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Avg income of women engaged in direct selling rises 20%

Mamtha Asokan | TNN | Updated: Mar 9, 2021, 13:59 IST



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GAINING DURING PANDEMIC

During Covid agent-driven direct selling companies relaxed rules for sales agents, aiding income growth

Tupperware for e.g. increased the credit period of pay by agents from 1 week to 2 weeks

The company also launched



solutions like social-selling that allows sharing product URL links via Whatsapp, home-delivery of products, webstore launch etc

Amway saw women participation scaling up from 60% in early 2020 to close to 70% till now

Chennai: Direct seller and Chennai resident Suganti Murthy's March incentive from sales were 23% higher over last year as companies have undertaken delivery instead of the agents themselves and also allowed longer credit cycles. Average income of women engaged in direct selling rose by 20% YoY as of March 2021, as more took to it

during the lockdown. These agent-driven direct selling companies have relaxed rules for sales agents, which in return aided them with income growth, officials at Tupperware said.

Tupperware has increased the credit period of payment by agents on purchase of supplies from 1 week to 2 weeks. "Earlier, we had a restriction to move within a 10 km radius from our residences. However, after adapting to online meetings, the number of interactions doubled from 12-14 per month to 25-30. With the delivery of products taken care of by the company, it has cut down the travel expenses," Murthy said. Tupperware India, which launched various solutions like social-selling that allows sharing product URL links via Whatsapp, home-delivery of products, webstore launch, said digital adoption was the key to helping the rise in incomes of the agents. "Our agents have seen a steady growth of 20% on average income as of March 1, 2021, compared to 2020," said Tupperware MD Deepak Chhabra. During the unlocking phase, the brand added 4-5 stores per month to its pool. This approach gave impetus to the direct sellers that allowed them to explore the possibilities of opening stores as per the unified multi-channel brand approach," he said. "We have created a new channel which is a hybrid of the direct selling and outlet channel, and smart sellers can retail from the comfort of their home," he added.

With over 70,000 direct sellers Tupperware said the majority of the new agent enrollment came from metro and mini-metros in the last year. Amway officials said that off the total direct sellers (i.e) over 5.5 lakh, "we have witnessed women participation scaling upward by 10% i.e. from 60% in early 2020 to close to 70% today." Amway CEO Anshu Budhraj said more people from the U35 (under 35 years) segment were enrolling as direct sellers. 51% of the total direct sellers at Amway are U35, and of the total new joiner. Healthy living gained momentum during the ongoing pandemic, with nutrition and immunity taking center stage. "This trend has benefited our direct sellers who have been building their business by selling nutrition products under the brand Nutrilite from Amway. Given the market scenario, Amway India witnessed tremendous business in the nutrition category, registering a growth of 13% over 2019. The contribution of the nutrition category to Amway's overall business went up from 50% to over 61% in 2020," Budhraj said.

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