

Central Chronicle

Vestige leads at #7 as the only Indian direct selling company in the DSN's International digital momentum index global rankings

New Delhi: Vestige Marketing Pvt Ltd, India's largest home-grown direct selling company with a vast portfolio in health, wellness, and hygiene products, was ranked number 7 in the Direct Selling News' list of top direct selling companies as rated by the social media and online presence in the International Digital Momentum Index. Having grown strategically in business, markets as well as products, Vestige recently celebrated its 17th year of operations since inception in 2004.

The International Digital Momentum Index is a measure of top Direct Selling companies globally, which saw a significant social media growth and digital presence in Quarter 2. The rankings initiated by the Direct Selling Capital Advisors, showcase the comparison between Q2 to Q1 in their current results. Due to the pandemic, the industry witnessed a growth in Instagram followers and engagement while Facebook experienced a slight decline. The 100+ portfolio of Direct Selling companies also saw impressive web traffic and a quarter-over-quarter improve-



ment of +20%. Overall, Q2 was a modest improvement from Q1, presumably due to the general re-opening of the economy and social engagements, but still somewhat depressed going into the summer months.

Commenting on the milestone, Gautam Bali, Managing Director, said, "The current Covid situation over the last year has made the economy fragile and never before has it been important to reach out to customers in innovative ways. We have been able to customise our customer engagement platforms with intelligent use of social media and digital platforms in a timely manner to reach out to our distributor network, and continue to help them grow in their journey with us.

I am delighted to witness that Vestige is the only Indian company to find place in DSN's global rankings for digital momentum. Gaining a rank of number 7 worldwide is a reassurance that our efforts to reach people through different platforms are on the right track."