

***Dear Folks,
Namaste!***

I feel pleased to thank the Government of India for bringing regulatory guidelines for the Direct Selling industry. This has positively changed the way this industry operates and is perceived by the common men. Today, the potential of Direct Selling industry is getting its deserved due of acknowledgment and respect and the prospects to work in it are brighter than ever. Yet, we are waiting for the next steps from the Government and to have an ACT in place for which bodies like FDSA and IDSA are vehemently working. Being the co-founder of SARSO & FDSA, I ensure it in every way that we abide by the guidelines and encourage all SARSO Distributors and industry counterparts to follow the same. While we pledge to work ethically by all means, we are doing our best to evict malpractices that exist in the ecosystem.



With 65% of India's population being youth, it is SARSO's vision to channelize them towards self-employment and create opportunities for others to find self-employment rather than waiting to get placements in companies that mostly do not match their inner calling. What makes us do our best towards youth empowerment is our free distributorship opportunity availing which anyone can start their entrepreneurial journey and grow without a ceiling. In practice, it means people can work within a timeframe they define for themselves with no confinement to a brick-and-mortar space and without any hefty investments that are required to start a business in general. This also accompanies their association & acquaintance with renowned industry leaders and a quality network of Distributors.

All this is backed by our selective product range across Wellness, Grooming, Clothing, and Footwear; each product of which is handpicked to solve a purpose in someone's daily routine. These products are a fine combination of competitive pricing and quality having received positive testimonials from thousands of consumers. What further strengthens our vision is our Hybrid Compensation Model, which is by far best in the industry and aimed at distributing maximum payout to our valued distributors.

Having said that, I ensure to back this up through regular training of our Distributors & personal meetings wherein I would infuse my Leadership experience and groom them to become the Leaders of future.

Eager to see you all succeed with SARSO.

Sincerely yours,

Mohit Sardana (CEO)

SARSO Biznet International Pvt. Ltd.