

244



**GOVERNMENT OF TELANGANA
ABSTRACT**

CA,F&CS Dept., - Civil Supplies - "The Telangana State Consumer Protection (Monitoring And Regulation of Direct Selling) Guidelines, 2025" - Notification - Orders - Issued.

CONSUMER AFFAIRS, FOOD & CIVIL SUPPLES (CS.I-CCS) DEPARTMENT

G.O.Ms.No: 2

Dt:02.02.2026.

Read the following:

- 1) The Consumer Protection (Direct Selling) Rules, 2021, vide GSR 889 (E), Dated:28th December, 2021 (Gazette of India), Department of Consumer Affairs, Government of India.
- 2) The Consumer Protection (Direct Selling) (Amendment) Rules, 2021, vide GSR 454 (E), Dated:21st June, 2023 (Gazette of India), Department of Consumer Affairs, Government of India.

DC(MCC)

ORDER:

The appending notification will be published in English, Telugu and Urdu in the Telangana Gazette.

2. The Director of Printing & Stationery, Hyderabad, is requested to publish the notification in the Extraordinary issue of the Telangana Gazette Dated:02.02.2026. The Telugu and Urdu translation of the Notification will be furnished by the Director of translation to the Director of Printing & Stationery, Hyderabad, for publication of the same under intimation to this Department and General Administration Department. He is also requested to take necessary action to publish the same in the District Gazettes. He is also requested to send 200 Gazette copies of the Notifications to this Department. The Director of Translation is requested to furnish forthwith the translation of the Notification into the Regional Languages concerned directly to the Director of Printing & Stationery Hyderabad to enable them to publish the same in the Telangana Gazette and District Gazette.

INDIAN DIRECT SELLER

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

DIRECT SELLER & TEAM LEADER PROTECTION

JUSTICE

M.STEPHEN RAVEENDRA

E.O. PRINCIPAL SECRETARY TO GOVERNMENT

To

The Director of Printing, Stationery and Stores Purchase (Printing Wing), Hyderabad, for publication of the Notification in an extraordinary issue of the Telangana Gazette and District Gazette.

Copy to:

✓ The Commissioner of Civil Supplies, Telangana, Hyderabad. (2 copies)

Copy to the P.S. to Hon'ble Minister (I&CAD, F&CS), Telangana Secretariat, Hyderabad.

Copy to the Principal Secretary to I&C Department, Telangana Secretariat, Hyderabad.

Copy to the Principal Secretary to IT&EC Dept., Telangana Secretariat, Hyderabad.

Copy to the Deputy Director or Translation, Translation Cell, Telangana Secretariat, Hyderabad for sending Telugu version in stencil cut with a carbon copy enable to publish the same to the Telangana Gazette.

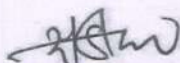
Copy to all District Collectors / Chief Rationing Officer, Hyderabad.

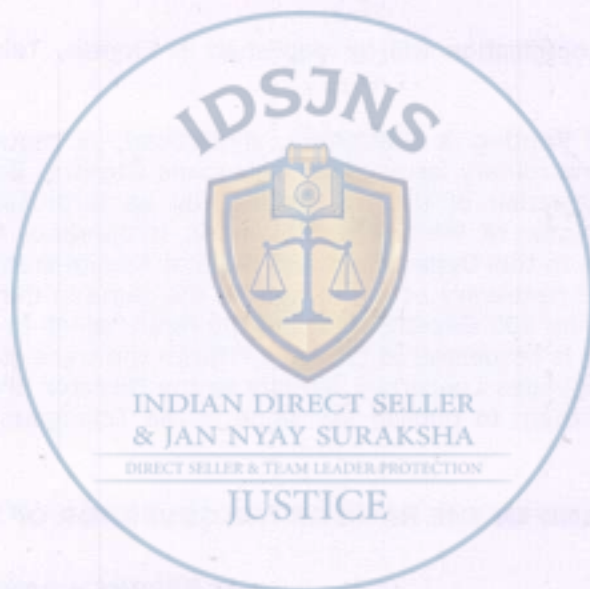
Copy to the Scrutiny Cell of Law Department, Hyderabad.

Copy to the P.S. to Chief Minister.

Copy submitted to the Under Secretary, Department of Consumer Affairs,
Ministry of Food and Public Distribution, Krishi Bhawan, New Delhi.
Copy to all Joint Collectors / Chief Rationing Officer, Hyderabad.
Copy to all District Supply Officers in the State for information and necessary action.
SF/SC.

//FORWARDED BY ORDER//


SECTION OFFICER
me



NOTIFICATION

THE TELANGANA STATE CONSUMER PROTECTION (MONITORING AND REGULATION OF DIRECT SELLING) GUIDELINES, 2025".

(As amended to incorporate the Principal-Agent relationship between Direct Selling Entity and Direct Seller).

Whereas the Government of Telangana, in exercise of its powers under the Consumer Protection Act, 2019 (Act No. 35 of 2019) and the rules made there under, and in conformity with the Direct Selling Rules, 2021 and 2023 issued G.S.R. 889 (E) Dated:28th December, 2021 and G.S.R. 454 (E), Dated:21st June, 2023 (Gazette of India), Department of Consumer Affairs, Government of India hereby issues the following Guidelines for the monitoring and regulation of the business of Direct Selling in the State of Telangana.

And whereas it is considered necessary, in the interests of protecting the rights of consumers and ensuring fair business practices, to prescribe the relationship between the Direct Selling Entity and the Direct Seller as that of a Principal-Agent, thereby placing for the acts and omissions of its Direct sellers.

Now, therefore, the Governor of Telangana hereby makes the following Order, namely:

Short title, extent and commencement:-

- (1) This order may be called the "Telangana State Consumer Protection (Monitoring and Regulation of Direct Selling) Guidelines, 2025".
- (2) It extends to the whole of the State of Telangana.
- (3) It shall come into force with immediate effect.

Application

These Guidelines shall apply to all Direct Selling Entities and Direct Sellers operating within the State of Telangana, irrespective of their place of incorporation or registration, in so far they engage in Direct Selling activities affecting consumers in the State.

Monitoring Mechanism to monitor, supervise the Activities of Direct Selling Entities and Direct Sellers, 2025 for the Protection and Rights of the Consumers as per the Rule 11 of the Consumer Protection (Direct Selling) Rules, 2021 Notified by GoI vide G.S.R.889(E), Dtd:28.12.2021 or called as the Consumer Protection (Direct Selling) (Amendment) Rules, 2023 Notified by GoI vide G.S.R.454(E), Dtd:21.06.2023 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 and Cl. 102 of Consumer Protection Act 2019.

These are guiding principles / mechanism for the Monitoring Authority set up by the State Government for supervising / monitoring the activities of Direct Selling Entities and Direct Sellers and as stipulated in the Consumer Protection (Direct Selling) Rules, 2021 Notified in GSR 889(E), Dated:28.12.2021, by the Ministry of Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs) and amendment vide GSR 454(E), Dated:21.06.2023 to strengthen the existing regulatory mechanism on Direct Selling.

1. Consumer Affairs, Food and Civil Supplies Department is the implementing agency of Consumer protection Act, 2019. Ministry of Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs) New Delhi, has notified the Consumer Protection (Direct Selling) Rules 2021 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. Hence - The Nodal Department to deal with the issues related to Direct Selling will be the Department of Consumer Affairs, Food and Civil Supplies Department in the State.

2. The Nodal Officer for implementation of Direct Selling shall be the Commissioner of Civil Supplies, Telangana State.

3. Definitions

i) Direct Selling: Means marketing, distribution and sale of goods or provision of services through a network of sellers, other than through a permanent retail location.

ii) Direct Selling Entity: Means the principal entity which sells or offers to sell goods or services directly through a network of sellers. But, does not include an entity which is engaged in a Pyramid Scheme or money circulation scheme.

iii) Money circulation scheme: Means the schemes defined in clause (c) of section 2 of the Prize Chits and Money Circulation Scheme (Banning) Act, 1978 (43 of 1978)

iv) Direct Seller: "Direct Seller" means a person authorized by a Direct Selling Entity, through a legally enforceable written contract, to undertake Direct Selling business on a Principal-Agent basis.

v) 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.

vi) Pyramid Scheme: Means a multilayered network of subscribers to a scheme formed by subscribers in order to receive any benefit, directly or indirectly, as a result of enrolment or action or performance of additional subscribers to the scheme, in which the subscribers enrolling further subscribers occupy a higher position and the enrolled subscribers a lower position, resulting in a multi-layered network of subscribers with successive enrolments.

4. Objectives of the Monitoring Authority are:

- To regulate the business of the Direct Selling as per the Consumer Protection (Direct Selling) Rules, 2021 to prevent fraud against the consumers, protect the legitimate rights of the consumers, prohibit all forms of unfair trade practices across all models of direct selling being meted to the consumers, to prohibit Pyramid Scheme and all forms of money circulation schemes or enroll/participate any person to such scheme in the garb of doing direct selling business in the interest of consumers;
- To Monitor/supervise the activities of Direct Selling Entities / Direct Sellers regarding compliance of the Consumer Protection Act, 2019 and the rules framed there under, viz; The Consumer Protection (Direct Selling) Rules, 2021 and the Consumer Protection (Direct Selling) (Amendment) Rules, 2023.

5. Composition of Monitoring Authority:

The Monitoring Authority shall consist of:-

1.	The Principal Secretary to Govt., CA,F&CS Department, of Telangana State.	Chairman
2.	IG., EOW (Economic Offences), Police Dept.	Member
3.	The Commissioner of Civil Supplies, TG, Hyd.	Nodal Officer & Convener
4.	Sr. Officer, Cyber Security Bureau	Member
5.	Finance Department - Officer to be nominated by the Secretary not below the rank of Deputy Secretary.	Member
6.	Law Department - Officer nominated by the Secretary not below the rank of Deputy Secretary.	Member
7.	The Commissioner of Industries & Commerce Department, Telangana	Member
8.	The Commissioner (GST) Commercial Taxes Department	Member
9.	The Director, Drug Control Department, Telangana	Member
10.	The Director, Institute of Preventive Medicine Department, TG	Member
11.	The Controller, Legal Metrology Department, TG	Member

6. The Monitoring Committee shall meet once in a quarter to review on the effectiveness of the Direct Selling Operational Guidelines. Any modifications to the existing rules can be carried out depending upon the exigencies.
7. The Commissioner of Civil Supplies shall monitor the Direct Selling Entities to protect the rights of the Consumers.
8. Any grievance of the Direct Selling Entity (DSE) may be brought to the notice of the Nodal Officer for redressal.
9. No Direct Selling entity shall conduct the business of selling without the permission of the Nodal Department i.e., CA,F&CS Department, Telangana State.
 - i. The Direct Selling Entities shall seek for registration duly submitting the application form as in Annexure-I.
 - ii. This includes the existing Direct Selling Entities.
 - iii. Enclosures to be submitted as mentioned in Annexure-II.
 - iv. General declaration as mentioned in Annexure-III.
 - v. Undertaking-1 as per Annexure-IV.
 - vi. Undertaking-2 as per Annexure-V.
 - vii. Basic content for the website as mentioned in Annexure-VI.
 - viii. Periodical to be submitted as mentioned in Annexure-VII.
10. The direct selling entities who are currently operating in the State of Telangana shall continue their operations subject to the condition of obtaining necessary approval and registration by the Nodal Department.
11. The Consumer Protection Act, 2019 and the Rules and amendments and other circulars issued in the ambit of the Consumer Protection Act, 2019 applies to all the Direct Selling Entities or the Direct Sellers.
12. (i) The Direct Selling entity, before commencing the business shall take the licenses from the concerned Government Departments on the products which they propose to deal with. Thereafter, after receiving the required licenses and permissions shall approach the Nodal Department (Consumer Affairs, Food and Civil Supplies) for necessary permission to commence the business.
(ii) The Commissioner of Police, Hyderabad and the Superintendent of Police of the respective jurisdictions, shall thoroughly examine the credentials of the Direct Selling Entity forwarded by the Nodal Dept., and issue No Objection Certificate/ Clearance Certificate to the entity.
(iii) The Govt., after due verification of the credentials/antecedents of the Direct Selling Entity, shall register the entity and accord permission for operating / commencement of the business of the respective entity.
13. The Direct Selling Entity, while recruiting the Direct Seller, shall thoroughly verify the credentials of the individuals and to recruit only those with ethical background and persons with integrity.
14. The Direct Selling Entity, as and when recruits a Direct Seller, the details of such Direct Seller shall be furnished as per Annexure-I_ Section 20. Similarly, the resignation of the Direct Seller shall also be intimated. The Direct Selling Entity shall submit the updated details of the existing Direct Sellers associated with the Entity once in every (6) months.
15. Direct Selling Entity is wholly responsible for the action of the Direct Sellers being identified/ recruited by the Entity. Irregularities/deviations, if any committed by the Direct Seller, both the Direct Selling Entity and Direct Seller are equally accountable and liable for suitable action.
16. The Nodal Officer is empowered to grant permission or to reject the registration proposal of the Direct Selling Entity.

17. The reasons for rejections shall be intimated to the Entity. If the Nodal Officer desires to have any additional clarification in the process of registration of the entity, the same may be obtained by the Nodal Dept., by giving adequate time for final determination of the application. If the entity fails to submit the required information within the time prescribed, the Nodal officer is empowered to reject the proposal.
18. Detailed scrutiny of the proposal shall be done by the Nodal officer before granting permission to commence the business to the DSE with regard to the requisite documents furnished by the Direct Selling Entity.
19. Enrolment of Direct Selling Entity to carry out business in Telangana:
 - a) No Direct Selling Entity or such other person shall engage in a direct selling business in the State of Telangana unless such entity is registered/enrolled with Direct Selling monitoring Authority (CA,F&CS Dept.) by filing an application in a prescribed format given at Annexure-I immediately after notification of the monitoring guidelines.
 - b) The profile of the Promoter/Directors/ Partners of the Direct Selling Entity and the required Permits/ License/ General & Tax particulars along with the self declaration shall be furnished in the application Proforma in Annexure-I and a Notary attested Affidavit/Declaration shall be furnished in the prescribed format given in Annexure -IV of the application along with the enclosures stated in the said prescribed application form including the other Annexures - II, III, V, VI & VII
 - (i) The Monitoring Authority may grant or cancel the enrolment of the Direct Selling Entity and also propose to cancel the enrolment of Direct seller with the Direct Selling Entity, if any violation of the Consumer Protection (Direct Selling) (Amended) Rules, 2023 is noted prima facie or for the non-filing of required documents.
 - (ii) Enrolment of a direct selling entity with the Government would be made purely on the basis of the particulars furnished by the applicant in the prescribed enrolment application form, which do not confer any legal rights on the enrolled entity and seller to represent themselves as Government approved Agencies. Rather, the purpose of enrolment is for enabling the Monitoring Authority to carry out its objectives in an effective manner in protecting the rights of the consumers.
20. **Mandatory maintenance of records:**
 - a) The Direct Sellers, Direct Selling Entity shall take all the requisite permissions from the respective Departments on the products which they intend to carry out the business of Direct Selling.
 - b) Every direct seller, Direct Selling Entity shall maintain at its registered office, either manually or electronically, all such documents as are required under any law for the time being in force, including the following documents or records, as may be applicable, as per Rule No.4 of Consumer Protection (Direct Selling) Rules, 2021 namely:-
 - i. Certificate of Incorporation/Registration Certificate, Memorandum of Association and Articles of Association (In case of Company)/ Partnership Deed (In case of Partnership Firm/LLP);
 - ii. Permanent Account Number and Tax Deduction and Collection Account Numbers;
 - iii. Goods and Services Tax Registration and Goods and Services Tax Returns;
 - iv. Income Tax Returns;
 - v. Balance Sheet, Audit Report and such other relevant reports;
 - vi. Register of Direct Sellers;

- vii. Certificate of Importer-Exporter code (In case of imported goods);
- viii. License issued under the Food Safety and Standards Authority of India Act, 2006 (34 of 2006) for the purposes of manufacture or sale of food items;
- ix. Certificate of Registration of Trademark;
- x. License and Registration Certificate issued under the Drugs and Cosmetics Act, 1940 (23 of 1940) for the purpose of manufacture or sale of drugs, including Ayurvedic, Siddha, Unani drugs and Homeopathic Medicines.
- xi. The Direct Selling Entity or the Direct Seller is mandated to produce the records when ever asked to be produced by the Nodal Department or the Inspecting/Enforcement Officer of the Department concerned which the Entity is selling.
- xii. The Inspecting/Enforcement Officer of the respective Department is empowered to conduct periodical inspections as per the Rules of their Department and the Direct Selling Entity or the Direct Seller should cooperate with the officer for inspection of the records etc.
- xiii. Basing on the inspection report against the entity, the disciplinary proceedings against the contraventions made by the DSE will be taken up by the concerned Department as per the procedures of the Dept. in vogue. Subject to outcome of the disciplinary case by the concerned Dept. necessary action will be initiated by the Nodal Department.

21. Obligations of direct selling entity:

Every Direct Selling Entity shall

- a) If a company, be incorporated under the Companies Act, 2013 (18 of 2013) or if a partnership firm, be registered under the Partnership Act, 1932 (9 of 1932) or if a Limited Liability Partnership, be registered under the Limited Liability Partnership Act, 2008 (6 of 2009).
- b) Incorporation of the Company and matters incidental thereon as per Companies Act, 2013, clause 7 (1) (a to g) of chapter - II.
- c) Have a minimum of one physical location as its registered office within India;
- d) Make self-declaration to the effect that it has complied with the provisions of these rules and is not involved in any Pyramid Scheme or Money Circulation Scheme;
- e) Maintain proper and updated website with all relevant details of that entity, including the documents or records specified in rule 4, the self-declaration specified under clause (C), contact information which is current and updated, details of its nodal officer, grievance redressal officer, its management, products, product information, price and grievance redressal mechanism for consumers,
- f) Own, hold or be the licensee of a trademark, service mark or any other identification mark which identifies that entity with the goods or services to be sold or supplied, but shall not give commissions, bonus or incentives on sale of goods or services of which it is not the owner, holder or licensee of trademark, service mark or other identification marks.
- g) Obtain all applicable trade registrations and licenses, including Permanent Account Number and Goods and Services Tax Registration;
- h) Get all information provided by it in its website duly certified by a Company Secretary.
Explanation;- for the purpose of this clause, "Company Secretary" means a person as defined in clause (c) of sub-section (1) of section 2 of the Company Secretaries Act, 1980 (56 of 1980).

- i) Have a prior written contract with each of its Direct Sellers, authorizing them to sell or offer to sell its goods or services, clearly establishing a Principal-Agent relationship, and ensuring that the terms of such agreement are just, fair and equitable.
(Other obligations under the Central Direct Selling Rules, 2021 and 2023 remain applicable mutatis mutandis.)
- j) Ensure that all its direct sellers have verified identities and physical addresses and issue identity cards and documents only to such direct sellers.
- k) Create adequate safeguards to ensure that goods and services offered by its direct sellers conform to applicable laws.
- l) Be liable for the grievances arising out of the sale of goods or services by its direct sellers.
- m) Shall submit their business returns in the proforma prescribed at the end of every quarter.

22. Obligations of the direct seller: Every direct seller shall:

- (a) Have a prior written contract with the Direct Selling Entity for undertaking sale of, or offer to sell, any goods or services of such entity, which shall explicitly set out the Principal-Agent relationship between them;
 - (b) At the initiation of any sale representation, truthfully and clearly identify himself, disclose the identity of the direct selling entity, the address of place of business, the nature of goods or services sold and purpose of such solicitation to the prospect;
 - (c) Make an offer to the prospect providing accurate and complete information, demonstration of goods and services, prices, credit terms, terms of payment, return, exchange, refund policy, return policy, terms of guarantee and after sale service.
 - (d) 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 the 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 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;
 - (e) Obtain Goods and Service Tax registration, Permanent Account Number registration, all applicable trade registrations and licenses and comply with the requirements of applicable laws, rules and regulations for sale of a product;
 - (f) Ensure that actual product delivered to the buyer matches with the Description of the product given;
 - (g) Take appropriate steps to ensure the protection of all sensitive personal information provided by the consumer in accordance with the applicable laws for the time being in force and ensure adequate safeguards to prevent access to, or misuse of, data by unauthorized persons.
23. Every Direct Selling Entity shall provide the following information on its website in a clear and accessible manner, which shall be displayed prominently to its user mentioned under Rule 5(2) (a) to (h) sub-rules (i) to (viii) of Consumer Protection (Direct Selling) 2021/ Consumer Protection (Direct Selling) (Amendment) Rules, 2023, Rule 5 (3 to 17).

24. The direct seller shall also follow the Obligations as per Rule 6 (1) (a to g) of Consumer Protection (Direct Selling) 2021/ Consumer Protection (Direct Selling) (Amendment) Rules, 2023.
25. A Direct Seller shall also adhere to the Rule 6 (2) (a to d) of Consumer Protection (Direct Selling) 2021/ Consumer Protection (Direct Selling) (Amendment) Rules, 2023.
26. By all means and in good faith shall follow all the rules and regulations issued in the Consumer Protection (Direct Selling) 2021/ Consumer Protection (Direct Selling) (Amendment) Rules, 2023 and further amendments made if any thereon.

27. Application of e-commerce rules; the Direct sellers as well as the Direct Selling entities using e-commerce platforms for sale shall comply with the requirements of the Consumer Protection (e-Commerce) Rules, 2020 and the amendments issued thereof.

28. Power of entry and search:

Consumer Protection (Direct Selling) Rules in cl. (11) has empowered the State Government to set up a mechanism to monitor or supervise the activities of the Direct Sellers and Direct Selling Entity for compliance of the Rules in the interest to protect the Rights of the consumers.

The Departments which are empowered with monitoring shall notify the Enforcement Officers who are vested with powers to search or conduct inspection as per the guidelines or control orders of the respective Department.

The enforcement officers from the departments relevant to the products being sold by direct selling entities are vested with the powers to search, or seize by conducting inspection as per the guidelines or control orders of the respective Department.

- a) The Enforcement Officers shall submit the enquiry report before the Additional Collector (Local bodies) of the District concerned.
- b) "Disciplinary Authority" means the Additional Collector (Local bodies) of the concerned district having jurisdiction over the area in respect of Telangana State.
- c) "Appellate Authority" means the District Collector of the concerned district having jurisdiction over the area in respect of Telangana State.
Any person aggrieved by any order passed by the Additional Collector (Local bodies) shall within (7) days from the date of receipt by him/her, of such order, appeal against such order, to the Appellate Authority.
- d) "Revision Authority" means the Commissioner of Civil Supplies having Jurisdiction over the area in respect of State of Telangana.

Any person aggrieved by an order of Appellate Authority shall within (30) days from the date of communication to him/her, of such an order, prefer a Revision to the Commissioner of Civil Supplies, Telangana State.

The Concerned Enforcement Department, that registered the case, may have to respond to the Revision Authority submit/present; elucidate the case registered within the ambit of the concerned law.

29. Action against violation/non-compliance of the directives of Monitoring Mechanism by any Direct Selling Entity/Direct Seller will be considered seriously and treated appropriately. The Monitoring Authority, in such cases, either suo-motu or on the basis of any complaint received in this regard from any stakeholders, may:

1. Issue notice to the Direct Selling Entity, giving due opportunity of being heard, in a reasonable time limit and ask the explanation to be submitted about the violation/contravention or any act of omission/commission in contravention to the Act and guidelines. After receipt of the explanation, the Monitoring Authority may;

- (i) Drop further proceedings of the explanation, if totally satisfied and no violations have been proved.
- (ii) Refer the matter to the concerned department for examination, necessary action and call for action taken report within a reasonable time limit.
- (iii) Refer the matter to the appropriate Consumer Protection Authority or such authority as envisaged in Sec 17 to 23 of the Consumer Protection Act'2019.
- (iv) Register a case if a violation of Law/Act in vogue, including BNS (BHARATIYA NYAYA SANHITA)'2023 with the appropriate authority.

As a consequence of Investigation on the report, as per above clause 29 (1) (ii); if a prime facie case is established and investigation authority files a charge-sheet in the competent court of Law, then Nodal Department may direct the Direct Selling Entity to stop, forthwith, that particular sale of item or service by issuing a Cease and Desist order, in order to protect the Consumer Rights.

- (v) Issue Show-Cause Notice to Direct Selling Entity, calling for explanation, either in person or in writing within (15) days for such violation as to why the whole business should not be stopped. A due opportunity to be heard should be given to the Direct Selling Entity, before taking the final decision in the matter.
30. Every Direct Selling Entity, after enrolment, should furnish reports in detail in respect of Direct Sellers regarding enrolment, termination, active status, purchase value, business transactions, GST returns, Income tax returns, TDS filing from time to time and any other particulars as and when found necessary by the Monitoring Authority and submit it to the Monitoring Authority within 15/25 days from the end of each such quarter/financial year respectively, as the case may be. Failing which, it will be viewed seriously and action initiated in terms of Consumer Protection (Direct Selling) Rules and monitoring guidelines issued.

Contravention of rules: The provisions of the Act shall apply for any contravention of the rules.

M.STEPHEN RAVEENDRA
E.O. PRINCIPAL SECRETARY TO GOVERNMENT

Application-Proforma for Direct Selling

S.No	Details			
1	Company Details			
a	Company Name			
b	Company Identification Number (CIN)			
2	Type Of Company (Proprietary, Partnership, Pvt Ltd, Etc)			
3	Company Address	Reg. Office	Head Office	Regional/ GST Reg. Offc.
a	H.No.			
b	Street			
c	Village			
d	Mandal			
e	District			
f	State			
g	Country			
h	Pin Code			
i	Email Id			
j	Telephone No.			
k	Fax			
l	Mobile			
m	Company Website			
n	Details of other registrations (with jurisdiction) , if any (Attach copy of Registration Certificate)			
4	Details Of Directors On Board (If Applicable)			
a	No.of Directors			
	Details Of Directors On Board	Managing Director	Director 1	Director 2
b	Name			
c	Gender			
d	Age			
e	Educational Qualification			
f	Aadhar No			
g	Social Status			
h	H.No.			
i	Street			
j	Village			
k	Mandal			
l	District			
m	State			
n	Country			
o	Pin Code			
p	Telephone No.			
q	Mobile			
r	Fax			
s	Email Id			
5	Details Of Key Management Personnel As Per Registration Under The Companies Act	Personnel 1	Personnel 2	Personnel 3
a	Name			
b	Gender			
c	Age			
d	Educational Qualification			

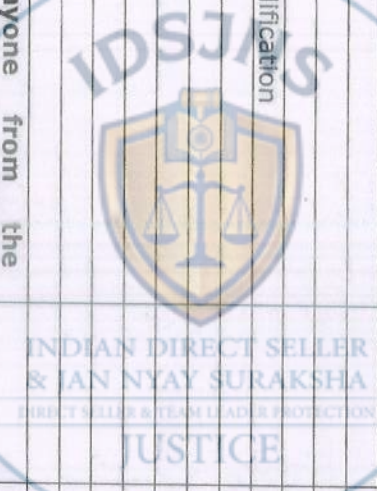
e	Aadhar No			
f	Social Status			
g	H.No.			
h	Street			
i	Village			
j	Mandal			
k	District			
l	State			
m	Country			
n	Pin Code			
o	Telephone No.			
p	Mobile			
q	Fax			
r	Email Id			
s	Designation			

Nodal Officers Details				
		For interacting with D/o. Consumer Affairs	For interacting with Govt. of Telangana	

6				
a	Name			
b	Gender			
c	Age			
d	Education Qualification			
e	Social Status			
f	Aadhar No.			
g	Designation			
h	Contact No			
i	Email Id			
j	Fax			
k	Landline No			
7	Whether anyone from the management was convicted by any court in the past within the past 5 years (from the date of application). If so details thereof.			

a	Name			
b	Gender			
c	Age			
d	Educational Qualification			
e	Aadhar No			
f	Social Status			
g	H.No.			
h	Street			
i	Village			
j	Mandal			
k	District			
l	State			
m	Country			
n	Pin Code			
o	Telephone No.			
p	Mobile			
q	Fax			
r	Email Id			
s	Fir No.			
t	Police Station			
u	Date Of Conviction			

8	Details Of Licenses			
a	Name of the License	License 1	License 2	License 3



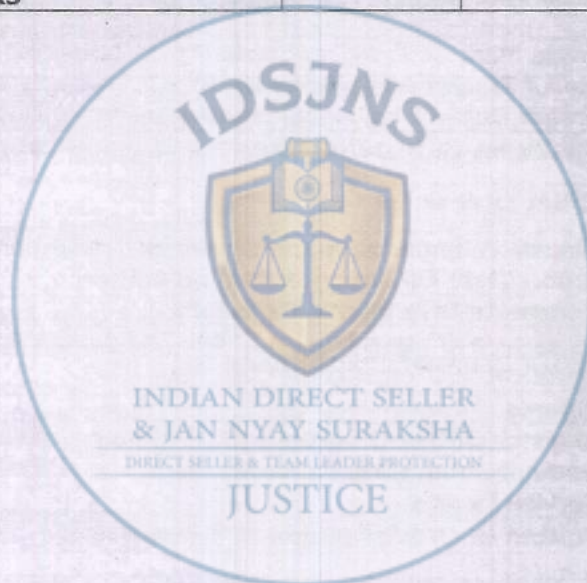
b	License Number			
c	License Issue Date			
d	License Expiry Date			
e	License Issuing Authority			
f	No. Of Products Covered			
9	Details of trademark, or principal brand which identifies the company.	Trademark 1	Trademark 2	Trademark 3
a	Type			
b	Trade Mark Issue Date			
c	Expiry Date			
d	Issuing Authority			
e	No. Of Products Covered			
10	Customer Care Cell Details	HQ details	State branch 1	State branch 2
a	H.No.			
b	Street			
c	Village			
d	Mandal			
e	District			
f	State			
g	Country			
h	Pin Code			
i	Telephone No.			
j	Mobile			
k	Fax			
l	Email Id			
11	Consumer Grievance Redress			
a	No. of Members			
	Consumer Grievance Redress Committee	Member 1	Member 2	Member 3
b	Name			
c	Gender			
d	Age			
e	Social Category			
f	Education Qualification			
g	Aadhar Number			
h	H.No.			
i	Street			
j	Village			
k	Mandal			
l	District			
m	State			
n	Country			
o	Pin Code			
p	Telephone No.			
q	Mobile			
r	Fax			
s	Email Id			
12	Direct Sellers Details	Direct Seller 1	Direct Seller 2	Direct Seller 3
a	No of direct sellers registered with your direct selling entity			
b	How many direct sellers were issued unique identity numbers			
	Details			
c	Name			
d	Gender			
e	Age			
f	Social Category			
g	Education Qualification			

h	Aadhar Number			
i	H.No.			
j	Street			
k	Village			
l	Mandal			
m	District			
n	State			
o	Country			
p	Pin Code			
q	Telephone No.			
r	Mobile			
p	Fax			
q	Email Id			
r	Unique Id Number			
s	Pan Number			
u	Date Of Appointment			
v	GST Number			
w	No.of Trade Marks Obtained			
x	Trade Mark Issue Date			
y	Name on which trademark is obtained			
z	Is the direct seller convicted at time?			
aa	Has the direct seller declared bankruptcy?			
ab	Is the direct seller himself is a grievance redressal officer?			
ac	Whether declarations and undertaking taken from?			
13	Service Provided			
a	Is after sales service offered?(yes/no)			
b	Are details of after sales service included in guarantee? (yes/no)			
c	Procedure for service activation given in bill?(yes/no)			
d	Service offer stated separately in the bill?(yes/no)			
e	How to communicate with agent mentioned in bill?(yes/no)			
f	Are details of web site printed prominently on product?(yes/no)			
14	Grievance Redressal			
a	Whether online grievance redressal system active?			
b	Are grievance redressed within 45 days ?			
15	Product /Service Details			
a	Whether direct selling is of products or services or both			
b	No.of products/services			
c	Product /service name			
d	Country of origin of product/service			
e	Give link of websites			
16	Please Confirm The Following About Your Direct Selling Scheme: (Yes/No)			
a	A) It has no provision that a direct seller will receive remuneration or incentives for the recruitment /enrolment of new participants and provide that direct sellers will receive remuneration derived only from the sale of goods or services			

b	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	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	D) It provides a participant with a written contract describing the "material terms" of participation;			
e	E) It Allows Or Provides for a Participant A Reasonable Cooling-Off Period To Participate Or Cancel Participation In The Scheme And Receive Are Fund Of Any Consideration Given To Participate In The Operations;			
f	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'			
	Note: 1. Give details in regard to the above in an enclosure. 2. In case any of the answers- in this para is 'no', please provide full details with reasons in an enclosure.			
17	Please Confirm The Following! (Yes/No)			
a	(a) Whether proper identity document(s) to all the direct sellers are issued			
b	(b) Whether you maintain "register of direct sellers" wherein relevant details of each enrolled direct seller is updated and maintained with details including verifiable proof of address, proof of identity and pan as per the income tax act.			
c	(c) What is the mechanism for payment of any taxes and duties pertaining to sale of goods or services, including the mechanism of ensuring compliance from direct sellers and distributors. give details.			
18	Information On Website			
a	Registered name of the direct selling entity			

b	Registered address of the direct selling entity & of its branches			
c	Contact details including email address, fax, landlines & mobile nos of its customer care & grievance redressal officer			
d	A ticket number for each complaint lodged through which the complainant can track status of the complaint			
e	informed choices to the consumer- information relating to 1.return,2.refund,3.exchange, 4.warranty,5.guarantee,6.delivery & shipment,7.modes of payment,8.grievance redressal mechanism 9.such other information which may be required by the consumers to make informed decisions			
f	Information on available payment methods, the security of those payment methods, the fees or charges payable by users, the procedure to cancel regular payments under those methods, charge back options if any, the contract information of the relevant payment service provider.			
g	Total price of any goods or service in single figure along with its break up price showing all compulsory and voluntary charges including delivery charges, postage and handling charges, conveyance charges & the applicable tax			
h	To provide correct & complete information at prepurchase stage to enable buyers to make informed purchase decisions and such information shall, in addition to the mandatory declarations to be provided under the legal metrology (packaged commodities) rules, 2011 contain the following information namely 1.The name of purchaser and seller 2.Description of goods and services 3.Quantity of goods or services 4.The estimated delivery date of goods or services 5.The process of refund 6.Warranty of the goods 7.Exchange or replacement of goods in case of it			
i	Reports: reports pertaining to compliance of purchase,shipment, return,refund,exchange			
j	Approved literature including promotional and product to be made			

k	De listed direct sellers : de-listed direct sellers details ie., name, address and relevant information to be displayed in the website			
l	Offers: 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 Credit Is Offered & Unless The Duration Of The Offer And The Price Are Clearly Stated In The Offer, The Prices Shall Be Maintained For A Reasonable Period Of Time To Be Displayed			
m	pricing policy: the procedure for payment and debt collection shall be determined in writing before any			
19	Whether Enclosures as per Annexure I Submitted (YES/NO)			
20	Whether Undertakings as per Annexure II Submitted (YES/NO)			
21	Whether Content for Website as per Annexure III Submitted (YES/NO)			
22	Please mention if any other specific remarks			



ANNEXURE II**Enclosures**

1	Copy Of Certified copy of the Certificate Of Incorporation to the entity Under section 7 of the Companies Act, 2013
2	Copy Of Address Proof Of Registered Office Of Direct Selling Entity (As per registration certificate).
3	Copy Of Identity Proof Of The Proprietor
4	Copy Of PAN Of The Proprietor/Company
5	Copy Of GSTIN
6	Copy Of Goods And Service Tax Returns
7	Income Tax Returns
8	Copy of the latest audited Balance Sheet, profit and loss account and the details of total remuneration paid to the direct sellers And Such Relevant Reports
9	Copy Of Tax Deduction And Collection Number
10	Copy Of Memorandum and Articles Of Association/Bye Laws wherein Direct Selling is mentioned as business activity, duly verified by a statutory declaration made by a Director, Manager, Secretary or Officer of the Entity.
11	Copy Of List Of Board Of Directors With Detailed Address & Contact Details
12	Copy Of List Of Committee Members Of Grievance Redress Cell With Detailed Address & Contact Details
13	Copy Of The Undertaking Submitted To The Department Of Consumer Affairs, Govt. Of India
14	Copy Of Compliances/ Licenses, (D&O license) Or Registrations and such permits as may be required for the operation of the business from the Local Authorities (Corporation/Municipality/ Panchayat) as applicable For The Sale Of Goods Or Services
15	Copy Of Trade Mark Or Principal Brand Which Identifies The Company - Which Includes No.Of Trademarks, Name On Which Trademark Is Obtained, Owner Of The Trademark, Date Of Issuance, Issuing Authority, Date Of Validity.
16	Copy Of Certificate Of Importer-Exporter Code (In Case Of Imported Goods)
17	Copy Of FSSAI License For Food Items
18	Copy Of License & Registration Certificate Issued Under Drugs & Cosmetics Act, 1940 For Drug Related Including Ayurvedic, Unani, Homeo, Siddha Medicines.
19	Copy Of Certificate Of Registration Under Companies Act
20	Copy Of Certificate Of Registration Of Trade Mark
21	Product Pictures
22	Copy Of Register Of Direct Sellers Including Name, Unique Id, H.No, Street, Village, Mandal, District, State, Pin Code, Mobile No, Email, Landline, product/Service Details
23	Copy Of Written Contract/Agreement Between Direct Selling Entity & Direct Seller
24	Copy Of Identity Cards Of Each Direct Seller
25	Copy Of PAN Of Direct Sellers
26	Copy Of Identity Proof Of Each Direct Seller
27	Copy Of Address Proof Of Each Direct Seller
28	Copy Of Brief Details Of Direct Selling Scheme And Compensation Plan
29	Copy Consisting Of Details With Reasons If Answer Is "No" In The Sl.No.21 Of Format
30	Copy Of Bill Book Containing Guarantee & Warranty
31	Copy of Sample of Contract with direct sellers/distributors.
32	Any Other As Per Guidelines

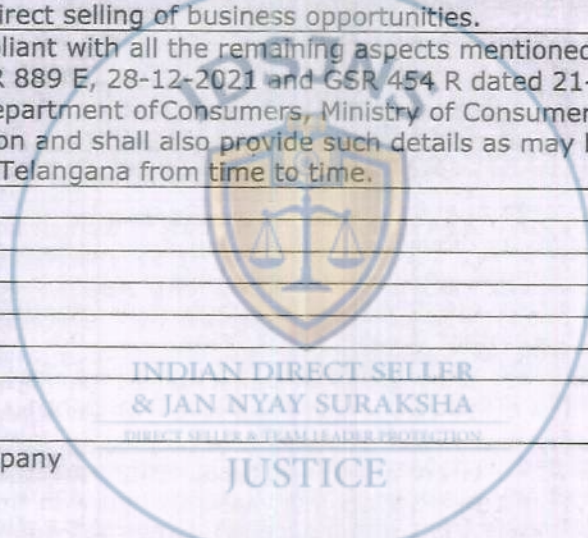
ANNEXURE III

2	2. GENERAL DECLARATIONS
a	No direct selling entity shall adopt any unfair trade practice in the course of its business or otherwise, and shall abide by the requirements specified in any law for the time being in force.
b	All products of a direct selling entity shall comply with the declarations to be made under the legal metrology act, 2009 (1 of 2010) .
c	Every direct selling entity shall store sensitive personal data within the jurisdiction of india in accordance with applicable law for the time being in force and shall take appropriate steps to ensure protection of such data provided by a consumer and also ensure adequate safeguards to prevent access or miss use of such data by any unauthorized person.
d	Every direct selling entity shall having regard to the number of grievances ordinarily received by such entity from persons in india, establish an adequate grievance redressal mechanism and appoint one or more grievance redressal officers for redressal of consumer grievances and display the current and updated name, contact details including telephone number, email address and designation of such officer on its website and the details of its website shall also be prominently printed on the product information sheet or pamphlet.
e	Every direct selling entity shall ensure that the grievance redressal officer acknowledges the receipt of any consumer complaint within 48 working hours of receipt of such complaint and redresses <u>the complaint normally within a period of 45 days from the date of receipt of the complaint and in case of delay of more than a month, reasons for the delay, and the actions taken on the complaint, are informed to the complainant in writing.</u>
f	Every direct selling entity shall appoint a nodal officer who shall be responsible for ensuring compliance with the provisions of the act and the rules made there under and to ensure such complaints with any order or requisition made in accordance with the provisions of any other law from the time being in force or the rules made there under.
g	Every direct selling entity shall establish a mechanism for filing of complaints by consumers through its offices or branches or direct sellers either in person or through post telephone email or website. every direct selling entity shall maintain a record of its direct sellers including their identity proof address through email and such other contact information.
h	Every direct selling entity shall maintain a record of all its direct sellers including their identity proof, address proof, email & such other contact information.
i	Every direct selling entity shall on the request in writing made by a consumer after the purchase of any goods or services provide him with the information regarding any direct seller from whom such consumer has made a purchase and such information shall include the name address email contact number and me other information which is necessary for making communication with such direct seller for effective dispute resolution.
j	Every direct selling entity shall ensure that advertisements for marketing of goods and services are consistent with actual characteristics access and usage conditions of such goods and services.
k	No direct selling entity shall directly or indirectly falsely represent itself as a consumer and post reviews about its goods or services or miss represent quality or features of any of its goods or services.
l	A direct selling entity which explicitly or implicitly watches for the authenticity of the goods or services sold or guarantees that such goods or services or authentic shall bear the liability in any action related to the authenticity of such goods or services.
m	Not with standing the distribution system adopted by it a direct selling entity shall monitor the practices adopted by its direct sellers and ensure Compliance With These Rules By Means Of Legally Binding Contract With Such Direct Sellers.
n	Every direct selling entity shall maintain a record of relevant information allowing for the identification of all direct sellers who have been delisted by the direct selling entity and such list shall be publicly shared on its website.
o	Every direct selling entity shall become a partner in the convergence process of national consumer helpline of central government

ANNEXURE IV

UNDERTAKING

I/We,
.....
.in the capacity of
.....of the
.....company/firm declare that we are compliant with the following
a) We do not promote a Pyramid scheme as defined in clause 14. (vi) 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) We do not participate in money circulation scheme as defined in clause 14. (iii) in the garb of direct selling of business opportunities.
c) We are compliant with all the remaining aspects mentioned in the guidelines issued vide GSR 889 E, 28-12-2021 and GSR 454 R dated 21-06-2023 (Gazette of India) by the department of Consumers, Ministry of Consumer Affairs, Food & Public distribution and shall also provide such details as may be required by the Government of Telangana from time to time.
Place:
Date:
Name:
Designation
Telephone No:
Email
Sd/-
Seal of the Company

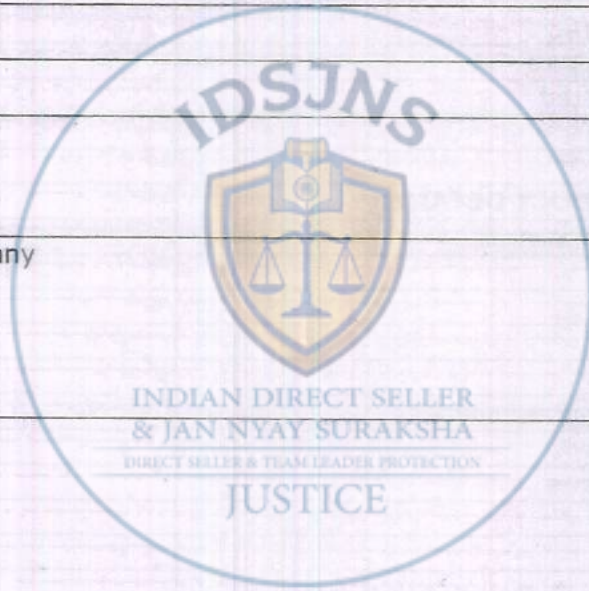

INDIAN DIRECT SELLER
& JAN NYAY SURAKSHA
DIRECT SELLER & TEAM LEADER PROTECTION
JUSTICE

Undertaking-3

DUTIES OF DIRECT SELLING ENTITY & DIRECT SELLER	
	Subject to the provisions of Chapter VI of the Act, relating to Product Liability, the following shall be the duties of direct selling entity and direct seller, as may be applicable, namely:—
(i)	(i) Every direct-selling entity and every direct seller shall ensure that—
a	(a) The terms of the offer are clear, so as to enable the consumer to know the exact nature of offer being made and the commitment involved in placing any order;
b	(b) The presentations and other representations used in direct selling shall not contain any product description, claim, illustration or other element which, directly or by implication, is likely to mislead the consumer;
c	(c) The explanation and demonstration of the goods or services offered are accurate and complete, particularly with regard to price and, if applicable, to credit conditions, terms of payment, cooling-off periods or right to return, terms of guarantee, after-sales service and delivery;
d	(d) The descriptions, claims, illustrations or other elements relating to verifiable facts are capable of substantiation;
e	e) Any misleading, deceptive or unfair trade practices are not used;
f	(f) Direct selling is not represented to the consumer as being a form of market research;
g	g) The promotional literature, advertisement or mail contain the name and address or telephone number of the direct selling company, and include the mobile number of the direct seller;
h	(h) Direct selling shall not state or imply that a guarantee, warranty or other expression having substantially the same meaning, offers to the consumer any rights in addition to those provided by law, when it does not;
i	(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	(j) The remedial action open to the consumer shall be clearly set out in the order form or other accompanying literature provided with the goods or service.
k	(k) The presentation of the offer does not contain or refer to a testimonial, endorsement or supportive documentation unless it is genuine, verifiable and relevant;
l	(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	(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	(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	(o) In cases of delay 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	(p) Right of return offered by that entity shall be in writing;
q	(q) Whether payment for the offer is on an immediate sale or installment basis, the price and terms of payment shall be clearly stated in the offer together with the nature of any additional charges such as postage, handling and taxes and, whenever possible, the amounts of such charges;
r	(r) In the case of sales by installment, the credit terms, including the amount of any deposit or payment on account, the number, amount and periodicity of such installments and the total price compared with the immediate selling price, if any, shall be clearly shown in the offer;
s	(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	(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	(u) the procedure for payment and debt collection shall be determined in writing before any contract is signed and it shall be such as to avoid undue inconvenience to the consumer, making due allowance for delays outside the consumer's control;
v	(v) The provisions of the Legal Metrology Act, 2009 (1 of 2010) and the rules framed there under shall be followed.
w	(w) A direct selling entity and a direct seller shall comply with the requirements of all relevant laws including payment of taxes and deductions thereunder.
x	persons not to be engaged in the business of direct selling.-- No person who is convicted, or bankrupt during the last five years prior to his association with the business of direct selling, or a person of unsound mind, shall be engaged in the business of direct selling.
y	Application of e-commerce rules.-- The direct sellers as well as the direct selling entities using e-commerce platforms for sale shall comply with the requirement of the Consumer Protection(e-Commerce) Rules, 2020.
z	Inconsistencies in laws.-- Where any regulation made under the Reserve Bank of India Act, 1934 (2 of 1934) is applicable to a direct selling entity governed under these rules, the provisions of such regulations shall prevail over the provisions of these rules to the extent of inconsistency. Contravention of rules.-- The provisions of the Act shall apply for any contravention of these rules.
(ii)	(ii) A direct selling entity or direct seller shall not--
a	(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	(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	(c) Indulge in mis-selling of products or services to consumers;
d	(d) Use or cause or permit to be used, any fraudulent, coercive, unconscionable or unlawful means or cause harassment or promoting its direct selling business or for sale of its goods or services;
e	(e) Refuse to take back spurious goods or deficient services and refund the consideration payed for goods and services provided;
f	(f) Charge any entry fee or subscription fee.
g	(g) 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.
	I/We,of thecompany/firm undertake that we are compliant with the above
	Place:
	Date:
	Name:
	Designation
	Telephone No:
	Email
	Sd/-
	Seal of the Company



BASIC CONTENT FOR WEBSITE UNDER DIRECT SELLING

S.N	DETAILS
0	
1	GENERAL DETAILS
1	Company Details
2	Company Address
3	Details of directors on board (if Applicable)
4	Details of registered office in India (as per registration certificate)
5	Details of key management personnel as per registration under the companies act
6	Nodal officer details for interacting with d/o consumer affairs
7	Customer care & grievance redressal cell Details
8	Consumer grievance redress committee
9	Direct sellers on board
10	Direct sellers delisted
11	Details of website
B	SERVICES/PRODUCT DETAILS
12	Description/information
13	No of products
14	Country of origin
15	Buy back policy
16	Cooling period
17	Approvals/licenses/trademark
18	Aftersales service
19	Confirmation to laws
20	Exchange
21	Guarantee
22	Warranty
23	Shipment/delivery
24	Payment options
25	EMI options
26	Interest details
27	Refund
28	All contractual information to be discussed as per law
C	PAYMENTS
29	Methods available
30	Security of payment methods
31	Fee payable by users
32	Procedure for cancellation under each method
33	Charge back option
34	Contract information of service provider

D	TOTAL PRICE
35	Basic price
36	Compulsory charges
37	Handling charges
38	Delivery charges
39	Postage charges
40	Conveyance charges
41	Applicable taxes
42	CGST
43	SGST

E REPORTS AS BELOW (From Direct Sellers & Customers)

	Issue	No of cases reported	No of cases addressed	Addressed within time frame
44	Grievances			
45	Refunds			
46	Returns			
47	Exchanges			
48	Warranty			
49	Guarantee			
50	Authenticity			

F APPROVED LITERATURE:

51	Pamphlets
52	Advertisements
53	Communications to consumers

G MONITORING:

54	No. of Direct sellers Registered	No. of Direct Sellers found to be complying with Rules	No. of Direct Sellers found not to be complying with rules

ANNEXURE-VII

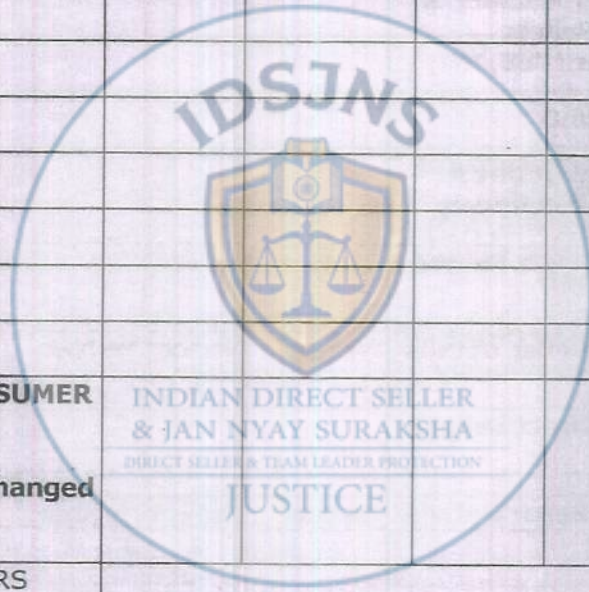
Periodical (Monthly/Quarterly) Proforma to be submitted by Direct Selling Entity

1	Whether the company name changed ?	YES	NO
2	Whether the company address changed ?	YES	NO
3	Whether the board of Directors changed ?	YES	NO
4	Whether Nodal Officers changed ?	YES	NO
5	Whether Customer Care Cell Details changed ?	YES	NO
6	Whether Consumer Grievance Reddress Committee changed ?	YES	NO
7	whether Number of Direct Sellers changed ? a)Added b)Resigned/Terminated	a) YES b)YES	a) NO b) NO
8	Whether Any New product Added ?	YES	NO
9	whether Any Existing Product Deleted ?	YES	NO
10	Whether any New trademarks obtained ?	YES	NO
11	Whether any New Licenses obtained ?	YES	NO
12	Whether all undertakings taken from Direct Sellers ?	YES	NO
13	Whether all the enclosures annexed or not ?	YES	NO
(Note: If any of the above is YES, please provide the details in Annexure 1 of Monthly proforma)			
14	WEBSITE		
a	Whether website address changed ?		
b	Whether Website Consists Of All Relevant Information As Per Guidelines ?	YES	NO
c	Whether Website Updated Regularly?	YES	NO
d	Last Date Of Website Updation?(Please mention date)		
e	Details Of Management Updated?	YES	NO
f	Product Information Updated?	YES	NO
g	Details Of Products Updated?	YES	NO
h	Complaint Redressal Mechanism Approved By Company Law Secretary ?	YES	NO
i	Entire Proforma Displayed In Portal?	YES	NO
j	All Declarations Displayed In Portal?	YES	NO
k	All Undertakings Displayed In Portal?	YES	NO
l	Whether Updated Information Signed By Company Secretary Is Hosted In The Website Or Not	YES	NO

15 Whether the following copies submitted :			
a	Copy of Total Sales Turnover(Goods & Services Separate l) achieved in the last quarter	YES	NO
b	Copy of Total remuneration paid to the direct sellers during the last quarter	YES	NO
c	Copy of Total Income Tax TDS effected from the commission paid to the direct sellers in the last quarter	YES	NO
d	Copy of Total GST payments in the last quarter (CGST/SGST and IGST Separately)	YES	NO

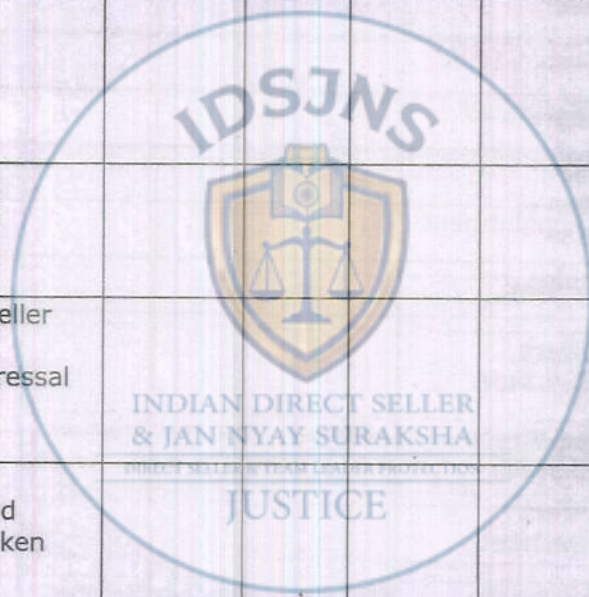
Periodical(Monthly/ Quarterly) Proforma to be submitted by Direct Selling Entity			
1	Is the Company Name changed? (YES/NO, If YES PI provide following details)		
2	Is the company address changed ? (YES/NO, If YES PI provide following details)		
	COMPANY ADDRESS	REGISTERED OFFICE	REGIONAL OFFICE
a	H.No.		
b	Street		
c	Village		
d	Mandal		
e	District		
f	State		
g	Country		
h	Pin Code		
i	Email Id		
j	Telephone No.		
k	Fax		
l	Mobile		
m	Company Website		


3	Are the board of Directors changed (YES/NO, If YES PI provide following details)				
a	No. of Directors changed				
		Managing Dir.	Director 1	Dir. 2	Dir.3
b	Name				
c	Gender				
d	Age				
e	Educational Qualification				
f	Aadhar No				
g	Social Status				
h	H.No				
i	Street				
j	Village				
k	Mandal				
l	District				
m	State				
n	Country				
o	Pin Code				
p	Telephone No.				
q	Mobile				
r	Fax				
s	Email Id				
4	Whether Nodal Officers changed (YES/NO, If YES PI provide following details)				
	NODAL officers details	For interacting with D/o Consumer Affairs, GoI.		For interacting with State Govt.	
a	Name				
b	Gender				
c	Age				
d	Education Qualification				

	e Social Stauts				
	f Aadhar No.				
	g Designation				
	h Contact No				
	i Email Id				
	j Fax				
	k Landline No				
5	Whether CUSTOMER CARE CELL DETAILS changed (YES/NO, If YES PI provide following details)	HQ Details	State Branch 1	State Br.2	State Br.3
	a H.No				
	b Street				
	c Village				
	d Mandal				
	e District				
	f State				
	g Country				
	h Pin Code				
	i Telephone No.				
	j Mobile				
	k Fax				
	l Email Id				
6	Whether CONSUMER GRIEVANCE REDRESS COMMITTEE changed				
	a NO.OF MEMBERS				
		Member 1	Member 2	Member 3	Member 4
	b Name				
	c Gender				
	d Age				
	e Social Category				

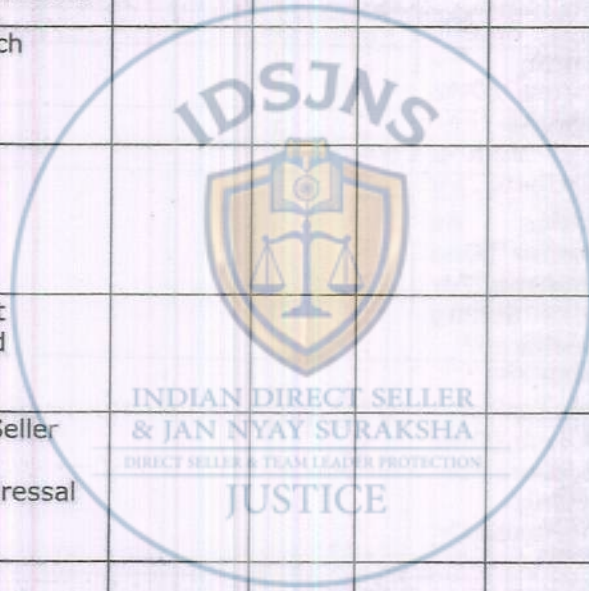
f	Education Qualification			
g	Aadhar Number			
h	H.No			
i	Street			
j	Village			
k	Mandal			
l	District			
m	State			
n	Country			
o	Pin Code			
p	Telephone No.			
q	Mobile			
r	Fax			
s	Email Id			
7	whether Number of Direct Sellers changed(YES/NO)			
	A) ADDED			
a	Total No.of Direct Sellers previously			
b	No.of Direct Sellers Added			
	Direct Seller Details	Member 1	Member 2	Member 3
c	Name			
d	Gender			
e	Age			
f	Social Category			
g	Education Qualification			
h	Aadhar Number			
i	H.No			
j	Street			
k	Village			
l	Mandal			
m	District			
n	State			

o	Country				
p	Pin Code				
q	Telephone No.				
r	Mobile				
s	Fax				
t	Email Id				
u	Unique Id Number				
v	Pan Number				
w	Date Of Appointment				
x	GST Number				
y	No. of Trade Marks Obtained				
z	Trade Mark Numbers				
aa	Name On Which Trademark Is Obtained				
ab	Is the Direct Seller Convicted At Time?				
ac	Has The Direct Seller Declared Bankruptcy?				
ad	Is The Direct Seller Himself Is A Grievance Redressal Officer?				
ae	Whether Declarations And Undertaking Taken From?				
	B) No.of Direct Sellers resigned or terminated				
	Direct Seller Details	Member 1	Member 2	Member 3	
a	Name				
b	Gender				
c	Age				
d	Social Category				



e	Education Qualification				
f	Aadhar Number				
g	H.No				
h	Street				
i	Village				
j	Mandal				
k	District				
l	State				
m	Country				
n	Pin Code				
o	Telephone No.				
p	Mobile				
q	Fax				
r	Email Id				
s	Unique Id Number				
t	Pan Number				
u	Date Of Appointment				
v	Gst Number				
w	Reason for Termination or Resignation				
 <p>INDIAN DIRECT SELLER & JAN NYAY SURAKSHA DIRECT SELLER & TEAM LEADER PROTECTION JUSTICE</p>					
C) DELISTERS					
a	No. of Direct Sellers Delisted				
	De-Listed Direct Sellers Details	Member 1	Member 2	Member 3	
b	Name				
c	Gender				
d	Age				
e	Social Category				
f	Education Qualification				
g	Aadhar Number				
h	H.No.				
i	Street				
j	Village				

k	Mandal				
l	District				
m	State				
n	Country				
o	Pin Code				
p	Telephone No.				
q	Mobile				
r	Fax				
s	Email Id				
t	Unique Id Number				
u	Pan Number				
v	Date Of Appointment				
w	GST Number				
x	No.of Trade Marks Obtained				
y	Trade Mark Numbers				
z	Name On Which Trademark Is Obtained				
aa	Is the Direct Seller Convicted At Time?				
ab	Has The Direct Seller Declared Bankruptcy?				
ac	Is The Direct Seller Himself Is A Grievance Redressal Officer?				
ad	Whether Declarations And Undertaking Taken From?				
ae	Total No.Of Direct Sellers Registered Under The Entity As On Today				
8	Whether Any New Product Added				
	Total No.of Products Registered Under The Entity As On Today				
a	Name				
b	Specifications If Any				



9	Whether Any Existing Product Deleted					
a	Name					
b	Specifications If Any					
10	Whether Any New Trademarks Obtained					
	Details Of Trade Mark					
a	License Issue Date					
b	License Expiry Date					
c	Trade Mark Issuing Authority					
d	No. Of Products Covered					
11	Whether Any New Licenses Obtained					
a	License Number.					
b	License Issue Date					
c	License Expiry Date					
d	License Issuing Authority					
e	No. Of Products Covered					
12	Whether All Undertakings As Per Proforma (One Time Proforma For Direct Selling Entity) Enclosed?	All As Per Proforma (One Time Proforma For Direct Selling Entity) Enclosed?				
13	Whether All Enclosures As Per The Proforma (One Time Proforma For Direct Selling Entity) Annexed Or Not?					
14	Website					
	Reports As Below from customers					
	Issue	No Of Cases Received	No Of Cases Addressed	Addressed Within Time Frame	No.Of Acknowledgements	Reasons or Delay Informd To Consumer In Writing
a	Grievances					
b	Refunds					
c	Returns					
d	Exchanges					

M.STEPHEN RAVEENDRA
E.O. PRINCIPAL SECRETARY TO GOVERNMENT