



FEDERATION OF DIRECT SELLING ASSOCIATION

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PRESS NOTE

FDSA Submits Memorandum to A P Chief Minister, Mr. N Kiran Kumar Reddy, seeking guidelines to MLM / Network industry

Hyderabad, February 11: The Federation of Direct Selling Association (FDSA) submitted a memorandum to the Chief Minister Mr. Kiran Kumar Reddy seeking guidelines to MLM/Network industry like in the state of Kerala, in a bid to curb all money circulating illegal companies in the guise of MLM/Network marketing companies. The Federation represented by its President Mr. A P Reddy, Vice President Mr. Ravi Ramesh Babu, General Secretary Mr. Kishore Varma, Executive Member (West) Mr. Devanand, and other representatives Mr. P V Gowda, Mr. Ashok Kulhari, Mr. Kulkarni, and Mr. Daulat Tungaria, submitted the memorandum to the Chief Minister at his camp office yesterday (February 10).

The Chief Minister was stated to have responded favorably and would look into the matter.

Mr. A P Reddy, President, explained what MLM/Network industry is really about and sought the government's support to distinguish genuine MLM companies. He also brought to the notice of the Chief Minister the facts of genuine MLM/Network Industry, the volume of turnover, and how the industry strengthens the people economically, making them independent. He also took the opportunity to highlight a section of the people who are taking undue advantage of the industry in the absence of specific guidelines or legislation and cheating the public, committing economic frauds.

A set of guidelines, as in the case of Kerala state government, would solve all the problems, help streamline the industry and also curb all the illegal and money laundering activities of certain companies operating in the guise of MLM/Network Marketing companies. The Kerala government has already proved this by taking the initiative and came up with guidelines. This move had effectively checked the menace of all money circulation schemes.

The FDSA is confident that a set of guidelines, if brought out by the government, is the answer to all the problems of the industry.

A P Reddy

President

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