

Direct selling industry tops ₹25,000 cr: Report

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INDIA'S DIRECT SELLING industry is estimated to have crossed ₹25,000 crore in net revenue in FY26, with seller retention emerging as a key challenge for the sector, according to a report by the Association of Direct Selling Entities of India (ADSEI), prepared in partnership with Kantar.

Direct selling entities are companies that sell products directly to consumers through independent sellers, rather than relying primarily on conventional retail stores or intermediaries.

The industry recorded net revenue of ₹23,522 crore in FY25, growing at a compound annual growth rate (CAGR) of 7%. It had more than 9.1 million active sellers, of whom 47% were women, according to the ADSEI Direct Selling Industry Report 2024-25. India ranked 11th among the world's 15 largest direct selling markets.

The report highlighted low seller retention as a concern for the sector, with many sellers leaving before their businesses establish. Gautam Bali, patron, ADSEI, said better training, stronger governance and a commitment to consumer protection are necessary to help sellers sustain their busi-

ON GROWTH TRACK



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"Behind the ₹23,522 crore are 91 lakh Indians who decided to bet on themselves," Bali said, highlighting the role of direct selling in providing independent incomes, particularly for women in smaller towns and rural areas.

Segments like wellness, personal care and cosmetics together accounted for more than 86% of industry sales, reflecting the importance of everyday consumption categories to the sector.

Geographically, the north-

ern region was the largest market, with a 26.8% share, followed by the western region at 24.5%.

About 69% of active sellers were aged between 25 and 44 years, while more than 32% reported consistent month-on-month income from direct selling, the report said.

The study also identified the Consumer Protection (Direct Selling) Rules, 2021, as an important step towards formalising the sector and establishing clearer operating guidelines.

Emcure approves merger of 2 subsidiaries

PRESS TRUST OF INDIA
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EMCURE PHARMACEUTICALS ON Monday said its board of directors has approved merger of two of its wholly-owned subsidiaries Zuventus Healthcare and Emcutix Biopharmaceuticals with the holding company.

The amalgamation aims to achieve entity rationalisation and operational efficiency within the group, the company said in a regulatory filing. The implementation of the scheme is subject to necessary statutory and regulatory approvals under applicable laws, including sanction from the National Company Law Tribunal.

Since Zuventus Healthcare and Emcutix Biopharmaceuticals are wholly-owned subsidiaries of EMCure Pharmaceuticals, there is no cash consideration and no new shares will be issued under the scheme, the filing said, adding there will be no change in the shareholding pattern of the listed entity.

For the FY26, EMCure reported a turnover of ₹5,243.19 crore. Zuventus Healthcare recorded a turnover of ₹1,040.58 crore, while Emcutix Biopharmaceuticals' turnover was ₹29.37 crore for the period.