

REGISTERED LEGAL DIRECT SELLING COMPANY LIST - 2025

REGD. NO. D. L

रजिस्ट्री सं.डी.एल.



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS

सं. 630]

No. 630]

असाधारण
EXTRAORDINARY

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्रालय
(उपभोक्ता मामले विभाग)

नई दिल्ली 2025-2026

भारत सरकार द्वारा रजिस्टर्ड डायरेक्ट सेलिंग कंपनी सूची 2025-2026

S.No	COMPANY NAME	DATE OF REREGISTRATION	CIN NO.	Reg. STATE
1	BASUDHAMAX MULTITRADE PVT LTD	31/01/2020	U51909OR2020PTC032611	ORISSA
2	Amway India Enterprises Private Limited	12/14/2016	U74120DL1995PTC071405	New Delhi
3	Smartway India Enterprises LLP	11/07/2016	AAC-7557	New Delhi
4	Mi Lifestyle Marketing Private Limited	11/23/2016	U74900TN2013PTC092509	Tamilnadu
5	SAFE AND SECURE Online Mrk. pvt. ltd.	11/25/2016	U52390DL2001PTC109313	New Delhi
6	Gananapati sales (opc) pvt. Ltd.	11/27/2016	U51101CT2015OPC001737	Chhattisgarh
7	ARL Retail Private Limited	11/28/2016	U52390DL2011PTC227648	New Delhi
8	Rich vision E-commerce Multiservices Pvt. Ltd.	11/28/2016	U74120PN2015PTC154975	Maharashtra
9	Oriens Global Marketing Private Limited	11/29/2016	U51909TN2010PTC074263	Tamilnadu
10	International Marketing Corporation Pvt. Ltd.	11/30/2016	U15490PB2013PTC038243	Punjab
11	Unibiz Multi Trade Pvt Ltd	11/30/2016	U51100DD2012PTC004708	DAMAN AND DIU
12	Gyankul Network Private Limited	11/30/2016	U93000HR2013PTC049726	Haryana
13	Netsurf Communications Pvt. Ltd.	12/01/2016	U72900PN2000PTC142615	DAMAN & DIU
14	Sarso Biznet International Private Limited	12/02/2016	U51909PB2011PTC034983	Punjab
15	ENDRO ONLINE SHOPPE Pvt. Ltd.	27/05/2020	U52609KL2020PTC062163	KERALA

16 I MWAY Direct Marketing Pvt Ltd	12/02/2016	U74999MH2015PTC267793	Maharashtra
17 Tranzindia corporate network pvt. ltd	12/05/2016	U74900TZ2011PTC017358	Tamil Nadu
18 Cmax Global Marketing Pvt. Ltd	12/05/2016	U74140DL2015PTC286415	Delhi
19 Click N Pick Websale Pvt. Ltd.	12/05/2016	U52190RJ2012PTC041124	Rajasthan
20 NVN Empire Educare Pvt. Ltd.	12/07/2016	U72900GJ2015PTC085547	Gujarat
21 Unicity Health Pvt Ltd	12/07/2016	U85110KA2010PTC085191	Karnataka
22 ADMW INDIA PRIVATE LIMITED	04/01/2020	U74999KA2019PTC131018	Karnataka
23 AWE-INSPIRING PRODUCTS AND SERVICES Pvt. Ltd.	12/07/2016	U74999DL2016PTC299137	New Delhi
24 Pentaworld India Marketing Pvt. Ltd.	12/07/2016	U52100GJ2011PTC066406	GUJARAT
25 Sunrider India Pvt Ltd	12/07/2016	U5109HR2004PTC035289	Haryana
26 Wellscience Health Pvt Ltd	12/07/2016	U85190DL2009PTC187283	New Delhi
27 Kanwhizz Industries Limited	12/07/2016	U74120UP2016PLC077007	Uttar Pradesh
28 PAMOSA TRADE INDIA PVT. LTD	12/07/2016	U51909PN2012PTC145714	Maharashtra
29 Blulife Marketing Private Limited	12/07/2016	U52100KA2016PTC085595	Karnataka
30 MYREALLIFE CARE PRODUCTS Pvt. Ltd.	04/08/2021	U51909HR2021PTC096792	Haryana
31 Amulya Herbs Pvt. Ltd.	12/07/2016	U85100CH2014PTC035046	Chandigarh
32 SMYREALLIFEHASTA ENTERPRISES Pvt. Ltd.	12/07/2016	U52190RJ2014PTC044960	Rajasthan
33 SUNSHINE FUTURE SOLUTION MULTITRADE Pvt. Ltd.	03/06/2021	U51909AS2021PTC021423	Assam

34 Indosys Life Science Private Limited	12/07/2016	U24233KA2011PTC057538	Karnataka
35 Add-Shop Promotions Private Limited	12/07/2016	U51109GJ2013PTC076482	Gujarat
36 Daily Need Marketing And Retail Pvt. Ltd.	12/07/2016	U52590HR2015PTC056073	Haryana
37 KISHANZEN OPC PVT LTD	12/11/2020	U52190OR2020OPC034775	Odisha
38 Balaji Tradevision Pvt Ltd	12/07/2016	U52190RJ2011PTC036648	Rajasthan
39 ASCLEPIUS WELLNESS PVT LTD	12/07/2016	U51909DL2014PTC272296	New Delhi
40 Pro Young International Pvt. Ltd.	12/07/2016	U52100TG2007PTC054540	Andhra Pradesh
41 Noni Biotech Pvt. Ltd.	12/07/2016	U72900TN2001PTC047205	Tamilnadu
42 DSR Electronics And Financial Services Pvt. Ltd.	12/07/2016	U51900MH2006PTC161224	Maharashtra
43 Yuvanrich Sales and Services Private Limited	12/07/2016	U74999MH2016PTC282156	Maharashtra
44 RLC Multitrade Private Limited	12/08/2016	U51909DL2015PTC288265	Delhi
45 Sami Direct Marketing Private Ltd.	12/08/2016	U52399KA2010PTC054072	Karnataka
46 G19 Marketing Pvt Ltd	12/08/2016	U74999DL2016PTC290770	Delhi
52 INDUS HEALTH PLUS PVT LTD	12/08/2016	U85200MH1995PTC091382	Maharashtra
48 Masterminds worldtrade business solution limited	12/08/2016	U51909DL2016PLC289194	Delhi
49 Sanelaa greens private limited	12/08/2016	U52100MH2016PTC271737	Maharashtra
50 Rising Rainbow Multitrade Pvt. Ltd.	12/08/2016	U52590MH2016PTC283922	MAHARASHTRA
51 Biosash Business Pvt. Ltd.	12/08/2016	U74140HR2015PTC057274	Haryana

52 Orymile Traders And Consults Private Limited	06/12/2019	U52205PN2014PTC150048	MAHARASHTRA
53 Hi-Scan Marketing And Consultancy Private Limited	12/08/2016	U51909GJ2014PTC078311	Gujarat
54 M/s Vestige Marketing Pvt ltd	12/09/2016	U51909DL2004PTC126738	New Delhi
55 DXN Marketing India Private Limited	12/09/2016	U15490TN2014PTC095516	Tamilnadu
56 Wellness Family Pvt. Ltd.	12/09/2016	U52399KA2014PTC074716	Karnataka
57 K-Link Healthcare (India) Private Limited	12/09/2016	U85199TN2001PTC048131	Tamilnadu
58 JMVD MultiTrade Pvt Ltd	12/09/2016	U74120UP2012PTC050064	Uttar Pradesh
59 Planet Dewsoft Pvt. Ltd.	12/09/2016	U74900DL2015PTC281341	New Delhi
60 Sahaj Lifecare Products Pvt. Ltd.	12/09/2016	U51900Gj2014PTC080113	GUJARAT
61 Moringo Organics Pvt Ltd	12/09/2016	U51109KA2012PTC063338	Karnataka
62 GK Lifecare Solutions Pvt Ltd	12/09/2016	U74999UR2016PTC007213	Uttarakhand
63 Radha Madhav Corporation Ltd	12/09/2016	L74950DD2005PLC003775	DAMAN & DIU
64 Axil Core Business Pvt Ltd	12/09/2016	U74900MH2012PTC226956	Maharashtra
65 LAIET ALLIANCE PVT. LTD.	12/09/2016	U93000PB2015PTC039739	Punjab
66 IIN Eduworld Pvt. Ltd.	12/09/2016	U80301GJ2015PTC084249	Gujarat
67 modicare Ltd	12/13/2016	U72200DL1973PLC110617	New Delhi
68 Winnature International Pvt Ltd	12/13/2016	U74999MH2015PTC267412	Maharashtra
69 Smart Value Products And Services Limited	12/13/2016	U50300DL2006PLC191355	Delhi

70 Naswiz Retails Pvt Ltd	1/24/2017	U52399DL2016PTC307914	New Delhi
71 NORTON SALES PVT LTD	12/14/2016	U74899DL1983PTC015659	New Delhi
72 DCorp India Pvt. Ltd.	12/14/2016	U51900GJ2016PTC086132	Gujarat
73 KRISHNA AGRIBUSINESS DEVELOPMENT Pvt. Ltd.	12/14/2016	U01403MH2014PTC258115	Maharashtra
74 ITSPOSSIBLE NUTRACEUTICALS LIMITED	12/14/2016	U2429DL2012PLC2333327	New Delhi
75 Prime Direct Solutions India Pvt Ltd	12/14/2016	U70100MH2014PTC257704	Maharashtra
76 Toptime Network Pvt. Ltd.	12/14/2016	U74999DL2016PTC300844	New Delhi
77 Lit Holidays Pvt Ltd	12/14/2016	U55101DL2015PTC285728	New Delhi
78 Uninature Life Science Pvt Ltd	12/14/2016	U51900GJ2016PTC093074	Gujarat
79 Oxi9 Essentials Pvt. Ltd	12/14/2016	U52599GJ2011PTC066079	Gujarat
80 Herbal Fitness Private Limited	12/14/2016	U24133CH2013PTC034687	Chandigarh
81 Kissan Crop Care & Multiservices Pvt Ltd	12/14/2016	U01403MH2015PTC266180	Maharashtra
82 Richlife International Private Limited	12/14/2016	U52100CT2016PTC002203	Chhattisgarh
83 Dauphin Travel Marketing Pvt Ltd	12/14/2016	U74120DL2003PTC121875	New Delhi
84 Pro Healthywayz International LLP	12/14/2016	AAE-0739	ANDHARA PRADESH
85 Kapsun Industries	12/14/2016	Reg.GSTIN24AACFK1110F1Z7	Gujarat
86 Teamex Retail Limited	12/14/2016	U52100GJ2013PLC073875	Gujarat
87 Aura E-Commerce Pvt. Ltd.	12/14/2016	U74900DL2011PTC216520	Delhi

88 Dream Touch Trade India Pvt. Ltd.	12/14/2016	U51100PN2015PTC154470	Maharashtra
89 Aimlife Multitrade Pvt. Ltd.	12/14/2016	U74900WB2012PTC188317	West Bengal
90 KEVA INDUSTRIES	12/15/2016	3562062547	Punjab
91 Avon Beauty Products india Pvt Ltd	12/15/2016	U24246HR1995PTC035642	Haryana
92 MDML Direct Marketing LLP	12/15/2016	AAC-3075	Gujarat
93 Grahak Power India Private Limited	12/15/2016	U74900AP2014PTC095844	Andhra Pradesh
94 Smile India Bridge Wellness Pvt. Ltd.	12/16/2016	U51101TG2015OPC100309	Telangana
95 HHI Marketing Private Limited	12/20/2016	U51909PB2016PTC040009	Punjab
96 Vibrant India Realtrade Private Limited	12/20/2016	U70100GJ2014PTC080283	Gujarat
97 Prove Life Trading Pvt. Ltd.	12/20/2016	U52190RJ2015PTC047999	Rajashtan
98 Aradhya Marketing Pvt. Ltd.	12/22/2016	U74999UR2013PTC000577	Uttarakhand
99 Falcon Marketing Pvt Ltd	12/27/2016	U74999PB2009PTC032904	Punjab
100 WIC SALES POINT PRIVATE LIMITED	12/27/2016	U51909RJ2016PTC056265	Rajasthan
101 WORLD YATRA TOURISM Pvt. Ltd.	12/27/2016	U63040HR2013PTC049884	Haryana
102 Care India Direct Selling LLP	12/27/2016	AAB-5657	Rajasthan
103 pugos products private limited	01/04/2017	U52590KA2016PTC086565	Karnataka
104 M/s. Yashika Trading And Marketing Pvt. Ltd.	01/05/2017	U51900CT2015PTC001959	CHHATTISGARH
105 AJS Multitrade Pvt Ltd	01/05/2017	U52100OR2014PTC018274	Odisha

106	Direct Bazaar Pvt. Ltd.	01/10/2017	U93000GJ2015PTC085367	Gujarat
107	Flabia Fresh Pvt.Ltd.	01/11/2017	U74999WB2011PTC171247	West Bengal
108	Nidan Herbs Distributor LLP	01/12/2017	AAG-5371	ASSAM
109	Being Healthy Pvt Ltd	01/13/2017	U85100HR2015PTC055259	Haryana
110	Altos Enterprises Ltd	01/16/2017	U52190PB2002PLC25539	Punjab
111	Tianjin Tianshi India Private Limited	01/16/2017	U51909DL2002PTC115140	New Delhi
112	Disha Total Marketing Solutions Pvt Ltd	01/16/2017	U52100MH2014PTC257310	Maharashtra
113	DNR Shopping Pvt. Ltd.	01/16/2017	U52609PN2016PTC165288	Maharashtra
114	Easy Care Consumer Solution Private Limited	1/16/2017	U52590MO2014PTC033129	Madhya Pradesh
115	KTS Prime Merchandise Private Limited	01/17/2017	U740999RJ2016PTC056017	Rajasthan
116	Zillonlife Global Private Limited	01/17/2017	U74999DL2016PTC305591	New Delhi
117	Tupperware India Private Limited	01/18/2017	U25209DL1996PTC078605	New Delhi
118	Safeddeal Marketing Pvt Ltd	01/19/2017	U52320DL2016PTC302364	Delhi
119	NTEL Marketing & Services Pvt. Ltd.	01/20/2017	U74130MH2009PTC191870	Maharashtra
120	Golden India Healthy Life Private Limited	1/23/2017	U74999HP2016PTC006223	Himanchal
121	Yashowin Marketing Pvt. Ltd.	01/23/2017	U18109PN2015PTC155344	Maharashtra
122	ForLife Trading India Pvt Ltd	01/23/2017	U51109MH2008PTC207785	Maharashtra
123	Bizective Online Services LLP	01/23/2017	AAF-8730	Andhra Pradesh

124	M/s. Choudhary Agro Tech(I) Pvt. Ltd.	01/23/2017	U01403MH2011PTC214050	MAHARASHTRA
125	Jasan Travel Marketing Pvt. Ltd.	01/23/2017	U74999PB2016PTC045594	Punjab
126	Grow Together Marketing Pvt. Ltd.	01/23/2017	U52300HR2015PTC057302	Haryana
127	Ennergix Lifestyle Pvt Ltd	01/23/2017	U72900DL2014PTC262930	New Delhi
128	Hindustan Trade Smith Pvt Ltd	01/23/2017	U51900HR2014PTC051605	Haryana
129	Aizen Lifestyle Private Limited	01/23/2017	U85190KA2011PTC058130	Karnataka
130	Vivaayush Enterprises India Private Limited	01/23/2017	U74999PN2014PTC150971	Maharashtra
131	Dhanwantari Distributors Pvt. Ltd.	01/23/2017	U51909PN2008PTC133043	Maharashtra
132	Vividways Venditare india Pvt Ltd	01/23/2017	U52100UR2014PTC001352	Uttarakhand
133	Maxen Hawk Marketing LLP	01/23/2017	AAD-8515	Haryana
134	Smart Health PRO-care Pvt. Ltd.	01/23/2017	U85100PN2016PTC164546	Maharashtra
135	Real Life Herbal Marketing Pvt Ltd	01/23/2017	U52100HR2013PTC051208	Haryana
136	Provixo India Pvt. Ltd.	01/23/2017	U51909WB2016PTC210282	WEST BENGAL
137	Influx Multitrade Limited	01/23/2017	U74140PN2004PLC018862	Maharashtra
138	OJAS Exim Private Limited	01/23/2017	U52311GJ2011PTC064437	Gujarat
139	Asclepius Wellness Private Limited	07/10/2014	U51909DL2014PTC272296	Delhi
140	Subhotam Multitrade Pvt Ltd	01/23/2017	U74999UR2016PTC007100	Uttarakhand
141	Dream Freedom Herbal Private Limited	01/23/2017	U52599PB2016PTC040017	Punjab

142	Forever Living Imports (India) Pvt. Ltd.	01/23/2017	U51101MH2011PTC212700	Maharashtra
143	GEE PEE BIO FERT	01/23/2017	Regstd./Sl.No.736/2013-14	Punjab
144	Herbalife International India Private Limited	01/24/2017	U51909KA1998PTC026098	Karnataka
145	Glaze Trading India Pvt. Ltd.	1/24/2017	U51909DL2004PTC125198	New Delhi
146	M/s Daehsan Trading India Pvt Ltd	1/24/2017	U51109TN1999PTC043513	Tamil Nadu
147	Indusviva HealthSciences Pvt. Ltd.	1/24/2017	U85100KA2014PTC073082	KARNATAKA
148	Oriflame India private Limited	1/24/2017	U74899DL1994PTC061083	New Delhi
149	TGR Enterprises Pvt Ltd	1/24/2017	U51109GJ2012PTC070665	Gujarat
150	Economical Life Freedom Pvt. Ltd.	1/24/2017	U52100MH2013PTC240118	MAHARASHTRA
151	Nebula Infraspac LLP	1/24/2017	AAD-5208	GUJARAT
152	Natura Bioscience Marketing Pvt Ltd	1/24/2017	U51909KL2011PTC028178	Kerala
153	Parasmani Online Marketing Pvt.Ltd.	1/24/2017	U51909DL2008PTC179204	DELHI
154	RIIONN INDIA PRIVATE LIMITED	1/24/2017	U74999TZ20 16PTC028008	Tamilnadu
155	M.P. Dailyneed Multitrade Pvt. Ltd.	1/24/2017	U74999PN2014PTC150198	Maharashtra
156	DivineStars Tradelinks Pvt. Ltd.	1/24/2017	U74999PN2016PTC165158	Maharashtra
157	Gyan Holidays Pvt. Ltd.	1/24/2017	U74900DL2015PTC288551	New Delhi
158	Swadeshi Marketing And Retail Trading	1/24/2017	U51900MH1999PTC118087	MAHARASHTRA
159	AarogyaJeevan Healthcare Pvt.Ltd.	1/24/2017	U24233RJ2016PLC055017	RAJASTHAN

160	Deepak Energy Conservatives Private Limited	1/24/2017	U29302MH2010PTC198454	Maharashtra
161	SGM Multi Trade Links Pvt. Ltd.	1/24/2017	U01400PN2015PTC157423	Maharashtra
162	Metrokings Marketing Pvt.Ltd.	1/24/2017	U74999TN2015PTC102225	TANILNADU
163	Growth India Industries Ltd	1/24/2017	U70200HR2012PLC066107	Haryana
164	Yaana Future Marketing Pvt. Ltd.	1/24/2017	U74999DL2012PTC232966	DELHI
165	Galaxy Unity Marketing Solutions Private Limited	1/24/2017	U51909MH2017PTC289178	Maharashtra
166	Samrthak Trade Link Private Limited	1/24/2017	U51900GJ2015PTC082321	Gujarat
167	Maa Vedica Marketing Service Private Limited	1/24/2017	U52609MP2016PTC041466	Madhya Pradesh
168	PM-International India Pvt Ltd	1/24/2017	U51909DL2015FTC279574	Delhi
169	Sharva Life Solutions Pvt Ltd	1/24/2017	U24232RJ2014PTC046506	Rajasthan
170	Indivar Beauty Pvt. Ltd.	1/24/2017	U74999DL2009PTC192620	New Delhi
171	My Visionplus Marketing Pvt Ltd	1/24/2017	U74999MH2016PTC286580	Maharashtra
172	Green Planet Bio Products	1/24/2017	Serial No. of Firm – 2236 of 2012-13	Punjab
173	Bizkey Marketing Private Limited	12/06/2019	U74999UP2019PTC119784	UTTAR PRADESH
174	Enagic India Kangen Water Pvt. Ltd.	10/04/2016	U41000TN2015PTC100366	TamilNadu
175	Arya Smart Marketing Private Limited	1/24/2017	U52100JH2013PTC001688	Jharkhand
176	DNAR Multinational Pvt Ltd	1/24/2017	U51909DL2013PTC257314	New Delhi
177	Healing Touch Marketing Pvt. Ltd.	1/24/2017	U74900JK2012PTC003667	Jammu and Kashmir

178	Walpar Healthcare	1/24/2017	Regn.GUJ/AMS/38145	GUJARAT
179	Fly Wings Marketing International (OPC) Pvt. Ltd.	1/24/2017	U93090MH2015OPC266416	Maharashtra
180	Webillion Infocom Pvt. Ltd.	1/24/2017	U74140DL2013PTC258582	New Delhi
181	Genex Herba Private Limited	1/24/2017	U74999UP2016PTC085576	Uttar Pradesh
182	Zeal Corporation India Pvt. Ltd.	1/24/2017	U24231PN2013PTC146024	Maharashtra
183	Bestway Health And Future Pvt. Ltd.	1/25/2017	U74999HR2016PTC063724	HARYANA
184	Star Line Networkng Pvt. Ltd.	1/25/2017	U52399PB2013PTC037772	PUNJAB
185	Arising Direct Marketing Private Limited	1/25/2017	U74999TG2016PTC111862	TELANGANA
186	My Divine Visionary Marketing Pvt. Ltd.	1/25/2017	U74999PN2016PTC165577	Maharashtra
187	Hope International Pvt Ltd	1/27/2017	U80904GJ2012PTC071876	Gujarat
188	Deccan Healthcare Private Limited	02/01/2017	U72200TG1996LC024351	Telangana
189	Prime Health 5D (India) Pvt. Ltd.	02/01/2017	U24290KA2012PTC064317	KARNATAKA
190	GURU SSR India Distributors pvt Ltd	02/01/2017	451909PN2008PTC133240	MAHARASHTRA
191	M/s.Saarvasri Herbs Private Limited	02/01/2017	U51397OR2013PTC017390	ODISHA
192	Swasthyam Natural Products Marketing Pvt.Ltd.	02/01/2017	U74140DL2014PTC273882	DELHI
193	Ultrawin Marketing Pvt. Ltd.	02/01/2017	U15139RJ2013PTC043060	Rajasthan
194	Achievers Retailmart Private Limited	02/01/2017	U52100UP2015PTC072820	Uttar Pradesh
195	Gaspra Business Solutions Pvt Ltd	02/01/2017	U74999KL2016PTC046957	KERALA

196	Herbal Ways Diets Pvt. Ltd.	02/01/2017	U51229PB2002PTC25627	Punjab
197	Savefuel Tech Pvt. Ltd.	02/01/2017	U74120MH2013PTC250288	Maharashtra
198	Maxgrow Biotech Pvt Ltd	02/02/2017	U51497PB2003PTC026600	Punjab
199	Proglen Global Ventures Private Limited	02/02/2017	U74999RJ2016PTC056645	Rajashtan
200	Oyster Ptducer Company Limited	02/02/2017	U01100DL2016PTC307467	Delhi
201	Dreamvision4U Trade Pvt.Ltd.	02/08/2017	U51909PN2016PTC167159	MAHARASHTRA
202	Penuel Nexus Pvt. Ltd.	02/09/2017	U74999KL2016PTC040317	Kerala
203	NJ Mart Private Limited	2/14/2017	U74997MH2016PTC280612	Maharashtra
204	Vizhop Innovators Pvt. Ltd.	2/14/2017	U74999GJ2016PTC093497	GUJARAT
205	Zestik Business Pvt Ltd	2/14/2017	U52399PB2014PTC038608	Punjab
206	Speak People Trading India Private Limited	2/16/2017	U52609UR2016PTC007325	Uttarakhand
207	Ceyone Nutri India Pvt. Ltd.	2/20/2017	U74900WB2013PTC190654	West Bengal
208	Mudra Power Infotec Private Limited	03/01/2017	U74999MH2016PTC283046	Maharashtra
209	Fortune Smart Lifestyle Pvt. Ltd.	03/02/2017	U51100MH2002PTC135138	Maharashtra
210	Sarvodaya Infradevelopers Pvt. Ltd.	03/03/2017	U52190RJ2008PTC27314	RAJASTHAN
211	Seven Dreams Multitrade Pvt Ltd	03/06/2017	U51909PN2016PTC167625	Maharashtra
212	One World Marketing Pvt Ltd	03/07/2017	U52399DL2016PTC301656	Delhi
213	Lyoness India Pvt Ltd	03/09/2017	U74140DL2015FTC280270	New Delhi

214	AMC Cookware (India) Private Limited	3/14/2017	U29309KA2000PTC031050	Karnataka
215	MNH Healthcare India (OPC) Pvt. Ltd.	3/27/2017	U85310DL2016OPC309870	Delhi
216	Champions Multi Product Solutions Pvt. Ltd.	3/28/2017	U52100UP2015PTC073698	Uttar Pradesh
217	Radiate Trademart Pvt Ltd	04/06/2017	U51909RJ2017PTC057565	Rajasthan
218	Zeppar World Accessories Pvt Ltd	04/06/2017	U19200DL2016PTC298447	Delhi
219	JVJ Eduway Marketing Pvt. Ltd.	4/28/2017	U80900KL2017PTC48276	KERALA
220	Verbena Life Cure Marketing Pvt. Ltd.	05/09/2017	U52609MP2017PTC043067	Madhya Pradesh
221	Jolly Life Care Pvt. Ltd.	05/12/2017	U52609PB2016PTC045908	Punjab
222	INDCONNECT MARKETING PVT. LTD.	5/22/2017	U74999PN2017PTC169376	Maharashtra
223	IWENS Private Limited	5/22/2017	U31906HR2017PTCo68141	Haryana
224	KEY2SUCCESS Sales & Marketing Pvt. Ltd.	5/23/2017	U74999CT2017PTC007749	Chhattisgarh
225	Budhacharya PSB Network Pvt Ltd	06/02/2017	U74999MH2017PTC292089	Maharashtra
226	Nexgen Umeed India Private Limited	06/02/2017	U74999PB2017PTC046172	Punjab
227	SunEdge Marketing Private Ltd.	7/17/2017	U52100PN2016PTC158168	Maharashtra
228	Rhinos Health And Safety Private Limited	7/17/2017	U74999PN2016PTC167276	Maharashtra
229	Digicraft Lifestyle Pvt. Ltd.	7/17/2017	U51909DL2017PTC316873	DELHI
230	SFG Marketing & Trading Pvt. Ltd.	7/18/2017	U52599MP2012PTC029487	Maharashtra
231	Jeuness Global India Private Limited	7/24/2017	U74999DL2016FTC303965	Delhi

232	Livrm Marketing Private Limited	7/25/2017	U74999UP2017PTC089106	UTTAR PRADESH
233	Magnessa Enterprises Pvt. Ltd.	08/10/2017	U74999TN2014PTC095457	Tamilnadu
234	VLCC Online Services Private Limited	8/16/2017	U93000HR2016PTC058548	HARYANA
235	Healux International Pvt. Ltd.	8/21/2017	U51103KA2015PTC079281	KARNATAKA
236	Ayurveda Aadhar India Limited	8/22/2017	U74999DL2017PLC318079	Delhi
237	Varsana Lifecare Private Limited	8/23/2017	U85200PB2017PTC046540	Punjab
238	Biowell Universe Pvt. Ltd.	09/01/2017	U36999UP2017PTC091510	Uttar Pradesh
239	Retail 1947 Enterprises Pvt. Ltd.	09/01/2017	U52390HR2011PTC042611	DELHI
240	Phygicart E-Commerce Private Limited	09/11/2017	U52609KL2017PTCO49681	Kerala
241	Nexusworld Wellness Private Limited	09/12/2017	U74999UP2017PTC089499	UTTAR PRADESH
242	RECIPROCATION E-BUSINESS LLP	9/29/2017	LLPIN-AD-3611	UTTAR PRADESH
243	Frentic Retail & Marketing Pvt. Ltd.	10/06/2017	U74999MH2017PTC297430	Maharashtra
244	Great Opportunity Salesmart India Private Limited	10/09/2017	U74120UP2015PTC074789	UTTAR PRADESH
245	RLI Marketing Private Limited	10/10/2017	U36999UP2017PTC092720	Uttar Pradesh
246	Forever Herbal Products	10/11/2017	U85100PB2013PTC037326	Punjab
247	PS Smartvision Enterprises Pvt.Ltd.	10/12/2017	U74999PN2017PTC167889	MAHARASHTRA
248	Eazyways Arogya Healthcare (P) Ltd.	10/13/2017	U51909DL2017PTC311115	DELHI
249	Conybio Healthcare (India) Pvt. Ltd.	10/17/2017	U33112TN1998PTC041656	Tamilnadu

250	SHT Enterprises	10/17/2017	Regst.No.03BHXPS7848P1Z0	PUNJAB
251	Balarka Global Mart Private Limited	10/24/2017	U74999RJ2017PTC058714	RAJASTHAN
252	Dewsoft Overseas Pvt Ltd	10/24/2017	U72900DL2000PTC108691	Delhi
253	Artlife Wellness Products Pvt. Ltd.	10/30/2017	U92412DL2008PTC181018	DELHI
254	Pitrashish Marketing Enterprises Pvt. Ltd.	10/31/2017	U51909WB2008PTC127421	WEST BENGAL
255	Kalpamrit Markeing Pvt. Ltd.	10/31/2017	U93000UR2017PTC008154	UTTRAKHAND
256	Ezeewell Lifescience Pvt. Ltd.	10/31/2017	U74999MH2017PTC298764	Maharashtra
257	Benmoon Pharma Research Pvt. Ltd.	11/01/2017	U73100GJ2006PTC47878	Gujarat
258	Otlar Life Private Limited	11/03/2017	U51909PB2017PTC046162	Punjab
259	Kushgram Khadi Gramodyog LLP	11/07/2017	AAH-2312	Bihar
260	Neocent Retails Pvt. Ltd.	11/20/2017	U74999HR2017PTC070033	HARYANA
261	Nirlife Marketing Pvt. Ltd.	11/23/2017	U74999MH2017PTC295680	MAHARASHTRA
262	Arjana Products Pvt. Ltd.	11/28/2017	U74999TN2016PTC111918	Tamilnadu
263	Cluster Organic Cottonz India Pvt. Ltd.	11/28/2017	U17111TZ2014PTC020488	TAMIL NADU
264	Vagmine Infratrade Pvt. Ltd.	11/28/2017	U51100RJ2016PTC055870	Rajasthan
265	Kalyan Lifecare LLP	12/05/2017	AAE-2687	Delhi
266	Welocity Life Sciences Pvt. Ltd.	12/05/2017	U74999MH2016PTC286852	MAHARASHTRA
267	The Leaders Time Marketing Pvt. Ltd.	12/05/2017	U51220HR2014PTC053307	HARYANA

268	Ownlead Digital Innovation International Pvt. Ltd.	12/06/2017	U93000AP2017PTC106036	Andhra Pradesh
269	Aura Vss Lifescience Private Limited	12/11/2017	U52609GJ2017PTC098312	GUJARAT
270	Dream Direct Selling Group	12/11/2017	No.02 2017 18	CHHATTISGARH
271	VGE Mart Private Limited	12/11/2017	U74999UP2017PTCO97459	UTTAR PRADESH
272	Self Power Direct Marketing Pvt. Ltd.	12/18/2017	U52100CT2014PTC001407	CHHATTISGARH
273	EBONY PRODUCTS Pvt. Ltd.	12/18/2017	U74999UP2016PTC084786	UTTAR PRADESH
274	DRS Lifecare Industries	12/18/2017	U51909DL2017PTC316251	DELHI
275	Hunch Shoppetrade Sales Pvt. Ltd.	12/18/2017	U51909RJ2017PTC059352	RAJASTHAN
276	Suryodayalite Marketing Pvt. Ltd.	12/18/2017	U51909RJ2017PTC059232	RAJASTHAN
277	Panchjyoti Mart Private Limited	12/18/2017	U51909WB2017PTC222941	UTTAR PRADESH
278	Nexgen Inventive Information Technology	12/26/2017	U72900PN2013PTC149783	MAHARASHTRA
279	Ok Life Care Private Limited	12/28/2017	U74999HR2016PTC066261	HARYANA
280	Mohan Mishra Multitrade Pvt Ltd	12/28/2017	C52100CT2011PTC000081	CHHATTISGARH
281	Tesnee Products Limited	01/08/2018	U51909KA2017PLC103202	KARNATAKA
282	Howin Infotech Private Limited	01/10/2018	U51909KA2017PTC105236	KARNATAKA
283	Anjaneya Communications Private Limited	01/10/2018	U74999UP2017PTC090662	UTTAR PRADESH
284	Ayubox Health Science And Technology LLP	01/11/2018	AAI-4463	PUNJAB
285	Naturekare Multi Trade Pvt. Ltd.	1/19/2018	U51909GJ2016PTC093563	GUJARAT

286	PhytoCell Life Marketing Private Limited	1/22/2018	U83510UP2016PTC084784	UTTAR PRADESH
287	Basavjyoti Retail India Pvt. Ltd.	1/22/2018	U74999KA2017PTC106711	KARNATAKA
288	VisionRoots Services Pvt.Ltd.	1/22/2018	U52609DL2017PTC315179	DELHI
289	GPRS Healthcare Private Limited	1/24/2018	U51909PB2017PTC047252	PUNJAB
290	Freedom Success Mission	1/24/2018	Registration No.17/01/142/2017	RAJASTHAN
291	Gikmart Pvt. Ltd.	02/05/2018	U51909GJ2017PTC099369	GUJARAT
292	Unfoldu Global Marketing Private Limited	02/05/2018	U74999PB2017PTC046869	PUNJAB
293	PraNutra Wellness Pvt. Ltd.	02/06/2018	U74999KA2017PTC104350	KARNATAKA
294	Vowel India Marketing Limited	02/08/2018	U52190UP2017PLC093076	UTTAR PRADESH
295	Optymystix Enterprises (India) Limited	2/21/2018	U74140DL1995PLC065348	DELHI
296	Dynamic Beneficial Accord Marketing Pvt. Ltd.	2/21/2018	U51909PB2011PTC035491	PUNJAB
297	Mega Disc Pvt. Ltd.	2/27/2018	U74999DL2017PTC326444	MAHARASHTRA
298	MRB Vision Pvt. Ltd.	2/28/2018	U74999HR2017PTC071712	HARYANA
299	Adhyatm Niramaya Pvt. Ltd.	2/28/2018	U74999RJ2017PTC059557	RAJASTHAN
300	Seven Elife Energies Systems Pvt. Ltd.	03/06/2018	U01110MP2017PTC044638	MADHYA PRADESH
301	Wellsmit Healthcare Private Limited	3/16/2018	U74120GJ2015PTC082323	GUJARAT
302	Alvism Marketing Private Limited	3/20/2018	U74999DL2017PTC325683	HIMANCHAL PRADESH
303	Super Shine Healthy Life Pvt. Ltd.	3/22/2018	U52609RJ2018PTC060262	RAJASTHAN

304	M/s.Skyrunway Pvt.Ltd.	3/22/2018	U51100PN2017PTC171743	MAHARASHTRA
305	Saranew Eco-Friendly Products Private Limited	04/06/2018	U74999DL2017PTC327701	DELHI
306	M/s. LVI Herbal Pvt. Ltd.	04/06/2018	U51909RJ2018PTC060343	RAJASTHAN
307	N.L.Imperial Food & Beverages Pvt.Ltd.	4/17/2018	U151522HR2013PTC051399	DELHI
308	CJ Store Worldwide Private Limited	4/19/2018	U51103DL2016PTC299585	DELHI
309	Unilink Marketing LLP	4/19/2018	AAL-3084	MAHARASHTRA
310	Miracolo Drinks Private Limited	4/23/2018	U52609KA2016PTC093002	KARNATAKA
311	USN India Shoppee Private Limited	4/25/2018	U51909HP2017PTC006725	HIMANCHAL PRADESH
312	KKrowten India Enterprises Private Limited	4/26/2018	U51909TN2017PTC118528	TAMIL NADU
313	MI Lifestyle Marketing Global Private Limited	05/04/2018	U74999TN2013PTC090049	TAMIL NADU
314	Delidiamond Marketing Private Limited	05/10/2018	U51909RJ2018PTC060976	RAJASTHAN
315	Asylum Ayurveda Private Limited	05/10/2018	U74200MH2011PTC222415	MAHARASHTRA
316	Glowway Marketing Pvt. Ltd.	05/10/2018	U52609MP2017PTC043682	MADHYA PRADESH
317	M/s. Suryayu Wellness Private Limited	5/15/2018	U74999KA2018PTC111575	KARNATAKA
318	Riston Sales Private Limited	5/21/2018	U74999WB2018PTC225745	WEST BENGAL
319	M/s. Inhomedelivery Marketing Private Limited	5/21/2018	U74999AS2017PTC018240	ASSAM
320	M/s. Runlife Retail Private Limited	5/21/2018	U74999WB2017PTC221320	WEST BENGAL
321	Qbuilder Sales Private Limited	5/21/2018	U74999WB2017PTC224034	WEST BENGAL

322	M/s. Satatva Marketing Pvt. Ltd.	5/24/2018 U74999GJ2018PTC101372	GUJARAT
323	Anant Wellness Care Company	5/28/2018 290/2018	JHARKHAND
324	Wayonn Marketing LLP	5/29/2018 LLP Identification No.AAM-1221	KERALA
325	TNBONCE HERITAGE CARE INDIA PVT.LTD.	5/31/2018 U93000GJ2018OPC101419	GUJARAT
326	Parry Ferilizers India Limited	5/31/2018 U52100PB2005PLC028330	PUNJAB
327	AAD Healthius Life Sciences Private Limited	06/01/2018 U85310OR2017PTC027295	ODISHA
328	Maplife Multitrade Private Limited	06/11/2018 U74120UP2013PTC059036	UTTAR PRADESH
329	Ayurpower Products Private Limited	06/12/2018 U74999TG2018PTC123743	ANDHARA PRADESH
330	Ignitaid Btk Private Limited	6/14/2018 U74999PN2018PTC175208	MAHARASHTRA
331	Girmes Wheatgrass	6/21/2018 MPA-89853	MAHARASHTRA
332	WS Direct Selling Pvt. Ltd.	6/22/2018 U51909PB2017PTC046023	PUNJAB
333	Sanben Marketing Pvt. Ltd.	6/22/2018 U74999RJ2018PTC061116	RAJASTHAN
334	Radiant India Multi Trade Pvt. Ltd.	6/25/2018 U51909BR2012PTC019659	BIHAR
335	BRANS INFOTECH PVT.LTD.	6/27/2018 U72300UP2008PTC034666	UTTAR PRADESH
336	Alex World Class Products Private Limited	07/09/2018 U74999RJ2018PTC061361	RAJASTHAN
337	Stepwey Dream Ventures Pvt. Ltd.	07/12/2018 U74999RJ2018PTC061248	RAJASTHAN
338	Luxreal International Pvt. Ltd.	7/17/2018 U15549KA2018PTC112433	KARNATAKA
339	OLS Whizz Pvt. Ltd.	7/19/2018 U74900PB2015PTC039870	PUNJAB

340	RLD Online Marketing Pvt. Ltd.	7/26/2018	U52190UP2018PTC099896	UTTAR PRADESH
341	Avencia Life Sciences Private Limited	7/30/2018	U24232RJ2013PTC043945	RAJASTHAN
342	Saachi India Marketing Private Limited	7/30/2018	U74999DL2018PTC332038	DELHI
343	Good Worship Marketing Pvt.Ltd.	7/30/2018	U52603KL2017PTC050843	KERALA
344	KRS Multipro Private Limited	7/30/2018	U74999HR2018PTC074094	HARYANA
345	Akman Wellness Pvt. Ltd.	08/02/2018	U74999GJ2018PTC101362	GUJARAT
346	Ayurvedic Reform India Pvt. Ltd.	08/08/2018	U74999MP2017PTC043345	MADHYA PRADESH
347	Bstar Megacorp Pvt.Ltd.	8/21/2018	U74999PN2018PTC175925	MAHARASHTRA
348	Revelation Unique Retail and Marketing Private Limited	8/21/2018	U51909DL2018PTC335093	DELHI
349	Buildsworth Marketing Private Limited	09/06/2018	U52604HR2018PTC074645	HARYANA
350	Aizen Communications Private Limited	09/06/2018	U74999MP2017PTC043725	MADHYA PRADESH
351	Solarway Marketing India Private Limited	9/17/2018	U51909HR2008PTC38440	HARYANA
352	Herbalage Wellness India Pvt. Ltd.	9/19/2018	U24233UP2006PTC031918	UTTAR PRADESH
353	Striking Online Service & Shopping Pvt. Ltd.	9/20/2018	U74900WB2015PTC206315	WEST BENGAL
354	Million User Pvt. Ltd.	9/24/2018	U74900CH2015PTC035654	CHANDIGARH
355	Dhanerwal Retail Pvt.Ltd.	10/01/2018	U52609HR2017PTC070375	HARYANA
356	La Vita Solution Pvt.Ltd.	10/01/2018	U74930DL2013PTC252432	UTTAR PRADESH
357	Super Royal Holiday India Pvt.Ltd.	10/16/2018	U63040KA2012PTC061929	KARNATAKA

358	Oxigeno International Biz Private Limited	10/18/2018	U74999KA2018PTC115374	KARNATAKA
359	Olive Tree Ventures Pvt. Ltd.	10/30/2018	U15532RJ2018PTC061795	RAJASTHAN
360	Sanyukts Mart Pvt.Ltd.	10/30/2018	U74999RJ2017PTC059761	RAJASTHAN
361	M/s. DSGM INDIA PRIVATE LIMITED	11/01/2018	U74999GJ2017PTC098005	GUJARAT
362	Lorenzini Apparels Limited	11/01/2018	U17120DL2007PLC163192	DELHI
363	Wellness Wings Private Limited	11/16/2018	U74999UR2017PTC007812	UTTARAKHAND
364	Circinae Life Style Private Limited	11/19/2018	U51900PB2018PTC047964	PUNJAB
365	Dream Life Care Solutions Marketing Pvt.Ltd.(OPC)	11/19/2018	U52590HR2015PC055696	HARYANA
366	Pinnacle Shoppe Pvt. Ltd.	11/26/2018	U74999RJ2018PTC062133	RAJASTHAN
367	Jalwal Consultancy Services Pvt.Ltd.	11/26/2018	U74140RJ2015PTC047479	RAJASTHAN
368	DHW Promotions Private Limited	12/03/2018	U92490MP2018PTC046564	MADHYA PRADESH
369	Xseries Life Time Care Pvt. Ltd.	12/05/2018	U74999HR2018PTC75599	HARYANA
370	Thamesbay Marketing LLP	12/10/2018	AAM-5118	KERALA
371	Aarogya Vedic Natural Care Pvt.Ltd.	12/18/2018	U24239MP2017PTC043534	MADHYA PRADESH
372	Allegro Life Care Pvt.Ltd.	12/18/2018	U74999RJ2017PTC059707	RAJASTHAN
373	Maxxwell Herbal Pvt.Ltd.	12/18/2018	U74999BR2018PTC038688	BIHAR
374	Easyfuture Biznet India Pvt.Ltd.	12/18/2018	U74999UP2018PTC107787	UTTAR PRADESH
375	Samarpan Mall Network Private Limited	12/24/2018	U52100GJ2008PTC055428	GUJARAT

376	TRUEWAYS VENTURE (OPC) PVT.LTD.	12/28/2018	U74999MH2018OPC306388	MAHARASHTRA
377	Save Eco Organic Private Limited	01/01/2019	U74900BR2015PTC023646	BIHAR
378	MK Success World Marketing And Retails Pvt.Ltd.	01/08/2019	U74999HR2018PTC077089	HARYANA
379	Youthunity Marketing Private Limited0	1/09/2019	U51909WB2018PTC229054	WEST BENGAL
380	Kasgrow India Tradecon Private Limited	01/09/2019	U51909CT2018PTC008680	CHHATTISGARH
381	Visinet Marketing Private Limited	01/09/2019	U51909WB2018PTC228969	WEST BENGAL
382	Furtive Marketing Pvt.Ltd.	1/31/2019	U74999HP2017PTC006446	HIMANCHAL
383	Vaignyanik Health Care Pvt.Ltd.	02/03/2019	U74999TG2018PTC124656	TELANGANA
384	DNSP Healthy Products Private Limited	02/06/2019	U85100PN2017PTC72284	MAHARASHTRA
385	Soprano Trading Pvt.Ltd.	02/06/2019	U74999HR2018PTC075957	HARYANA
386	Sunriva Herbal Sciences Pvt.Ltd.	02/06/2019	U74999UP2018PTC100042	UTTAR PRADESH
387	Marklead Marketing Private Limited	02/08/2019	U52609KL2018PTC053571	KERALA
388	Lamina Research Center Pvt.Ltd.	2/25/2019	U73200DL2013PTC250163	WEST BENGAL
389	Brightfuture Lifecare Pvt.Ltd.	2/26/2019	U74900DL2016PTC290405	DELHI
390	C to C Healthcare LLP	03/01/2019	AAJ-3389	UTTAR PRADESH
391	Ayuva Lifesciences Private Limited	03/05/2019	U24303MP2018PTC045130	MADHYA PRADESH
392	Zen Life Pharmacia Private Limited	03/08/2019	U52310HR2019PTC077895	HARYANA
393	My Recharge Private Limited	11/29/2016	U6420IRJ2010PTC032933	RAJASTHAN

394	L.B.R.Marketing Limited	1/23/2017	U74120GJ2014PLC080358	GUJARAT
395	Shopnet Marketing Pvt.Ltd.	8/18/2017	U74999HR2016PTC065503	HARYANA
396	Rajoy Panacea Pvt.Ltd.	10/18/2017	U52600DL2016PTC291840	DELHI
397	Brahmandnayak Ventures Private Limited	06/12/2018	U74999MH2018PTC308595	MAHARASHTRA
398	Anee Marketing Solutions Pvt.Ltd.	7/20/2018	U74120UP2016PTC075651	UTTAR PRADESH
399	Express Clinics Private Limited	08/08/2018	U85100PN2011PTC138822	MAHARASHTRA
400	Chyawan Ayureda Healthcare Pvt. Ltd.	09/06/2018	U74999CT2018PTC008591	CHHATTISGARH
401	Bright Global Infrastructure Private Limited	9/17/2018	U70200HR2015PTC055661	HARYANA
402	Champions World Lifestyle Private Limited	9/20/2018	U52609CT2017PTC008199	CHHATTISGARH
403	MEZIX DREAM SALES PRIVATE LIMITED	10/30/2018	U74999RJ2018PTC062298	RAJASTHAN
404	Amaltas Multiventures Private Limited	11/05/2018	U74999MP2017PTC044409	MADHYA PRADESH
405	Armsup Affiliate OPC Pvt.Ltd.	11/16/2018	U51909KL2018OPC053720	KERALA
406	VEVETOS WELLNESS PRIVATE LIMITED	12/19/2018	U74995TZ2017PTC029828	TAMILNADU
407	Rajsway Direct Trading Private Limited	01/09/2019	U52609CT2016PTC007599	CHHATTISGARH
408	Youth Energy Health Marketing Pvt.Ltd.	1/22/2019	U36999UP2017PTC096956	UTTAR PRADESH
409	REDERA INDIA PRIVATE LIMITED	1/22/2019	U52609PN2017PTC171993	MAHARASHTRA
410	Aetus Marketing Private Limited	02/03/2019	U74999GJ2018PTC105033	GUJARAT
411	Site House Institutes For Professional Learning	02/11/2019	Reg.No.934 2017-18	PUNJAB

412	Meghdoot Marketing Pvt.Ltd.	2/18/2019	U52599JH2010PTC014277	JHARKHAND
413	RSM Aayur Pvt.Ltd.	3/20/2019	U74900RJ2016PTC049174	RAJASTHAN
414	Glance Business Support System Pvt.Ltd.	3/20/2019	U74999RJ2018PTC063150	RAJASTHAN
415	Dearlife Empower India Private Limited	3/28/2019	U74999OP2018PTC028569	ODISHA
416	Bigas Business Private Limited	3/29/2019	U74999HR2018PTC077567	HARYANA
417	Mudgal Hightech Market Private Limited	04/01/2019	U52609UP2017PTC093294	HARYANA
418	WAY2HEIGHT MARKETING Pvt.Ltd.	04/03/2019	U51909UR2018PTC009280	UTTARAKHAND
419	Coralworld Oceanbleu Marketing Pvt.Ltd.	04/08/2019	U74999GA2019PTC013830	GOA
420	Leaf2Life Wellness Industries Private Limited	04/09/2019	U74999DL2018PTC329194	DELHI
421	Vieroots Wellness Solutions Pvt.Ltd.	04/11/2019	U74999KA2018PTC117198	KARNATAKA
422	Majy Meshwork Private Limited	4/15/2019	U51909PN2018PTC178338	MAHARASHTRA
423	Vijaykrishna Marketing Corporation LLP	4/18/2019	AAL-6963	DELHI
424	Ethereal Marketing Private Limited	4/25/2019	U51900AS2018PTC018876	ASSAM
425	Mountmerry Pro International Private Limited	4/25/2019	U24304RJ2018PTC062834	RAJASTHAN
426	Tossmeziq Marketing Pvt.Ltd.	4/28/2019	U51909UP2019PTC111963	UTTAR PRADESH
427	Kreaz Lifestyle Private Limited	4/28/2019	U52609DL2019PTC344117	DELHI
428	Mykash Marketing Solutions Pvt.Ltd.	05/09/2019	U74999KA2019PTC121225	KARNATAKA
429	Backspace Marketing Pvt.Ltd.	05/09/2019	U93000HP2019PTC007371	HIMANCHAL PRADESH

430	BHARATNETMART PRIVATE LIMITED	5/14/2019	U51909CH2019PTC042399	CHANDIGARH
431	CIRA ONLINE SERVICES PVT.LTD.	5/31/2019	U74999UP2018PTC108131	UTTAR PRADESH
432	The Wings of Happiness	06/06/2019	reg.under IPA 1932	PUNJAB
433	Skybyz Global Diamond Pvt.Ltd.	06/07/2019	U52209CT2018PTC008785	CHHATTISGARH
434	FW Futureswings Products & Services Pvt.Ltd.	06/12/2019	U74999MH2016OPC286349	MAHARASHTRA
435	Shivrupam Marketing Pvt.Ltd.	6/14/2019	U52190RJ2013PTC042301	RAJASTHAN
436	Trato Retail Private Limited	6/27/2019	U74999DL2019PTC347972	DELHI
437	Glaze World All Services Pvt.Ltd.	6/27/2019	U74999UP2017PTC089090	UTTAR PRADESH
438	Donyi Polo Marketing Pvt.Ltd.	6/28/2019	U51909WB2019PTC229672	WEST BENGAL
439	Buscones Academic Solution Assets Pvt.Ltd.	07/04/2019	U74120DL2015PTC285554	DELHI
440	Amkey Global Services Private Limited	07/12/2019	U52520WB2019PTC232094	WEST BENGAL
441	M/s.Salborz India LLP	7/24/2019	AAO-7431	DELHI
442	Vedic Ayurcare Health And Retails Private Limited	08/02/2019	U74999DL2018PTC339352	DELHI
443	Proveda Marketing India Private Limited	08/02/2019	U51909HR2019PTC080503	HARYANA
444	Goodfeel Merchandise Private Limited	08/05/2019	U74999BR2019PTC041298	BIHAR
445	Kman Realtrade Private Limited	08/05/2019	U52609WB2019PTC232358	WEST BENGAL
446	Huife Twobros Private Limited	08/09/2019	U74999DL2016PTC308694	DELHI
447	MYGEMSWAY VENTURES PRIVATE LIMITED	8/27/2019	U51909KL2019PTC057838	KERALA

448	Coffer Retails Private Limited	09/09/2019	U52609DL2019PTC350377	DELHI
449	Relibond Pvt.Ltd.	09/12/2019	U74999MH2017PTC301398	MAHARASHTRA
450	Dayjoy Marketing Private Limited	9/17/2019	U52600RJ2018PTC062258	RAJASTHAN
451	Dreamersway Online Shopee Private Limited	9/23/2019	U51909KL2019PTC059245	KERALA
452	Aware Wellness India Pvt.Ltd.	9/26/2019	U93090UP2017PTC098309	UTTAR PRADESH
453	Eaglight Private Limited	10/01/2019	U74999MH2018PTC304236	MAHARASHTRA
454	Blue Mount Direct	10/04/2019	Registrar of Firms NCT Delhi No.F 1319 SDM NW	DELHI
455	Pyoor Network International Private Limited	10/11/2019	U51909GJ2019PTC108580	GUJARAT
456	Kimaya Lifecare Pvt.Ltd.	10/11/2019	U74999UP2017PTC099287	UTTAR PRADESH
457	Yua Trade Concepts LLP	11/18/2019	AAQ-1942	KERALA
458	Finedwise Software Private Limited	11/21/2019	U72200GJ2013PTC076331	GUJARAT
459	Business Forever Online Marketing Pvt.Ltd.	12/30/2019	U52100UP2019PTC119546	UTTAR PRADESH

सत्यमेव जयते

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असाधारण
EXTRAORDINARY

भाग II—खण्ड 3—उप-खण्ड (i)
PART II—Section 3—Sub-section (i)

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उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्रालय

(उपभोक्ता मामले विभाग)

अधिसूचना

नई दिल्ली, 21 जून, 2023

सा.का.नि. 454(अ).—केंद्रीय सरकार, उपभोक्ता संरक्षण अधिनियम, 2019 (2019 का 35) की धारा 94 के साथ पठित धारा 101 की उप-धारा (2) के खंड (यछ) द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए, उपभोक्ता संरक्षण (प्रत्यक्ष विक्री) नियम, 2021 का संशोधन करने के लिए निम्नलिखित नियम बनाती है, अर्थात्:-

- (1) इन नियमों का संक्षिप्त नाम उपभोक्ता संरक्षण (प्रत्यक्ष विक्री) (संशोधन) नियम, 2023 है।
(2) ये राजपत्र में उनके प्रकाशन की तारीख से प्रवृत्त होंगे।
- उपभोक्ता संरक्षण (प्रत्यक्ष विक्री) नियम, 2021 के, नियम 3 के, उप नियम (1) में -
 - खंड (घ) में शब्द 'सीधे विक्रेताओं के माध्यम से' के स्थान पर शब्द "सीधे विक्रेताओं के नेटवर्क के माध्यम से" प्रतिस्थापित किया जाएगा;
 - खंड (छ) के पश्चात्, निम्नलिखित खंड अन्तःस्थापित किया जाएगा, अर्थात्:-

“(छक) “विक्रेताओं के नेटवर्क” से किसी प्रत्यक्ष विक्री इकाई द्वारा निर्मित प्रत्यक्ष विक्रेताओं का एक नेटवर्क अभिप्रेत है, जो माल या सेवाओं का विक्रय केवल ऐसे विक्रय से प्रतिफल प्राप्त करने के प्रयोजन के लिए करता है।”

[फा. सं. जे-10/9/2018-सीपीयू]

अनुपम मिश्रा, संयुक्त सचिव

टिप्पण: मूल नियम भारत के राजपत्र, असाधारण, भाग-II, खंड 3, उप-खंड (i), सा.का.नि. 889(अ), 28 दिसंबर, 2021 द्वारा प्रकाशित हुए थे।

MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(Department of Consumer Affairs)

NOTIFICATION

New Delhi, the 21st June, 2023

G.S.R. 454(E).—In exercise of the powers conferred by clause (zg) of sub-section (2) of section 101 read with section 94 of the Consumer Protection Act, 2019 (35 of 2019), the Central Government hereby makes the following rules to amend the Consumer Protection (Direct Selling) Rules, 2021, namely:-

1. (1) These rules may be called the Consumer Protection (Direct Selling) (Amendment) Rules, 2023.
(2) They shall come into force on the date of their publication in the Official Gazette.
2. In the Consumer Protection (Direct Selling) Rules, 2021, in rule 3, in sub-rule(1),-
 - (i) in clause (d), for the words “through direct sellers”, the words “directly through a network of sellers” shall be substituted;
 - (ii) after clause(g), the following clause shall be inserted, namely :-
‘(ga) "network of sellers" means a network of direct sellers formed by a direct selling entity to sell goods or services for the purpose of receiving consideration solely from such sale;’.

[F.No. J-10/9/2018- CPU]

ANUPAM MISHRA, Jt. Secy.

Note: The Principal rules were published in the Gazette of India, Extraordinary, Part-II, Section 3, Sub-Section (i) vide G.S.R.889(E) dated 28th December, 2021.

No.J-10/9/2018-O/o DS (CPU)
Government of India
Ministry of Consumer Affairs, Food and Public Distribution
(Department of Consumer Affairs)

In exercise of the powers conferred by sub-clause (zg) of sub-section (2) of section 101 of the Consumer Protection Act, 2019 (35 of 2019), and to regulate direct selling activities, the Central Government hereby proposes to frame Consumer Protection (Direct Selling) Rules, 2021.

2. Views/ comments/ suggestions on the proposed draft Consumer Protection (Direct Selling) Rules, 2021 may be sent within 21 days (by 21st July 2021) by email to js-ca@nic.in

Anupam Mishra
Joint Secretary
Department of Consumer Affairs
Ministry of Consumer Affairs, Food and Public Distribution.
Government of India Tel No: 011-23386666

**[TO BE PUBLISHED IN THE GAZETTE OF INDIA, EXTRAORDINARY,
PART II, SECTION-3, SUB-SECTION (i)]**

**Ministry of Consumer Affairs, Food and Public Distribution
(Department of Consumer Affairs)**

NOTIFICATION

New Delhi, 30th June, 2021

G.S.R._____. – In exercise of the powers conferred by clause (zg) of sub-section (2) of section 101 read with section 94 of the Consumer Protection Act, 2019, the Central Government hereby makes the following rules namely:-

1. Short Title & Commencement. – (1) These rules may be called the Consumer Protection (Direct Selling) Rules, 2021.
(2) They shall come into force on the date of their publication in the official Gazette.

2. Scope and Applicability. – (1) Save as otherwise expressly provided by the Central Government by notification, these rules shall apply to:

- (a) all goods and services bought or sold through direct selling;
- (b) all models of direct selling;
- (c) all direct selling entities offering goods and services to consumers in India; and
- (d) all forms of unfair trade practices across all models of direct selling.

(2) Notwithstanding anything contained in sub-rule (1), these rules shall apply to a direct selling entity which is not established in India, but offers goods or services to consumers in India.

(3) The existing direct selling entities shall comply with these rules within 90 days of its publication in the official gazette.

3. Definitions. — (1) In these rules unless the context otherwise requires, -

- (a) "Act" means the Consumer Protection Act, 2019 (35 of 2019);
- (b) "consumer" shall have the same meaning as provided in the Consumer Protection Act, 2019 (35 of 2019);
- (c) "cooling off period" shall mean a period of time during which one can change his mind about an agreement that he/she has made, not resulting in breach of contract and or levy of penalty;

- (d) “direct seller” means a person appointed or authorized, by a direct selling entity through a legally enforceable written contract with the Principal entity to undertake direct selling business on principal to principal basis;
- (e) “direct selling” shall have the same meaning as provided in the Consumer Protection Act, 2019 (35 of 2019);
- (f) “direct selling entity” means an entity, not engaged in a pyramid scheme, and/or money circulation scheme, which sells or offers to sell goods or services through direct sellers
- (g) “direct selling network” means a network of direct sellers formed by a direct selling entity, and includes a multi layered network of direct sellers in which direct sellers introduce or sponsor further levels of direct sellers and whereupon support them in order to receive any benefit, where such benefit is solely as a result of sale of goods or services

Provided that such networks comply with all of the following –

- (i) it has no provision that a direct seller will receive remuneration or incentives for recruitment/enrolment of new participants in the direct selling business except as a result of sale of goods or services by them;
- (ii) it does not require a participant to purchase goods or services -
 - i. for an amount that exceeds an amount for which such goods or services can be expected to be sold or resold to consumers;
 - ii. for a quantity of goods or services that exceeds an amount that can be expected to be sold or resold to consumers;
- (iii) it does not require a participant to pay any entry/registration fee, cost of sales demonstration equipment and materials or other fees relating to participation;
- (iv) it provides a participant with a written contract describing the “material terms” of participation;
- (v) it allows or provides for a participant a reasonable cooling-off period to cancel participation and receive a refund of any consideration given to participate in the direct selling business.
 Provided that reasonable cooling off period shall not be less than thirty days;
- (vi) it allows or provides for a buy-back or repurchase policy for “currently marketable” goods which are not unpacked, or services sold to the participant at the request of the participant at reasonable commercial terms;

Explanation – For the purposes of this proviso, the expression “material terms” shall include policy for buy-back or repurchase, cooling-off period, warranty and refund;

- (h) “goods” shall have the same meaning as provided in the Consumer Protection Act, 2019 (35 of 2019);
- (i) “Money Circulation Scheme” has the same meaning as defined under the Prize Chits and Money Circulation Schemes (Banning) Act, 1978;
- (j) “Mis-selling” means recklessly misrepresenting a product or service in order to

successfully complete a sale. It also includes providing consumers with misleading information about a product or service. This can involve omitting key information about a product or providing information that makes the product appear to be something it is not.

- (k) "prospect" means a person to whom an offer or a proposal is made by the direct seller to join a direct selling opportunity;
 - (l) "Pyramid Scheme" means a multi layered network of subscribers to a scheme formed by subscribers enrolling one or more subscribers in order to receive any benefit, directly or indirectly, as a result of enrolment, action or performance of additional subscribers to the scheme and the subscribers enrolling further subscriber(s) occupy higher position and the enrolled subscriber(s) lower position, resulting in a multi- layered network of subscribers with successive enrolments:
 - (m) "saleable" in relation to goods or services means unused and marketable goods or services, which have not expired, and which are not seasonal, discontinued or special promotion goods or services;
 - (n) "state" includes a Union territory.
 - (o) "service" shall have the same meaning as provided in the Consumer Protection Act, 2019 (35 of 2019);
 - (p) "unfair trade practice" shall have the same meaning as provided in the Consumer Protection Act, 2019;
- (2) words and expressions used herein and not defined but defined in the Act shall have the meanings respectively assigned to them in the Act.

4. Duties of direct selling entities. ---

- (1) A direct selling entity shall—
 - (a) be appropriately incorporated under Companies Act, 2013/1956 or Partnership Firm registered under Partnership Act, 1932 or Limited Liability Partnership registered under Limited Liability Partnership Act, 2008.
 - (b) shall have a minimum of one physical location as registered office within India.
 - (c) own, hold, or be the licensee of a trademark, service mark or any other identification mark identifying the direct selling entity with the goods to be sold or supplied or services to be rendered and shall not give commissions, bonus or incentives on sale of products/service for which they are not the owner, holder, licensee of a trademark, service mark or any other identification mark which identifies the entity with the goods to be sold or supplied or services to be rendered of other brands;
 - (d) appoint a nodal person of contact or an alternate senior designated functionary who is citizen and resident of India, to ensure compliance with the provisions of the Act or the rules made thereunder;
 - (e) maintain proper and updated website with all relevant details of the entity, contact information which is current and updated, its management, products, product information, price, and grievance redressal mechanism

- for consumers;
 - (f) be liable for grievances arising out of sale of products, services or business opportunities by its direct sellers;
 - (g) issue proper identity cards and documents to its direct sellers fulfilling KYC verification requirements;
- (2) Every direct selling entity shall provide the following information in a clear and accessible manner on its website, displayed prominently to its users, namely:--
- (a) legal name of the direct selling entity;
 - (b) principal geographic address of its headquarters and all branches;
 - (c) contact details like e-mail address, fax, landline and mobile numbers of customer care as well as of grievance officer;
 - (d) a ticket number for each complaint lodged through which the consumer can track the status of the complaint;
 - (e) information relating to return, refund, exchange, warranty and guarantee, delivery and shipment, modes of payment, and grievance redressal mechanism, and any other similar information which may be required by consumers to make informed decisions;
 - (f) information on available payment methods, the security of those payment methods, any fees or charges payable by users, the procedure to cancel regular payments under those methods, charge-back options, if any, and the contact information of the relevant payment service provider;
 - (g) total price in single figure of any goods or service along with the breakup price for the good or service, showing all the compulsory and voluntary charges, such as delivery charges, postage and handling charges, conveyance charges and the applicable tax;
 - (h) provide information, at pre-purchase stage to every direct seller and the consumers purchasing directly from Direct Selling Entity, which shall contain --
 - (i) the name of the purchaser and seller;
 - (ii) the estimated delivery date of goods or services;
 - (iii) the country of origin of the product;
 - (iv) month & year in which the product is manufactured;
 - (v) the procedure for return of the goods;
 - (vi) warranty of the goods; and
 - (vii) exchange or replacement of goods in case of defect.
 - i) all mandatory notices and information required by applicable laws;
 - j) all contractual information required to be disclosed by law.
- (3) No direct selling entity shall adopt any unfair trade practice in the course of business or otherwise and shall abide by the laws of the land.
- (4) All products of direct selling entities shall comply with all the declarations to be made under Legal Metrology Act, 2009.

- (5) Every direct selling entity shall take appropriate steps to ensure the protection of all personal information provided by a consumer and shall store such data within the jurisdiction of India, according to the laws for the time being in force.
- (6) Every direct selling entity shall establish an adequate grievance redressal mechanism having regard to the number of grievances ordinarily received by such entity from India and shall appoint a grievance officer for consumer grievance redressal, and shall display the current and updated name, contact details including telephone number, and designation of such officer on its website and the URL of the website shall be printed on product information sheet or pamphlet.
- (7) Every direct selling entity shall ensure that the grievance officer referred to in sub-rule (6) acknowledges the receipt of any consumer complaint within forty- eight working hours of receipt of the complaint and redresses the complaint normally within a period of one month from the date of receipt of the complaint and in case of delay of more than a month, reasons for delay has to be specified in writing and inform the complainants of the action taken.
- (8) Every direct selling entity shall appoint a Chief Compliance Officer who shall be responsible for ensuring compliance with the Act and rules made thereunder and shall be liable in any proceedings relating to any data or communication with respect to direct selling entity.

Explanation. — For the purpose of this clause “Chief Compliance Officer” means managerial personnel or such other senior employee of an direct selling entity who is resident in India.

- (9) Every direct selling entity shall appoint a nodal contact person for 24x7 coordination with law enforcement agencies and officers to ensure compliance to their orders or requisitions made in accordance with the provisions of law or rules made thereunder.

Explanation. — For the purpose of this clause “nodal contact person” means employee of the direct selling entity, other than the Chief Compliance Officer, who is resident in India.

- (10) Every direct selling entity shall establish a mechanism for filing of complaints by the consumers through its offices, branches and direct sellers through person, post, telephone, e-mail and website.
- (11) Every direct selling entity shall maintain a record of relevant information allowing for the identification of all direct sellers who have repeatedly offered defective or spurious goods or deficient services and shall publicly display the details of such direct sellers on their website and

office premises.

- (12) Every direct selling entity shall maintain a record of all direct sellers under the direct selling entity including ID proof, address proof, email and other contact information.
- (13) A direct selling entity shall, on a request in writing made by a consumer after the purchase of any goods or services by such consumer, provide him with information regarding the direct seller from which such consumer has made such purchase, including the address, name, its email address and any other information necessary for communication with the direct seller for effective dispute resolution;
- (14) Every direct selling entity shall ensure that the advertisements for marketing of goods or services are consistent with the actual characteristics, access and usage conditions of such goods or services;
- (15) No direct selling entity shall directly or indirectly falsely represent itself as a consumer and post reviews about goods and services or misrepresent the quality or the features of any goods or services.
- (16) Any direct selling entity which explicitly or implicitly vouches for the authenticity of the goods or services sold or provided by it, or guarantees that such goods or services are authentic, shall bear appropriate liability in any action related to the authenticity of such goods or service.
- (17) Notwithstanding the distribution system adopted by it, a direct selling entity shall monitor the practices adopted by direct seller or any member of its network of direct selling entity and ensure compliance with these rules by way of legally binding contract with the Direct Seller to comply with the rules and take disciplinary action in case of non-compliance with the provision of these rules.
- (18) Every direct selling entity shall become a partner in the convergence process of the National Consumer Helpline of the Central Government.

5. Registration of Direct Selling Entities –

- (1) Every direct selling entity which intends to operate in India and every direct seller operating in the network of direct selling entity shall register itself/themselves with Department for Promotion of Industry and Internal Trade (DPIIT) for allotment of registration number.
- (2) The time frame for registration shall be as notified by DPIIT, provided DPIIT may extend the time for further period for sufficient reason to be recorded in writing.
- (3) Every direct selling entity shall ensure that such registration number is displayed prominently to its users in a clear and accessible manner

on its website and each invoice issued for each transaction.

6. Mandatory maintenance of records - The Direct Selling Entities shall maintain the following documents/ records either manually or electronically at the registered office:

- a. Certificate of Incorporation
- b. MOA & AOA
- c. Copy of PAN & TAN
- d. Copy of GST
- e. GST Returns
- f. Income Tax Returns
- g. Copy Balance Sheet, Audit Report etc.
- h. Record of Customers and Direct Sellers
- i. Register of Direct Sellers

7. Obligations of Direct Selling Entity and Direct Seller –Subject to the provisions of Chapter VI (Product Liability) of the Act, the following are the obligations of Direct Selling Entity and Direct Seller, wherever applicable:

(1) A Direct Selling Entity and a Direct Seller shall ensure that-

- (a) the terms of the offer are clear, so as to enable the consumer to know the exact nature of what is being offered and the commitment involved in the placing of an order;
- (b) the presentations and other representations used in direct selling should not contain any product description, claim, illustration, or other element which directly or by implication is likely to mislead the consumer.
- (c) explanation and demonstration of the product offered are accurate and complete, in particular with regard to price and, if applicable, credit conditions, terms of payment, cooling-off periods and/or return rights, terms of guarantee, after-sales service and delivery;
- (d) descriptions, claims, illustrations or other elements relating to verifiable facts are capable of substantiation;
- (e) misleading, deceptive or unfair sales practices are not used;
- (f) direct selling is not represented to the consumer as being a form of market research;
- (g) promotional literature, advertisements or mailings contain the name and address or telephone number of the direct selling company, and include the telephone number of the direct seller;
- (h) direct selling shall not state or imply that a guarantee, warranty or other expression having substantially the same meaning, offers the consumer rights additional to those provided by law, when it does not;
- (i) the terms of any guarantee or warranty, including the name and address of the guarantor, shall be easily available to the consumer and limitations

on consumer rights or remedies, where permitted by law, shall be clear and conspicuous;

- (j) the remedial action open to the consumer should be clearly set out in the order form or other accompanying literature or provided with the product;
- (k) the presentation of the offer does not contain or refer to any testimonial, endorsement or supportive documentation unless it is genuine, verifiable and relevant;
- (l) when after-sales service is offered, details of the service are included in the guarantee or stated elsewhere in the offer and if the consumer accepts the offer, information shall be given on how the consumer can activate the service and communicate with the service agent;
- (m) products, including, where applicable, samples, are suitably packaged for delivery to the consumer and for possible return, in compliance with the appropriate health and safety standards;
- (n) unless otherwise stipulated in the offer, orders shall be fulfilled within the delivery date proposed to the consumer at the time of purchase and the consumer shall be informed of any undue delay as soon as it becomes apparent or comes within the knowledge of the direct selling entity or the concerned direct seller;
- (o) in cases under clause (n), any request for cancellation of the order by the consumer shall be granted, irrespective of whether the consumer has been informed of the delay, and the deposit, if any, shall be refunded as per the cancellation terms proposed to the consumer at the time of purchase, and if it is not possible to prevent delivery, the consumer shall be informed of the right to return the product at the direct selling company's or the direct seller's cost as per the procedure for return of the goods proposed to the consumer at the time of purchase;
- (p) offering a right of return shall be provided it in writing;
- (q) whether payment for the offer is on an immediate sale or instalment basis, the price and terms of payment should be clearly stated in the offer together with the nature of any additional charges (such as postage, handling, taxes, etc.) and, whenever possible, the amounts of such charges;
- (r) in the case of sales by instalment, the credit terms, including the amount of any deposit or payment on account, the number, amount and periodicity of such instalments and the total price compared with the immediate selling price, if any, shall be clearly shown in the offer;
- (s) any information needed by the consumer to understand the cost, interest and terms of any other form of credit is provided either in the offer or when

the credit is offered;

- (t) unless the duration of the offer and the price are clearly stated in the offer, prices shall be maintained for a reasonable period of time;
- (u) the procedure for payment and debt collection should be determined in writing before any contract is signed and should be such as to avoid undue

Inconvenience to the consumer, making due allowance for delays outside the consumer's control;

- (v) debtors should not be approached in an unreasonable manner and debt collection documents which might be confused with official documents should not be used;
- (w) the provisions of the Legal Metrology Act, 2009 and the rules framed thereunder are followed.

(2) A direct selling entity and direct seller shall not –

- (a) indulge in fraudulent activities or sales and shall take reasonable steps to ensure that participants do not indulge in false or misleading representations or any other form of fraud, coercion, harassment, or unconscionable or unlawful means;
- (b) engage in, or cause or permit, any conduct that is misleading or likely to mislead with regard to any material particulars relating to its direct selling business, or to the goods or services being sold by itself or by the direct seller;
- (c) indulge in mis-selling of products or services to consumers
- (d) use, or cause or permit to be used for, fraud, coercion, harassment, or unconscionable or unlawful means in promoting its direct selling business, or to the goods or services being sold by itself or by the direct seller;
- (e) shall not refuse to take back spurious goods or deficient services and refund the consideration paid for goods and services provided.
- (f) charge any entry fee or subscription fee

(3) A Direct Selling Entity and a Direct Seller shall comply with all the relevant statutory laws including payment of taxes and deductions as per Income Tax norms and GST etc.

(4) A Direct Selling Entity and a Direct Seller shall not induce consumers to make a purchase based upon the representation that they can reduce or recover the price by referring prospective customers to the direct sellers for similar purchases, if such reductions or recovery are contingent upon some uncertain, future event;

8. Additional obligations of direct seller – (1) A direct seller shall-

- (a) at the initiation of a sales representation, without request, truthfully and clearly identify himself, the identity of the direct selling entity, the nature of the goods or services sold and the purpose of the solicitation to the prospect;
- (b) offer a prospect accurate and complete explanations and demonstrations of goods and services, prices, credit terms, terms of payment, return policies, terms of guarantee, after-sales service;
- (c) provide an order form to the consumer at or prior to the time of the initial sale, which shall identify the direct selling entity and the direct seller and shall contain name, address, registration number or enrollment number, identity proof and contact number of the direct seller, complete description of the goods or services to be supplied, the country of origin of the goods, the order date, the total amount to be paid by the consumer, the time and place for inspection of the sample and delivery of goods, consumer's rights to cancel the order and/or to return the product in saleable condition and avail full refund on sums paid and complete details regarding the complaint redressal mechanism of the Direct Selling Entity;
- (d) take appropriate steps to ensure the protection of all private information, according to the laws for the time being in force, provided by a consumer.

(2) A direct seller shall not -

- (a) visit a consumer's premises without identity card and prior appointment or approval;
- (b) provide any literature to a prospect, which has not been approved by the parent direct selling entity;
- (c) require a prospect to purchase any literature or sales demonstration equipment;
- (d) in pursuance of a sale, make any claim that is not consistent with claims authorized by the direct selling entity

9. Persons not to be engaged in the business of Direct Selling - No person shall be engaged in the business of Direct Selling who is a convicted person or Bankrupt or a person of unsound mind.

Explanation: For the purpose of this proviso 'Bankrupt' shall have the same meaning as provided under Insolvency and Bankruptcy Code, 2016.

10. Sale through e-commerce platform - Any person who sells, displays or offers for sale, including an e-commerce platform / marketplace, any product or service of a Direct Selling Entity must have prior written consent from the respective Direct Selling Entity in order to undertake or solicit such sale or offer.

11. Prohibition of Pyramid Scheme and Money Circulation Scheme—No direct selling entity or direct seller shall—

- (a) promote a Pyramid Scheme, as defined in clause (l) of sub-rule (1) of rule 3 or enroll any person to such scheme or participate in such arrangement in any manner whatsoever in the garb of doing direct selling business;
- (b) participate in Money Circulation Scheme, as defined in clause (i) of sub-rule (1) of rule 3 in the garb of direct selling business.

12. Contravention of rules — Noncompliance to these rules by either by nodal officer, Chief compliance officer, grievance officer of direct selling entity or by direct selling entity itself or by direct seller shall be construed as 'unfair trade practice' as defined under Section 2(42) of the Consumer Protection Act, 2019 (35 of 2019) and provision thereunder shall apply for any violation of the provisions of these rules.

[F.No – J-10/9/2018 – O/o DS (CPU)]

Anupam Mishra,
Joint Secretary

F.No. .21/18/2014-IT(Vol-II)
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs

Krishi Bhawan, New Delhi
Dated the 09th Sep, 2016

OFFICE MEMORANDUM

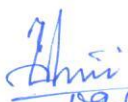
**Subject:- Advisory to State Governments /Union Territories on Model Guidelines
on Direct selling**

An Inter-Ministerial Committee was constituted by the Government to look into matters concerning the direct selling industry consisting of representatives from Ministry of Finance, the Department of Industrial Policy and Promotion, Department of Legal Affairs, Department of Information Technology and Ministry of Corporate Affairs, besides representatives of State Governments of Delhi, Andhra Pradesh and Kerala. Consultations with stakeholders were also held.

2. Based on the deliberation of the Inter Ministerial Committee and consultation with Stakeholders, the model guidelines on direct selling have been formulated. State Governments/UTs may kindly take necessary action to implement the same. It is envisaged in the guidelines that the State Governments will set up a mechanism to monitor/supervise the activities of Direct Sellers, Direct Selling Entity regarding compliance of the guidelines for Direct Selling.

3. Any direct selling entity conducting direct selling activities shall submit an undertaking to the Department of Consumer Affairs within 90 days, stating that it is in compliance with these guidelines and shall also provide details of its incorporation.

Enclosure: Model Guidelines on Direct Selling.


09.09.2016
(Mohd. Zakir Hussain)
Director (IT)
Phone.No.23384390

To
All Chief Secretaries of States/ Administrators of UTs.

Copy for Kind information to:

1. Prime Minister Office.
2. CEO, NITI Aayog.
3. Department of Financial Service, Department of Industrial Policy and Promotion,
Department of Legal Affairs, Department of Information Technology and Ministry of
Corporate Affairs.

Advisory to State Governments / Union Territories:
Model Framework for Guidelines on Direct Selling

These guidelines, may be called the Direct Selling Guidelines 2016. These are issued as guiding principles for State Governments to consider regulating the business of 'Direct Selling' and Multi-Level Marketing (MLM) and strengthen the existing regulatory mechanism on Direct Selling and MLM, for preventing fraud and protecting the legitimate rights and interests of consumers.

Clause 1. Definitions:

In these Guidelines unless and otherwise required:

1. "Act" means the Consumer Protection Act, 1986 (68 of 1986);
2. "Consumer" shall have the same meaning as provided under the Consumer Protection Act, 1986;
3. "Prospect" means a person to whom an offer or a proposal is made by the Direct Seller to join a Direct Selling opportunity;
4. "Direct Seller" means a person appointed or authorized, directly or indirectly, by a Direct Selling Entity through a legally enforceable written contract to undertake direct selling business on principal to principal basis.
5. "Network of Direct Selling" means a network of direct sellers at different levels of distribution, who may recruit or introduce or sponsor further levels of direct sellers, who they then support:

Explanation: "network of direct selling" shall mean any system of distribution or marketing adopted by a direct selling entity to undertake direct selling business and shall include the multi-level marketing method of distribution.

6. "Direct Selling" means marketing, distribution and sale of goods or providing of services as a part of network of Direct Selling other than under a pyramid scheme,

Provided that such sale of goods or services occurs otherwise than through a "permanent retail location" to the consumers, generally in their houses or at their workplace or through explanation and demonstration of such goods and services at a particular place

7. "Direct Selling Entity", means an entity, not being engaged in a pyramid scheme, which sells or offers to sell goods or services through a direct seller.

Provided that "Direct Selling Entity" does not include any entity or business notified otherwise by the Government for the said purpose from time to time.

8. "Goods" means goods as defined in the Sale of Goods Act, 1930 and "Service" means service as defined in the Consumer Protection Act, 1986;
9. "Saleable" shall mean, with respect to goods and / or services, unused and marketable, which has not expired, and which is not seasonal, discontinued or special promotion goods and / or services;
10. "Cooling-off Period" means the duration of time counted from the date when the direct seller and the direct selling entity enter into an agreement under Clause 4 and ending with date on which the contract is to be performed and within which the direct seller may repudiate the agreement without being subject to penalty for breach of contract;
11. "Pyramid Scheme" means:

A multi layered network of subscribers to a scheme formed by subscribers enrolling one or more subscribers in order to receive any benefit, directly or indirectly, as a result of enrolment, action or performance of additional subscribers to the scheme. The subscribers enrolling further subscriber(s) occupy higher position and the enrolled subscriber(s) lower position, thus, with successive enrolments, they form multi-layered network of subscribers.

Provided that the above definition of a “Pyramid Scheme” shall not apply to a multi layered network of subscribers to a scheme formed by a Direct Selling Entity, which consists of subscribers enrolling one or more subscribers in order to receive any benefit, directly or indirectly, where the benefit is as a result of sale of goods or services by subscribers and the scheme/financial arrangement complies with all of the following:

- a) It has no provision that a Direct Seller will receive remuneration or incentives for the recruitment / enrolment of new participants.
- b) It does not require a participant to purchase goods or services:
 - i. for an amount that exceeds an amount for which such goods or services can be expected to be sold or resold to consumers;
 - ii. for a quantity of goods or services that exceeds an amount that can be expected to be consumed by, or sold or resold to consumers;
- c) It does not require a participant to pay any entry/registration fee, cost of sales demonstration equipment and materials or other fees relating to participation;
- d) It provides a participant with a written contract describing the “material terms” of participation;
- e) It allows or provides for a participant a reasonable cooling-off period to participate or cancel participation in the scheme and receive a refund of any consideration given to participate in the operations;
- f) It allows or provides for a buy-back or repurchase policy for “currently marketable” goods or services sold to the participant at the request of the participant at reasonable terms;
- g) It establishes a grievance redressal mechanism for consumers, more particularly described in Clause 7 herein.

Explanation 1 – For the purposes of this proviso the term “material terms” shall means buy-back or repurchase policy, cooling-off period, warranty and refund policy

12. “Money Circulation Scheme” has the same meaning as defined under the Prize Chits and Money Circulation Schemes (Banning) Act, 1978.
13. “Remuneration System” means the system followed by the direct selling entity to compensate the direct seller which illustrates the mode of sharing of incentives, profits and commission, including financial and non-financial benefits, paid by the direct selling entity to the direct sellers, on a monthly or periodic or yearly basis or both, as the case may be. This system, for every Direct Selling entity, shall:
- a) Have no provision that a direct seller will receive remuneration from the recruitment to participate in such direct selling;
 - b) ensure that direct sellers shall receive remuneration derived from the sale of goods or services;
 - c) clearly disclose the method of calculation of remuneration.
14. ‘State’ includes a Union territory.

Clause 2. Conditions for the setting up of Direct Selling business:

Every Direct selling entity intending to carry out direct selling business subsequent to the publication of the notification in the Gazette, shall within 90 days comply with the following set of conditions for the conduct of direct selling business:

It shall

- 1. be a registered legal entity under the laws of India.
- 2. Provide a mandatory orientation session to all prospective direct sellers providing fair and accurate information on all aspects of the direct selling operation, including but not limited to the remuneration system and expected remuneration for newly recruited direct sellers;
- 3. Provide accurate and complete information to prospective and existing direct sellers concerning the reasonable amount of remuneration opportunity, and related rights and obligations;
- 4. Pay all dues and make withholdings from direct sellers in a commercially reasonable manner;

5. Notify and provide a full refund or buy-back guarantee to every direct seller on reasonable commercial terms which can be exercised within a period of 30 days, from the date of the distribution of the goods or services to the direct seller;
6. Notify and provide to every direct seller a cooling-off period which entitles such direct seller to return any goods /services purchased by the direct seller during the cooling-off period;
7. The promoter or key management personnel should not have been convicted of any criminal offence punishable with imprisonment in last 5 years by any Court of competent jurisdiction;
8. It shall have an office with identified jurisdiction of its operation in the State to enable the consumers and direct seller to acquaint themselves with price of products, return or replacement of products and efficient delivery of goods and services, and post-sale redressal of grievances;

Clause 3: Conditions for conduct of Direct Selling Business

Every Direct Selling entity shall comply with the following conditions:

1. It shall be the owner, holder, licensee of a trademark, service mark or any other identification mark which identifies the entity with the goods to be sold or supplied or services to be rendered;
2. It shall issue proper identity document(s) to its Direct Sellers;
3. It shall maintain proper records either manual or electronic of their business dealings, with complete details of their goods, services, terms of contract, price, income plan, details of direct sellers, including but not limited to enrolment, termination, active status, earning etc;
 - a) Every Direct Selling entity shall maintain a "Register of Direct Sellers" wherein relevant details of each enrolled Direct Seller shall be updated and maintained;
 - b) The details of Direct Sellers shall include and not be limited to verified proof of address, proof of identity and PAN;
4. It shall maintain proper and updated website with all relevant details of the entity, contact information, its management, products, product information, product

quality certificate, price, complete income plan, terms of contract with direct seller and complaint redressal mechanism for direct sellers and consumers. The website should have space for registering consumer complaints and should ensure that grievances are addressed within 45 days of making such complaints;

5. It shall provide to all direct sellers their periodic account / information concerning, as applicable, sales, purchases, details of earnings, commissions, bonus and other relevant data, in accordance with agreement with the direct sellers. All financial dues shall be paid and any withholding made in a commercially reasonable manner;
6. It shall monitor the value of the purchases of all its Direct Sellers/Distributors on a monthly basis and once the purchase value crosses the VAT threshold; it must intimate the Direct seller/Distributor to pay the VAT;
7. A Direct Selling entity shall not:
 - a) Use misleading, deceptive or unfair recruiting practices, including misrepresentation of actual or potential sales or earnings, in their interaction with prospective or existing direct sellers;
 - b) Make any factual representation to a prospective direct seller that cannot be verified or make any promise that cannot be fulfilled;
 - c) Present any advantages of direct selling to any prospective direct seller in a false or deceptive manner;
 - d) Make or cause, or permit to be made, any representation relating to its direct selling business, including remuneration system and agreement between itself and the direct seller, or to the goods or services being sold by itself or by the direct seller which is false or misleading;
 - e) Engage in, or cause or permit, any conduct that is misleading or likely to mislead with regard to any material particulars relating to its direct selling business, including remuneration system and agreement between itself and the direct seller, or to the goods or services being sold by itself or by the direct seller;
 - f) Use, or cause or permit to be used, fraud, coercion, harassment, or unconscionable or unlawful means in promoting its direct selling practice,

including remuneration system and agreement between itself and the direct seller, or to the goods or services being sold by itself or by the direct seller;

- g) Require its direct sellers to provide any benefit, including entry fees and renewal fees or to purchase any sales demonstration equipment or material in order to participate in its direct selling operations;
- h) Provide any benefit to any person for the introduction or recruitment of one or more persons as direct sellers;
- i) Require the direct sellers to pay any money by way of minimum monthly subscription or renewal charges;

8. Notwithstanding the distribution system adopted by a direct selling entity, the Direct Selling Entity shall be responsible for compliance of these Guidelines by any member of its network of direct selling, whether such member is appointed directly or indirectly by the Direct Selling Entity.

Clause 4: Conditions for Direct Selling contract between Direct Seller/Distributor and Direct Selling Entity.

1. Every Direct Selling entity shall execute a contract agreement, whether directly or indirectly, with Direct Sellers before enrolment:
 - a) The Agreement shall be provided in a manner consistent with Section 10 of the Indian Contract Act, 1872;
 - b) In addition to the rights and obligations of parties to this agreement under these guidelines or any other law in force, parties shall have rights and obligations that are coextensive with rights and obligations of parties under the Indian Contract Act, 1872;
2. The agreement shall be made in writing, describing the material terms of participation and shall:
 - a) Not compel or induce the direct seller to purchase goods or services in an amount that exceeds an amount that can be expected to be sold to consumers within a reasonable period of time;

- b) Allow or provide the direct seller a reasonable cooling-off period in which to cancel participation and receive a refund for goods or services purchased;
- c) Allow for the termination of contract, with reasonable notice, in such instances and on such terms where a direct seller is found to have made no sales of goods or services for a period of up to two years since the contract was entered into, or since the date of the last sale made by the direct seller;
- d) Allow or provide for a buy-back or repurchase policy for currently marketable goods or services sold to the direct seller at the said direct seller's request at reasonable terms

Clause 5: Certain obligations of Direct Sellers

1. Direct Seller engaged in direct selling should carry their identity card and not visit the customer's premises without prior appointment/approval;
2. At the initiation of a sales representation, without request, truthfully and clearly identify themselves, the identity of the direct selling entity, the nature of the goods or services sold and the purpose of the solicitation to the prospective consumer;
3. Offer a prospective consumer accurate and complete explanations and demonstrations of goods and services, prices, credit terms, terms of payment, return policies, terms of guarantee, after-sales service;
4. Provide the following information to the prospect / consumers at the time of sale, namely:
 - a) Name, address, registration number or enrollment number, identity proof and telephone number of the direct seller and details of direct selling entity;
 - b) A description of the goods or services to be supplied;
 - c) Explain to the consumer about the goods return policy of the company in the details before the transaction;

- d) The Order date, the total amount to be paid by the consumer along with the bill and receipt;
 - e) Time and place for inspection of the sample and delivery of good;
 - f) Information of his/her rights to cancel the order and / or to return the product in saleable condition and avail full refund on sums paid;
 - g) Details regarding the complaint redressal mechanism;
5. A direct seller shall keep proper book of accounts stating the details of the products, price, tax and the quantity and such other details in respect of the goods sold by him/her, in such form as per applicable law.
6. A direct seller shall not:
- a) Use misleading, deceptive and / or unfair trade practices;
 - b) Use misleading, false, deceptive, and / or unfair recruiting practices, including misrepresentation of actual or potential sales or earnings and advantages of Direct Selling to any prospective direct seller, in their interaction with prospective direct sellers;
 - c) Make any factual representation to a prospective direct seller that cannot be verified or make any promise that cannot be fulfilled;
 - d) Present any advantages of Direct Selling to any prospective direct seller in a false and / or a deceptive manner;
 - e) Knowingly make, omit, engage, or cause, or permit to be made, any representation relating to the Direct Selling operation, including remuneration system and agreement between the Direct Selling entity and the direct seller, or the goods and / or services being sold by such direct seller which is false and / or misleading;
 - f) Require or encourage direct sellers recruited by the first mentioned direct seller to purchase goods and / or services in unreasonably large amounts;
 - g) Provide any literature and / or training material not restricted to collateral issued by the Direct Selling entity, to a prospective and / or existing direct sellers both within and outside the parent Direct Selling entity, which has not been approved by the parent Direct Selling entity;

- h) Require prospective or existing direct sellers to purchase any literature or training materials or sales demonstration equipment.

Clause 6: Relationship between Direct Selling Entity and Direct Seller

- 1.1 The relationship between Direct Selling entity and Direct Seller shall be determined as per the written agreement between the parties which shall contain the rights and obligations that are expressly provided as conditions for the conduct of Direct Selling business as well as provide for the obligation of the direct selling entity and the direct seller in terms of these guidelines;
- 1.2 All other rights and obligations shall be determined as per the express terms of written agreement between a Direct Selling entity and Direct Seller;
- 2. The Direct Selling entity will be liable for grievances arising out of sale of products, services or business opportunity by its Direct Sellers;
- 3. It will be the responsibility of the Direct Selling entity to monitor and control the practices/methods adopted by the Direct Sellers;

Clause 7: Conduct for the Protection of Consumer

- 1. Direct Sellers and Direct Selling Entity shall take appropriate steps to ensure the protection of all private information provided by a consumer;
- 2. Direct Sellers and Direct Selling Entity shall be guided by the provision of the Consumer Protection Act 1986;
- 3. All complaints received over phone, email, website, post and walk-in should have a complaint number for tracing and tracking the complaint and record time taken for redressal;
- 4. Every Direct Selling company shall constitute a Grievance Redressal Committee whose composition, nature of responsibilities shall include but not limited to:
 - a) The Grievance Redressal Committee shall consist of at least three officers of the Direct Selling entity;

- b) The Grievance Redressal Committee shall address complaints and inform complainants of any action taken;
 - c) Complaints may be made by any member of the general public against a Direct Seller of the company, an employee or any other officer of the entity;
 - d) All such grievances will be resolved directly by the Direct Selling Entity;
5. The direct selling entity shall provide information to the consumer upon purchase which shall contain:
- (a) the name of the purchaser and seller;
 - (b) the delivery date of goods or services;
 - (c) procedures for returning the goods; and
 - (d) warranty of the goods and exchange / replacement of goods in case of defect.
- Provided that* no Direct Seller shall, in pursuance of a sale, make any claim that is not consistent with claims authorized by the Direct Selling Entity.
6. Any person who sells or offers for sale, including on an e-commerce platform / marketplace, any product or service of a Direct Selling Entity must have prior written consent from the respective Direct Selling Entity in order to undertake or solicit such sale or offer.

Clause 8: Prohibition of Pyramid Scheme & Money Circulation Scheme

1. No person or entity shall promote a Pyramid Scheme, as defined in Clause 1(11) or enroll any person to such scheme or participate in such arrangement in any manner whatsoever in the garb of doing Direct Selling business.
2. No person or entity will participate in Money Circulation Scheme, as defined in Clause 1(12) in the garb of Direct Selling of Business Opportunities.

.Clause 9: Appointment of Monitoring Authority

1. The Nodal department to deal with the issues related to Direct Selling will be Department of Consumer Affairs at the Union and the respective State Governments in the States;
2. The State Governments will also set up a mechanism to monitor/supervise the activities of Direct Sellers, Direct Selling Entity regarding compliance of the guidelines for Direct Selling;
3. Any direct selling entity conducting direct selling activities shall submit an undertaking to the Department of Consumer Affairs, stating that it is in compliance with these guidelines and shall also provide such details of its incorporation and other business details as may be notified from time to time.

End of note

अगर आप डायरेक्ट सेलिंग करते हैं तो इन नियमों का पालन करें :-

- आपके पास Identity Card होना चाहिए, बिना परिचय-पत्र के या अनुमति के आपको किसी ग्राहक के घर या परिसर पर नहीं जाना चाहिए, आपको इसके बारे में ग्राहक को पहले से सूचना देनी होगी !
- डायरेक्ट सेलिंग और प्रोडक्ट का प्रदर्शन करने से पहले आपको, अपनी कंपनी के बारे में और प्रोडक्ट के बारे में सही जानकारी देनी आवश्यक है !
- प्रोडक्ट की सही कीमत, रिटर्न पालिसी, गारंटी की पूरी सही जानकारी देनी चाहिए !

आपको प्रोडक्ट बेचते समय ग्राहक को निम्न जानकारी देनी होगी :-

- **आपका नाम, पता , कंपनी में रजिस्ट्रेशन नंम्बर !**
- **आपका फ़ोन नंम्बर , पहचान-पत्र !**
- **कंपनी के बारे में सही जानकारी !**
- **आर्डर की तारीख, प्रोडक्ट का बिल कुल राशि सहित !**
- **प्रोडक्ट का आर्डर रद्द करने पर वापस दिए जाने वाले रिफंड के बारे में !**



- डायरेक्ट सेलर के पास उपभोक्ता को बेचे गये प्रोडक्ट, कीमत, मात्रा, आदि कि पूरी जानकारी का रिकॉर्ड एक पुस्तिका में होना चाहिए !
- आप किसी व्यक्ति को झूठ बोलकर, लालच देकर, भ्रामक प्रचार करके, बिज़नेस और कमाई के बारे में बढ़ा-चढ़ा कर झूठी जानकारी देकर ज्वाइन नहीं करा सकते।
- डायरेक्ट सेलर जब चाहे आपकी कंपनी को छोड़ सकता है और उसके द्वारा लिए गये प्रोडक्ट या सर्विस को वापस करके रिफंड पा सकता है।
- आप प्रोस्पेक्ट से ऐसे कोई वादे नहीं कर सकते जो कभी पूरे नहीं हो सकते।

- **भ्रामक और गलत तरीके से डायरेक्ट सेलिंग के बारे में प्रचार न करें।**
- **आप ऐसी कोई भी जानकारी या पुस्तिका लोगों को नहीं दे सकते जो कंपनी द्वारा जारी न किया गया हो।**
- **आप अपने द्वारा ज्वाइन किये गये डायरेक्ट सेलर या किसी ग्राहक को अधिक मात्रा में सामान खरीदने के लिए मजबूर नहीं कर सकते।**



सत्यमेव जयते

Direct Selling Company के लिए Guidelines

- किसी भी डायरेक्ट सेलिंग कंपनी के पास भारत सरकार द्वारा मान्यता प्राप्त होना जरूरी है, कंपनी के पास जरूरी कागजात होने आवश्यक है।
- कंपनी को अपने डायरेक्ट सेलर्स को अपनी पहचान और प्रमाण पत्र देने चाहिए।
- अपने सारे डायरेक्ट सेलर्स को अपने डायरेक्ट सेलिंग के काम-काज, इनकम प्लान आदि के बारे में पूरी तरह से सही जानकारी देना चाहिए।

- यह सुनिश्चित करें की कंपनी के प्रमोटर्स या टॉप मैनेजमेंट में शामिल लोगों के खिलाफ पिछले 5 सालों में कोई क्रिमिनल केस न चल रहा हो।
- राज्य में क्षेत्राधिकार कार्यालय होना चाहिए जो, शिकायत के निवारण, प्रोडक्ट वापसी, रिफंड आदि का ध्यान रखे।
- कंपनी को अपने सारे डायरेक्ट सेलर्स, उत्पाद/सेवाओं, कीमत, बिज़नेस प्लान, खरीदी-बिक्री आदि की पूरी जानकारी के रिकार्ड्स होने चाहिए।

- कंपनी की खुद की वेबसाइट होना चाहिए जिसमें प्रोडक्ट, सर्विस, इनकम प्लान, प्रमाण पत्र, कॉन्ट्रैक्ट आदि की पूरी जानकारी होनी चाहिए जो की हमेशा अपडेटेड हो।
- इसके अलावा शिकायत दर्ज करने की सुविधा भी होनी चाहिए।
- यह भी सुनिश्चित करें कि ऐसी शिकायतें करने के 45 दिनों के भीतर शिकायतों का समाधान होना चाहिए।



सत्यमेव जयते

पिरामिड स्कीम वाली कंपनी से बचें और इन बातों का ध्यान रखें

- **Pyramid Scheme क्या है? इसे आसान शब्दों में कहें तो ऐसी कोई कंपनी जो आपको recruitment यानि नये व्यक्ति की अपने नेटवर्क में joining के बदले पैसे देती हो तो वह पिरामिड स्कीम है जो की बिल्कुल गलत है।**
- **पिरामिड स्कीम वाली कंपनी जुड़ने या बिज़नस शुरू करने के नाम पर आपसे joining fee लेती हैं। जबकि यह guidelines के खिलाफ है।**
- **इस बात का ध्यान रखें भारत में पिरामिड स्कीम गैर कानूनी है और इनसे आपको बचना चाहिए। इसके अलावा किसी भी कंपनी से जुड़ने से पहले कुछ बातों का ध्यान रखने जैसे:**

सत्यमेव जयते

- सरकार के द्वारा जारी इस गाइडलाइन्स के अनुसार नये व्यक्ति की joining पर किसी प्रकार का इंसेंटिव या पैसे मिलने का कोई प्रावधान नहीं होना चाहिए।
 - MLM company आपसे जोड़निंग की फीस या registration fees नहीं ले सकते।
 - आपका बिज़नेस प्रोडक्ट या सर्विस पर आधारित होना चाहिए।
 - कोई भी आपको जरूरत से ज्यादा या अत्यधिक कीमत पर किसी सामान या सर्विस को खरीदने के लिए मजबूर नहीं कर सकता।
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