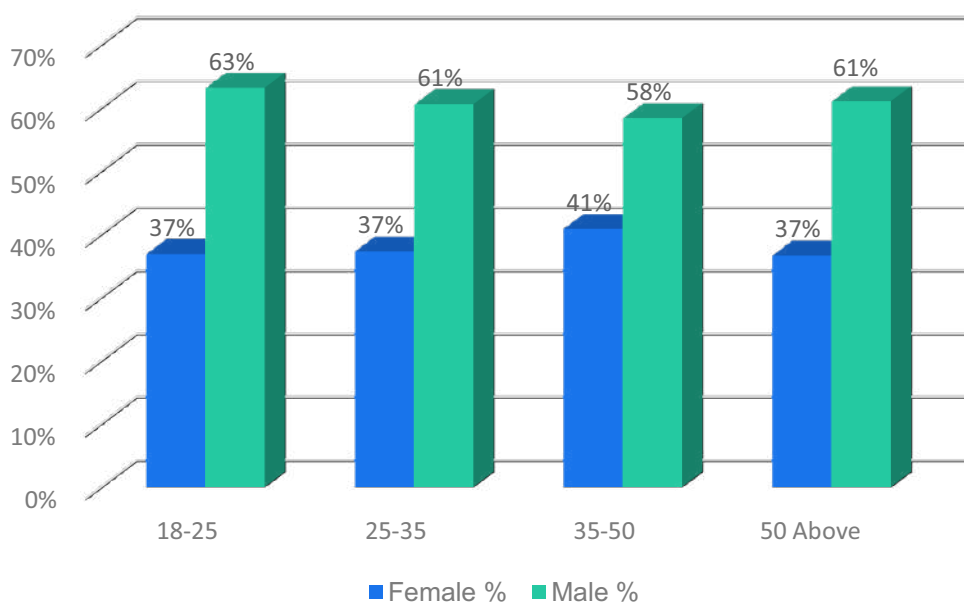
FY 2020-21	19,065 Crore
FY 2021-22	21,356 Crore
FY 2022-23	21,687 Crore
FY 2023-24	23,120 Crore



DEMOGRAPHIC PROFILE OF DIRECT SELLERS

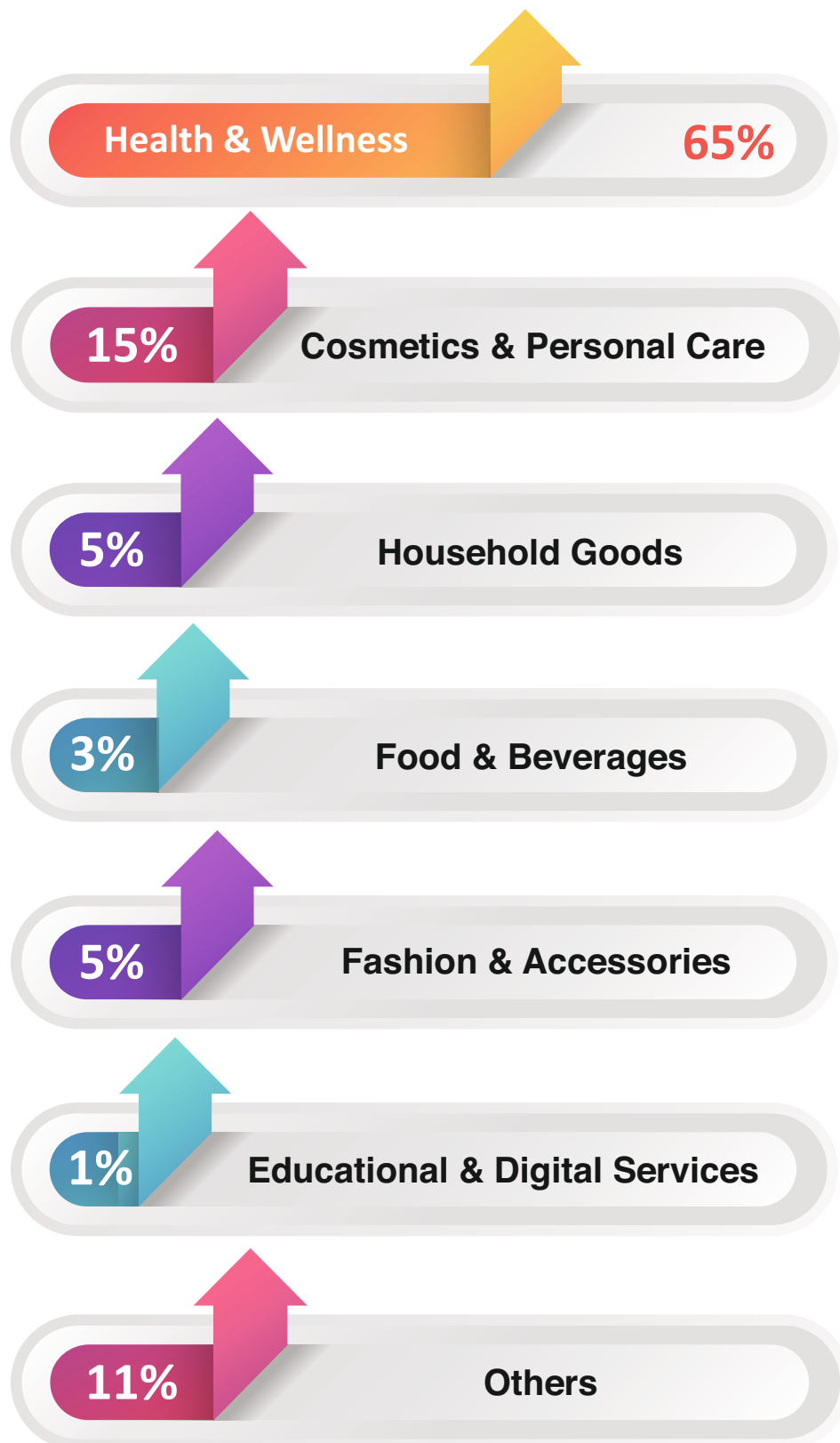
The gender distribution across different age groups in the direct selling industry shows a consistently higher percentage of males compared to females. In the **18-25** and **25-35** age groups, males make up around **61-63%**, while females account for **37-39%**. The trend remains similar for the older age brackets, with the male percentage ranging from **58-61%**. This pattern indicates a stronger male presence in all categories, with the highest female participation observed in the **35-50** age group at **41%**.

Gender Distribution - Direct Sellers



Age Group	18-25	25-35	35-50	50 Above
Total	19	38	91	29
Total %	11%	21%	51%	16%
Age Group	18-25	25-35	35-50	50 Above
Female %	37%	37%	41%	37%
Age Group	18-25	25-35	35-50	50 Above
Male %	63%	61%	58%	61%

DIRECT SELLING: PRODUCT & SERVICE TRENDS





**FEDERATION OF INDIAN DIRECT
SELLING INDUSTRIES**



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